

CENTER *express*

THE UNIVERSITY OF KANSAS HOSPITAL • UNIVERSITY OF KANSAS MEDICAL CENTER

New ad campaign focuses on key quality outcomes

The University of Kansas Hospital has rolled out a new brand and image campaign that highlights performance-driven outcomes – namely its remarkable scores in patient satisfaction and risk-adjusted mortality index.

The campaign encompasses radio and TV spots, as well as print and billboard ads. It also includes a dramatically revamped hospital Website, *kumed.com*, the first large-scale overhaul in seven years. The new site encourages consumers to compare the hospital's key quality measures to national benchmarks and area organizations.

Actor **Tom Skerritt** again lends his commanding persona to the 30-second TV spots, but now he's strolling the campus with physicians, chatting with them about their medical advances and innovative healing philosophies.

The shift is subtle but significant compared with past advertising. "We're targeting the knowledgeable, savvy consumer with a sophisticated message that allows our physicians to serve as proof of our progress," said **Julie Amor**, Marketing director.

"We will further build our brand using quality as our

platform. As an organization, we have set this direction because we want to be leaders in setting the bar for quality and transparency."

The campaign, which runs through next June, reinforces the hospital's brand as "the region's premier academic medical center."

In a 2000 survey, just 6.2 percent of area residents named the hospital when considering that phrase. The level now is nearly 46 percent, a tangible result from the advertising investment.

"We still have a long way to go," she said. "Marketing and advertising can shape



The TV spots feature actor Tom Skerritt chatting with **D.J. Lakkireddy, MD** (from top), **Terry Tsue, MD**, and **Doug Burton, MD**.

perceptions and bring people to the door. After that it's up to all of us to live the brand. We're the ones who make the story real."

Trick or Treat: Drive-Thru Flu Shots Oct. 31

Volunteers are needed for The University of Kansas Hospital's Drive-Thru Flu Shot event Oct. 31.

About 275 clinical and nonclinical volunteers are needed to work the day's two shifts: 6:30-10:30 a.m. and 10 a.m.-2 p.m.

Information and to volunteer: Clinical, **Angie Smith, RN**, asmith3@kumc.edu; nonclinical, **Ally Moore**, amoore6@kumc.edu. Indicate preferred shift and clothing size (for fleece vest to wear at the event).

Look for details on 24/7 and in future editions of *Center Express*.

Campus gears up for flu season

Flu season is upon us. And this year will be more complicated with the additional onset of H1N1 flu.

It's estimated that 20 to 40 percent of Kansans could be infected by the H1N1 virus over the next 24 months. Early indications are young people, 6 months to 24 years, pregnant women and people with underlying health con-

ditions are at higher risk of H1N1 flu complications.

How do I keep from getting the flu?

Even if you are exposed to either seasonal or H1N1 flu, there are steps you can take to fight it.

- Get vaccinated for seasonal flu (see sidebar page 2).
- Get vaccinated for H1N1 flu once the vaccine is available.

- Cover coughs and sneezes – use tissue, or cough into elbow (Dracula maneuver).
- Wash your hands often with soap and water or alcohol hand sanitizer.
- Avoid touching your eyes, nose or mouth.
- Avoid contact with large groups of people.
- Stay home when you have flu-like symptoms until

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after you are fever-free without medication for 24 hours.

- Practice other good health habits (get enough sleep, eat well, drink lots of fluids).

Is it H1N1 flu?

Symptoms for the seasonal flu and H1N1 are similar. Both include:

- Abrupt fever equal to or greater than 100 degrees
- Body aches, chills, fatigue
- Cough, sore throat, runny nose

Diarrhea or vomiting are unusual. "We are finding, in most cases, the symptoms of H1N1 flu are actually milder than regular seasonal flu," said **Jan Wesselmann, RN**, Employee Health manager at the hospital. "In either case, the best course of treatment is to stay home if you have these symptoms."

If you are pregnant or have a chronic illness like diabetes or asthma and have been exposed to flu-like symptoms, she advised calling your doctor. If you experience shortness of

breath, chest pain, dizziness or confusion, severe vomiting or a recurrence of symptoms after feeling better, contact your doctor immediately.

