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MANAGED CARE CONTRACTING NEWSLETTER

UAB
HEALTH SYSTEM

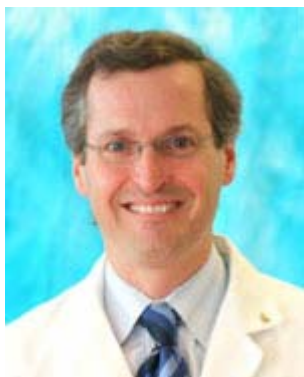
Medicine that touches the world.

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North Pavilion



UAB Hospital Wins Consumer Choice Award



Mike Waldrum, MD

UAB Hospital again won the National Research Corporation (NRC) Consumer Choice Award for the Birmingham Metropolitan Statistical Area, making it the only hospital in Birmingham among the nation's 250 top hospitals in terms of consumer perceptions of quality and image.

In what NRC calls "the nation's most comprehensive consumer assessment of the health care industry," consumers named 3200 hospitals in 190 markets throughout the contiguous United States. The annual survey represented 400,000 consumers in 200,000 households.

"We are extremely proud to receive this recognition. We strive day and night to provide the highest quality of care possible to the patients that trust us with their health. This is another important recognition for our professionals in their efforts to provide excellent care," says Michael Waldrum, MD, chief executive officer of UAB Hospital. "This acknowledgement is especially meaningful in that it comes directly from the people utilizing our services."

UAB Chosen as one of 'Best Places to Work in Academia'

UAB is ranked number five nationally in the "Best Places to Work in Academia" survey of life science researchers published in the November issue of *The Scientist* magazine. UAB, ranked 47th last year, skyrocketed to the top of the rankings with high scores in the survey's categories of job satisfaction, pay, tenure, and research resources.

The magazine credited UAB's rapid rise in the rankings to its strong interdisciplinary approach to research, reflected in its 17 university-wide research centers, and state-of-the-art facilities like the Richard C. and Annette N. Shelby Interdisciplinary Biomedical Research Building, which opened in 2006.

"This is a welcomed endorsement of the collegial, interdisciplinary approach to research that has always defined UAB," says UAB President Carol Garrison, PhD.

According to *The Scientist*, the most important factor in a strong work environment cited in this year's survey was

the relationship with coworkers and mentors.

"UAB has a long tradition of collaboration," says Robert Rich, MD, dean of the UAB School of Medicine. "Our centers are based on cross-departmental relationships and interdisciplinary study, enabling researchers from disparate fields to tackle problems together. Not only is this a more effective approach, but the collaboration builds interpersonal relationships among faculty, post-docs and graduate students."

UAB ranks 27th nationally in total federal research funding, attracting more than \$400 million annually; was among the top 20 in funding from the National Institutes of Health in 2006 (the last year rankings were available); and is home to one of the original NIH-designated Comprehensive Cancer Centers. The university's highly interdisciplinary, collaborative culture has a track record of producing groundbreaking research in the sciences, medicine and engineering.

Just last month, UAB researchers discovered how one highly effective antibiotic finds and destroys its targeted bacteria – a finding that could have important implications for combating antibiotic resistance and promoting antibiotic efficiency.

Survey respondents were asked to assess their working environments by indicating their level of agreement with 41 criteria in eight different areas. With over 2300 qualified responses, a total of 73 institutions were represented – 54 from the United States and 19 internationally.



UAB Highlands Providing Efficient, High-Quality Care



Bo Cofield, PhD

Property in downtown Birmingham, especially adjacent to UAB's campus, doesn't become available very often. So when the UAB Health System had a chance to acquire the 17.5-acre Highlands campus from HealthSouth in 2006 it jumped at the opportunity. The \$35.8 million purchase price on the property, which was appraised at \$95.2 million, was a nice bonus.