Prepare with a continuity plan

Be prepared in case you become ill. Arrange for care for yourself and your children before you get sick. At work, make sure you have a backup.

Representatives from campus entities are meeting regularly to monitor the situation. Watch *Center Express* and 24/7, the hospital intranet, for updates.

For additional information about H1N1, go to cdc.gov/

h1n1flu and kdheks.gov/H1N1.

If you have questions about the flu, contact Wesselmann, 8-2080; Infection Prevention and Control, 8-2779; or Occupational Health, 8-6512.

Students can contact the Student Health Center at 8-1941 or visit kumc.edu/studentcenter/health.

The Centers for Disease Control and Prevention guidelines recommend the following receive H1N1 vaccines: health care workers, women who are pregnant, and those who have an underlying medical problem, such as people with diabetes or cardiovascular disease.

Stop flu at 'Flu Stop'

Free flu shots will be available this year at "Flu Stop" clinics. Campus employees can get the vaccine on the following dates. No registration is necessary.

- Oct. 2, 2093 Delp, 7-9 a.m., 11 a.m.-1 p.m., 2-4 p.m.
- Oct. 7, 2093 Delp, 7-9 a.m., 11 a.m.-1 p.m., 2-4 p.m.
- Oct. 8, Westwood Campus Multipurpose Room, 9 a.m.-1 p.m.
- Oct. 15, 2093 Delp, 7-9 a.m., 11 a.m.-1 p.m., 2-4 p.m.
- Oct. 20, Occupational Health Clinic, 7 a.m.-4 p.m.
- Oct. 27, 2093 Delp, 7-9 a.m., 11 a.m.-1 p.m., 2-4 p.m.

A limited supply of H1N1 vaccine may be available in mid-October. More information will be provided about H1N1 vaccine as it becomes available.

New 'Tour de BBQ' to benefit cancer center



The Livestrong Army of Kansas City will host the

Tour de BBQ, a first-of-its kind bike race, Oct. 3 to benefit The University of Kansas Cancer Center's efforts to achieve National Cancer Institute designation.

The event, which also will benefit the Lance Armstrong Foundation, consists of a 15- and 60-mile road race through Kansas and Missouri. Both courses are designed to take participants on a "tour" of Kansas City's finest bar-beque restaurants. The race starts and ends at the American Royal Liberty Lot.

"The Tour de BBQ will allow everyone who participates to make a significant difference in our region by raising money for an extremely important cause," said **Erica Brown**, cancer center Communications manager, who is spearheading the event.

Registration deadline is Sept. 28. Information and registration: tourdebbq.com.



Treads & Threads grosses more than \$1M for cancer care

Under the stars and inside the oval at Kansas Speedway, the eighth annual Treads & Threads gala Sept. 11 grossed more than \$1 million for cancer patient care at The University of Kansas Cancer Center. Pop icon **Michael McDonald** (center) posed for photos with hospital staff members (from left) **Ken Peterman, RPh**, clinical pharmacist, cancer center outpatient Pharmacy; **Tammy Peterman, RN, MS**, executive vice president, chief operating officer and chief nursing officer; **Janice Benjamin**, vice president, Fund Development; and **Bob Page**, president and chief executive officer.

eXtracurricular

Thursday, Sept. 17

BLOOD AND MARROW Transplant Support Group: First and third Thursdays, 1-2:30 p.m., Atrium Conference Room, Westwood Campus. Information: 8-1227.

PHARMACOLOGY/TOXICOLOGY Seminar: "Trimethyltin Chloride (TMT) Poisoning and Plastic Safety," Xiaojiang Tang, PhD, 4-5 p.m., Beller Conference Center.

US, TOO PROSTATE Cancer Support Group: Third Thursdays, 7-9 p.m., Rieke Auditorium. Information: 8-1227.

Friday, Sept. 18

NEUROLOGY/NEUROSURGERY Grand Rounds: "Translational Approaches to Improve Peripheral Neuropathy: Is this Really Possible?" Doug Wright, PhD, 6:45-9 a.m., Lied Auditorium.