UAB Health System has worked fervently to restore what is now UAB Highlands in the 2-plus years since its acquisition, says **Bo Cofield, PhD**, associate vice president and chief operating officer of UAB Highlands. Many parts of the Highlands campus have been remodeled and updated with modern technology, ensuring that health care providers have the equipment and instrumentation needed to aid in patient care. Cofield recently discussed some of the clinical coverage, technology, and history of Highlands with the *UAB Reporter*.

Q: How has the transition from HealthSouth to UAB worked for you so far?

A: Very well. Many committed staff

members stayed on with UAB after we acquired the hospital, and we've obviously added many more as our volume has grown. Our focus on quality and safety, patient satisfaction and fiscal responsibility has been embraced by our staff, our medical and surgical faculty and the community that seeks care here. As we keep growing, those we serve can expect a continuing commitment along these lines.

Q: How many clinics are available at UAB Highlands, and what are some of the clinics and services available?

A: The Medical Office Building attached to UAB Highlands houses seven outpatient clinics: The Workplace, the UAB Orthopaedic Surgery Clinic, UAB's Gynecologic Oncology Clinic, a newly established UAB Rheumatology Clinic, a community-based ENT Clinic and two community-based Ophthalmology Clinics.

Q: What are some of the technologies available to patients at Highlands?

A: UAB Highlands has added several technologies to the campus since its acquisition. The most important for our patients is the ability to view lab results, radiology images, clinic notes and other important patient-specific information that are part of the UAB Health System electronic information system and medical record.

Q: What kind of care does Highlands' Emergency Department provide?

A: High-quality, compassionate, and efficient care. Our physicians are the

same as those who provide service at University Hospital, but our clinical focus is on lower acuity services like minor lacerations, sports injuries, orthopaedic injuries, and general medicine patients. While we're not always as busy as some other emergency departments in the city, our volume is growing to the point where some patients do have to wait for a room.

Q: What kind of feedback are you getting from patients on the quality of care provided at Highlands?

A.: The feedback we are receiving is largely positive. The UAB focus on providing quality health care to those we serve is our unwavering commitment to the community. As our volume grows, we will do everything we can to make sure our already high patient satisfaction scores remain so.

Q: What things do you hope to see happen to enhance UAB Highlands' commitment to quality care and growth in the coming years?

A: First, we need to continue to grow our volume in many areas – especially those already well established on this campus like orthopaedics. As we grow, we will continue to make facility and technology investments that will improve our integration with the rest of the UAB Health System by adding new imaging modalities, updated surgical capabilities, and compassionate medical services.

Osteoporosis Clinic Earns Prized Accreditation

The UAB Osteoporosis Prevention and Treatment Clinic has won accreditation for its bone-density scan program – one of only a handful of scanning centers in the nation to be accredited.

The notification is from the Commission on the Accreditation of Skeletal Assessment Facilities, a program run by the International Society for Clinical Densitometry (ISCD). Fewer than 20 US scanning centers have won accreditation this year, an ISCD report says.

"The Osteoporosis Prevention and Treatment Clinic is honored to receive

facility accreditation and to be part of such an elite group," says Sarah Morgan, MD, RD, CCD, professor of medicine, nutrition sciences and director of the Osteoporosis Prevention and Treatment Clinic. "We are very pleased to be recognized in the skeletal assessment community for providing outstanding services under the highest standards."

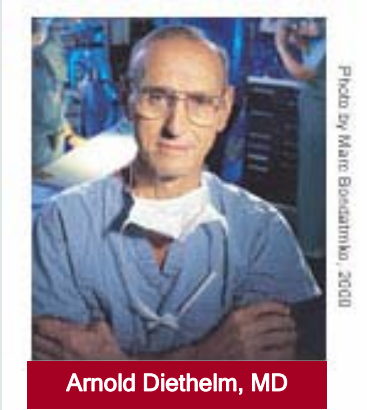
The technical term for a bone scan is dual energy X-ray absorptiometry, or DXA. DXA scanners work by sending two thin, invisible beams of low-dose X-rays into target tissues and bones. Because of their design, DXA scans only measure bone brittleness and

mineral density.