PEDIATRIC GRAND Rounds: "Health Care Reform: Current Policy Issues and the Medical Profession," Glen Cox, MD, and Mary Zimmerman, PhD, 8-9 a.m., Wahl Hall West Auditorium.

ANNUAL KU School of Medicine Faculty Retreat: Keynote speaker Darrell Kirch, MD, AAMC president and CEO, and Barbara Atkinson, MD, KUMC executive vice chancellor, 9 a.m.-1 p.m., School of Nursing Auditorium.

Monday, Sept. 21

NURSING CRITICAL Care Competency Fair: 7 a.m.-1 p.m., Unit 45. Also 1-7 p.m., Tuesday, Sept. 22, and 7 a.m.-1 p.m., Tuesday, Sept. 29, same location. Information: Marci Walker, MSN, 8-1063, or mwalker4@kumc.edu.

Tuesday, Sept. 22

CENTRAL PLAINS Geriatric Education Center Seminar: "Oral Health Prevention and Intervention: Improving Health, Nutrition, and Quality of Life for Frail Elderly," Valerie Blanco Johnson, RDH, 9 a.m.-

noon, 200 Landon Center on Aging. Register: oa.kumc.edu/cpgec/upcomingprograms.htm.

BIostatistics Seminar: "Predicting Oral Pharyngeal Cancer Using the SEER-Medicare Linked Database," John Keighley, PhD, noon-1 p.m., Lied Auditorium. Lunch provided for first 20 attendees.

Wednesday, Sept. 23

INTERNAL MEDICINE Grand Rounds: "HIV Update 2009," Fernando Merino, MD, 8-9 a.m., 3015 Sudler Auditorium.

BROWN BAG Lunch Series for Older Adults: "Predict the Future? Prepare for the Future," Barney Mayse, noon-1 p.m., 200 Landon Center on Aging. Reservations: Matt Chandler, 8-3094 or mchandler@kumc.edu.

LANDON CENTER on Aging Movie Matinee for Older Adults: *Fried Green Tomatoes*, 1:30-3:30 p.m., 200 Landon Center. Information: Myra Hyatt, 8-2365.

Thursday, Sept. 24

NURSING RESEARCH Council Seminar: "Evidence-Based Practice: Healthy Communication," 8:30 a.m.-4:30 p.m., G013 KU School of Nursing Auditorium. Information: Sindy English, 8-1822.

LUNG CANCER Support Group: Second and fourth Thursdays, 5:30-6:30 p.m., Atrium Conference Room, Westwood Campus. Information: 8-1227.

eXpress reminder

KUMC ALUMNI WEEKEND
Registration deadline extended to Oct. 2. Alumni Weekend is Oct. 16-17. Information: kumc.edu/alumni/reunion

Send calendar items to centerexpress@kumc.edu. Items must be received by noon on the Monday prior to publication.

\$10 tickets for Sept. 19 KU football

As part of KU Athletics' Heroes Day promotion, campus employees can buy \$10 tickets to the 11 a.m. Saturday, Sept. 19, KU football game against Duke. Additional tickets for families and friends can be purchased for \$25 (a \$25 savings).

Buy tickets online (tinyurl.com/d84vbu, use code HERO) or at any Memorial Stadium ticket booth on game day, or at the Allen Fieldhouse ticket booth through Friday. Information: KU Athletics at 800-34-HAWKS, or kuathletics.com.

Groups to celebrate Rehab Week Sept. 21-26

National Rehabilitation Awareness Week is Monday, Sept. 21 - Saturday, Sept. 26. The interdisciplinary celebration, involving several campus groups, will feature an array of activities throughout the week. Among them: free therapy and demos, a wheelchair relay race and a nursing contest. Information: **Julie Ginter**, 8-6793.

Born to be wild: Docs race Sept. 23

Four physicians from The University of Kansas Cancer Center's Blood and Marrow Transplant Program will compete in a fundraiser for The Leukemia & Lymphoma Society.