DXA scans are most often used to diagnose bone thickness and osteoporosis and to track treatment of bones for musculoskeletal disorders and other conditions that may impact the risk of bone thinning and fracture.

In earning accreditation, UAB's scanning center at The Kirklin Clinic® demonstrates excellence in DXA accuracy, quality control, patient and referring physician education, and other ISCD standards.

Arnold G. Diethelm, MD: Alabama's Transplantation Pioneer



Arnold Diethelm, MD

A native of Baltimore, Maryland, Arnold Diethelm, MD, graduated from Washington State University and received his MD degree from Cornell Medical College, with surgical training at The New York Hospital.

Before coming to UAB, he completed a 2-year fellowship at Harvard with Nobel Prize Laureate Joseph Murray,

MD, who performed the first human kidney transplant (1954).

Dr. Diethelm is the author or coauthor of more than 210 publications in peer-reviewed journals, a member of 26 surgical societies, chair of UAB's Department of Surgery for 18 years (1982-1999), and the recipient of numerous awards, honorary degrees, visiting professorships, and appointments.

One of the highlights of his career was his appointment as visiting scientist in the Division of Surgical Science and Division of Cryobiology at the Clinical Research Center in Middlesex, England. Working in the field of immunology under Sir Peter Medawar, another Nobel laureate, led to his lifelong interest in the field of immunological and tolerance-inducing medicine.

Dr. Diethelm's dedication to scientific advancement has helped UAB emerge as an exceptional leader in organ transplantation.

Dr. Diethelm arrived at UAB in 1967 and was given a portfolio to establish a renal transplant program. It was handed to him by John Kirklin, MD, chair of the Department of Surgery. Dr. Kirklin had been recruited in 1966 by Vice President for Health Affairs Joseph Volker, DDS, PhD.

Transplantation was in its infancy and many were cynical about starting a program in Alabama, but Dr. Kirklin had kept in touch with Dr. Murray, his Harvard classmate. Dr. Murray thought the time was right for the new program and recommended Dr. Diethelm, who faced questions over his choice of subspecialty as well as his decision to relocate in Alabama.

UAB Joins Elite Brain Cancer Research Group

Brain cancer experts at UAB have been selected for membership in the Ivy Genomics-Based Medicine Project, a national consortium of nine cutting-edge hospitals and academic centers working to improve treatment and survival for patients with a malignant brain tumor known as glioma.

UAB is the only research site in the Southeast, and it is one of four members with its own National Cancer Institute-designated Comprehensive Cancer Center and a Specialized Program of Research Excellence (SPORE) in brain cancer.

"This project is a huge honor for us, and it shows we've kept pace and excelled in collaborative and translational research objectives," says G. Yancey Gillespie, PhD, professor of neurosurgery and UAB's principal investigator for this project.

Gliomas are tumors that arise by transformation of the body's glial cells, which make up 90% of the brain and spinal cord and normally work in concert with neurons. The consortium members strive to unravel how genetic differences between gliomas can lead to more effective and even personalized treatments for patients.

The project will categorize tumors

using sophisticated molecular profiling and, for the first time, test each brain tumor against a wide spectrum of treatments to match DNA markers with differences in cancer-fighting response.

"Currently, all patients get basically the same treatment without taking into account the genetic profile of their tumor," says Catherine Ivy, founder of the Ivy Foundation and the driving force behind the genomic project.

"The end goal of this research initiative is to identify how tumors with different genetic features respond to a set of treatment regimens and ultimately, it is hoped, provide physicians with the tools they need to offer brain tumor patients the most effective treatment options," Ivy says.

During an intensive 18-month research timeline, the nine academic laboratories will screen dozens of anticancer drugs in animal models that help predict tumor-fighting response.