Their competition: a bicycle-scooter relay race. The festivities will be 2-3:30 p.m. Wednesday, Sept. 23, at the Westwood Campus Atrium, with the race starting about 2:30. Books, baked goods and popcorn also will be sold as a benefit to the society, and employees can contribute money to their favorite racing physician.

The four participants: **Sunil Abhyankar, MD, Omar Aljitawi, MD, Sid Ganguly, MD, and Joesph McGuirk, DO**. Information: **Gerri Nowak**, 8-6029.

Reception Sept. 24 to honor postdocs

The University of Kansas Medical Center will celebrate National Postdoctoral Appreciation Day with a reception 4-6 p.m. Thursday, Sept. 24, at 1001/1003 Beller Conference Rooms, Kansas Life Sciences Innovation Center.

The reception is the first of its kind, part of a nationwide effort by the National Postdoctoral Association. "We hope this day will help increase awareness of the significant contributions postdoctoral scholars make to the U.S. scientific research enterprise," said **Allen Rawitch, PhD**, vice chancellor for Academic Affairs and dean, Graduate Studies.

A postdoctoral scholar holds a doctoral degree and is participating in continued, mentored research or scholarly training toward their career. Information: **Kelly Magaha**, 5-6845, or kmagaha@kumc.edu.

RN satisfaction survey deadline is Oct. 4

Registered nurses at The University of Kansas Hospital are encouraged to complete a confidential online survey at nursingquality.org/survey. The hospital will use the survey results to identify areas for improvement.

Deadline is 11:59 p.m. Oct. 4 for The National Database of Nursing Quality Indicators RN Satisfaction Survey. It takes only about 20 minutes to complete.

To participate you must be a registered nurse in the Department of Nursing; employed full time, part time or PRN; involved in patient care 50 percent of the time; and employed prior to July 1, 2009.

The survey data will be added to the NDNQI database. It also will be submitted as part of Magnet re-application. Information: **Suzanne Shaffer, RN**, 8-4457, or sshaffer@kumc.edu

eXchange

Vehicles

2003 HONDA CR-V EX, 118K, 5-door, 4WD, automatic, mostly highway miles, new brakes, excellent cond., \$9,300. 913-302-9699.

2002 NISSAN MAXIMA GLE, 122K, great cond., interior upgrades, V6, black leather seats, heated front seats/steering column, BOSE stereo, sunroof, more, \$7,000. 816-679-5989.

2000 FORD RANGER, 90K, runs well, \$5,000 OBO. 913-909-7131.

1994 OLDSMOBILE CUTLASS Ciera S, 133K, light blue, regular oil changes, new spark plugs/brakes, fairly new tires, 30 mpg highway, photos, \$1,995 OBO. 816-518-6219.

For Sale

EVENFLO HIGHCHAIR, 2 years old, beige/brown plaid with orange accents, excellent cond., manual, photos, \$35. 816-547-6860.

MOVING SALE: piano, shelving, entertainment center, queen-size bed with wooden frame, storage drawers, bedside table, lighting unit, photos. 785-979-1595.

5-PIECE LUDWIG drum set, hi hat, stand, 18" ride/crash and stand, bass pedal, \$250. 913-669-5400.

PHOTO PRINTER, compact Cannon Selphy CP760 in original box, 100+ prints, used once, paid \$200+, asking \$75 OBO. 913-706-8291.

MAYTAG DISHWASHER, stainless steel, 1 year old, \$200; antique round table, 6 chairs, buffet mirror, \$500; blue/cream plaid sofa, chair, coffee table, end table, \$200. 816-678-9931.

2 NASCAR TICKETS for Oct. 3-4 races, great seats, sell at face value. 816-429-6588.

PALM CENTRO phone, pink, touch screen, Sprint phone, Web, email, Bluetooth, camera, wireless memory card slot, \$150. 816-786-5751.

REFRIGERATOR, 17.6 cu. ft., top freezer, \$350; Performa washer, oversize, heavy duty, 15-cycle, \$250; Performa dryer, oversize, 3 temp., 7-cycle, \$250; excellent cond., \$700 all. 816-521-0502.

BRITAX COMPANION car seat, height-adjustable base, plum color, side impact protection, 5-point harness, gently used, paid \$190, asking \$70. 305-401-8892.

LG RUMOR cell phone, green, about 1 year old, some scratches, perfect working cond., double ear piece, computer charger, \$50. 913-538-1082.

Please send classified ads to centerexpress@kumc.edu or post online at 24/7. Items must be 25 words or less and received by noon Monday. Ads run on a space-available basis.

HOUSEHOLD ITEMS: 27" Sony flat screen TV, \$40; 27" RCA TV, \$40; sleeper couch, large, tan, \$40 OBO; entertainment center, \$30 OBO. 913-961-3248.

COUCH & LOVESEAT, tan suede, great cond., with light wood coffee table, \$300 for set; dining room table, missing 1 chair, \$100; photos, you pick up. 913-832-7801.

ELECTRIC FIREPLACE, black, paid \$300 at Lowe's, asking \$75; tires and rims, 3 new, 1 used, 18" Sumitomo 5-lug tires, paid \$3K, asking \$1,200. 816-500-1088.

VERA BRADLEY bags: java blue Lola purse, new with tags, \$40; raspberry fizz Cargo purse, new with tags, \$55; Puccini bucket tote, \$35. 816-678-5607.

Housing

For Sale

3 BR RANCH, 1 BA, updated kitchen, remodeled bath, new thermal windows/AC/heat, new colors throughout, patio, fenced backyard, new roof, 10 minutes from KUMC, \$90K. 816-808-4000.

For Rent

DOWNTOWN CONDO, 2 BR, den, 2 BA, washer/dryer, rooftop pool/sauna, exercise room,

2 covered/gated parking spots, available Oct. 15, photos. \$1,300/month, includes some utilities. 860-803-1298.

WALDO DUPLEX, 2 BR, 1 BA, 1,000 sq. ft., 2nd floor, oversized closets, refrigerator, stove, washer/dryer, 10 minutes from KUMC, photos, available Oct. 10, \$795/month. 816-665-3873.

Garage Sales

LEE'S SUMMIT SALE: Sept. 18-19, 615 SE Douglas St., 6- to 12-month baby clothing, Graco swing, Bumpo seat, toys, household items. 816-797-8499.

KANSAS CITY North Sale: 8 a.m.-1 p.m., Sept. 19, 8000 NE 57th St., Gracemor, baby items, crib, bedding set, toys, more.

Lost/Found

LOST: watch in Unit 30F, will pay \$200 reward. 913-636-7888.

Wanted

NANNY to care for 3-month-old daughter and 3½-year-old son, starting early Dec., 7:30 a.m.-5 p.m., Tuesdays, Wednesdays and Thursdays, Mission Hills. 773-501-9355.

KID CLOTHING, newborn-teen sizes, toys, photo albums, other kid items. 816-582-7169.

eXceptional

Father Jerry Spencer and **Rosie Songer, LSCSW**, Social Work case manager, were honored Sept. 8 by being nominated for the Frontline Action Awards.

Each year the awards, sponsored by the Center for Practical Bioethics, are given to a metro nurse, chaplain, social worker and allied health professional. Nominations are based on candidates' respectful, compassionate care and interest

in ethical dialogue in a clinical setting. Thirty-two health care professionals were nominated this year.

Though they didn't win, both Spencer and Songer serve on The University of Kansas Hospital's Palliative Care team and provide creative support to patients in the final chapter of their lives.



Father Jerry Spencer



Rosie Songer, LSCSW

Spencer provides spiritual care to patients and families, often after hours. Besides overseeing weddings, memorials and daily Mass, he has served on the hospital Ethics Committee since its inception in the 1980s.

As part of her work on the Palliative Care team, Songer is well known for going the extra mile to provide the most fulfillment possible for patients and families. She organized a baby shower for a young father who wouldn't live to see his child born, and she often helps coordinate hospital room weddings.

CENTER eXpress

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Center Express is a weekly employee publication produced by The University of Kansas Hospital Communications Services, 2330 Shawnee Mission Parkway, Suite 100, Westwood, KS 66205. Send story ideas to Mike Glynn, editor, mglynn@kumc.edu, or call 5-5193.