Information from those screenings and other genetic profiling will be linked and analyzed through a secure, real-time computer network. The project's second phase will likely involve human testing of anticancer drugs.

Gillespie says the genomic approach

has the potential to generate several firsts in brain cancer research. "We already are working across disciplines: neuro-oncology, neurosurgery, neuro-radiology, neuropathology, pharmacology and biomedical engineering," he says. "This research promises to have a significant impact on the way we treat this disease in the future."

The other members of the consortium include Henry Ford Hospital in Detroit; the Mayo Clinic in Rochester, Minnesota; The Ohio State University in Columbus; The University of Texas M.D. Anderson Cancer Center in Houston; the University of California, San Francisco; Case Western Reserve University in Cleveland, Ohio; the Van Andel Research Institute in Grand Rapids, Michigan.; and the Translational Genomics Research Institute in Phoenix, Arizona.



Oral, Maxillofacial Surgery Clinic Opens on Highway 150 in Hoover



Joseph Deatherage, DMD, MD

The Department of Oral and Maxillofacial Surgery has opened a private practice clinic in Hoover at 2321 Highway 150.

Joseph R. Deatherage, DMD, MD, associate professor of surgery and clinic medical director, says the new clinic will complement the department's presence in The Kirklin Clinic® (TKC), which is directed by Department of Oral and Maxillofacial Surgery Chair Peter D. Waite, DMD, MD.

"Our new clinic is in a rapidly developing area of Jefferson County that is underserved by oral and maxillofacial services," Dr. Deatherage says. "It diversifies our appeal to the community and will enable us to offer our surgical residents and dental students experience in the private practice setting."

R. David Roden, DMD, MD, assistant professor of surgery, also practices at the clinic, which is open weekdays from 8 AM to 5 PM. Appointments may be made by calling 205.987.1173.

Dr. Deatherage says the site features state-of-the-art technology. "All radiographic images are available electronically, and flat-screen monitors at the examination chairs let us help patients understand their diagnosis and treatment plans. In addition, we have computer-generated templates that will enhance our communication process with referring doctors as well as assist us in development of an electronic medical record system compatible with TKC systems," he says. "This neighborhood clinic is an example of

how clinical dollars can support our academic mission. We hope it will inspire similar efforts in the dental school."

Dr. Deatherage earned his DMD degree at UAB and his MD at the University of Texas Health Science Center, San Antonio. He completed his internship in general surgery and residency in oral and maxillofacial surgery at the University of Texas before entering private practice in Arkansas for 12 years. In Arkansas, he was appointed to the State Dental Board, serving one term as president. He joined UAB in 2006.

His clinical interests include the full scope of the specialty with emphasis on dental implants, craniofacial bony reconstruction, and corrective jaw surgery.

He may be contacted by e-mail at jddmmd@uab.edu.

Check it Out

UAB Health System
www.health.uab.edu

UAB Magazine
www.uab.edu/uabmagazine/

Travelers' Health Clinic
<http://start.tripprep.com/uabtraveldoc/>

Managed Care Contracting Staff Directory

Director:	J.C. Herring	(205) 934-6230	jherring@uabmc.edu
Contract Development Managers:	Gerry Casey	934-9393	gcasey@uabmc.edu
	Shirley Naro	975-9457	snaro@uabmc.edu
	Teri Roberts	975-5259	tproberts@uabmc.edu
Contract Administrator:	Henrietta Horton	934-5713	hhorton@uabmc.edu
	Delaine Rashid	975-9951	drashid@uabmc.edu
Database Analyst III:	Lee Crapet	975-5258	lcrapet@uabmc.edu
Workers Comp Liaison	Barbara Key	975-2667	bgkey@uabmc.edu

Mailing Address:
UABHS MANAGED CARE CONTRACTING
John N. Whitaker Building, Suite 506 • 500 22nd Street South
1530 3RD AVE S
BIRMINGHAM AL 35294-0500
Fax: (205) 975-7888