Welcome Message
UH Celebrates 3rd Annual NJ Maternal Health Awareness Day
UH Hosts Event on Coronavirus Response
At Your Service Intern Program Enters 4th Year
‘You Are the DNA of UH,’ Years of Service Awards Presented
Monthly Calendar Events
During January, we challenged all of you to take part in our Patient Safety and Quality Branding Challenge. The goal was to create a shared understanding of what quality and safety of care should mean to every employee every day for every patient.

Your response was overwhelming! A total of 285 submissions were generated across 38 departments. And the winner is our IT Team who submitted:

**UH CARES 2020**

This name embodies everything we’re trying to do. The CARES portion of the brand stands for:

- **Community**
- **Accountability**
- **Reliability**
- **Excellence**
- **Safety**

I want this acronym to be something everybody memorizes throughout the entire hospital. Some have questioned why we added “2020” to the message; the CARES goals, indeed, reflect a long term commitment. We added 2020 to drive home the message that substantial change and improvement are required now.

The immediate challenge, as you know, is our preparation for The Joint Commission reaccreditation survey which is expected this spring. It is important that everyone at University Hospital participates in survey readiness. This includes ensuring your work environment is always clean and neat. Always be vigilant and keep your eyes open for expired supplies as well as equipment that needs to be fixed or serviced. If you find an issue, try to fix and report it.

Remember, during survey time, relax, greet the surveyors, be pleasant, and be proud of the work you are doing. You are expected to know your patients, know the patient population you serve, be able to talk about the care being rendered, and know about any quality/performance improvement projects your unit is working on.

I want to thank everyone who took part in our branding challenge. The response was gratifying and indicative of your willingness to accept and advocate change. Through branding, we can build trust, define a promise for both our staff and our community, and create buy-in to a critical mission throughout the organization.

Thank you for your commitment to delivering the highest level of quality care and patient safety.

Follow Dr. Elnahal  
@ShereefElnahal

On the Cover: Dr. Elnahal with EMS years-of-service award winners EMT James Barber, MICP Steven Chait, Chief Anthony Marcum, EMT William Fitzgerald.
University Hospital hosted First Lady Tammy Murphy and New Jersey Health Commissioner Judith Persichilli for a series of events celebrating New Jersey’s third annual Maternal Health Awareness Day.

With a group of UH physicians from the Obstetrics, Gynecology & Women’s Health departments, Murphy and Persichilli joined in a conversation on maternal health that addressed State initiatives, communication with patients, the impact of the opioid epidemic, and recent trends.

“Our goal is to make New Jersey the safest place in the nation to give birth,” said Murphy. “In order to achieve that goal, we must collaborate with our community, state, and federal partners to develop strategies that will improve health outcomes for New Jersey’s women and families.”

The event took place one year after Murphy announced the creation of Nurture New Jersey, a statewide awareness campaign committed to reducing infant and maternal mortality and morbidity and ensuring equitable maternal and infant care among women and children of all races and ethnicities.

“Through Nurture NJ, we are cultivating these relationships and are committed to providing support for mothers and babies across a range of economic and social factors, reducing infant and maternal mortality and morbidity rates, and eliminating the racial disparities and implicit bias in our health care systems,” she said.

“Hospital clinicians are on the front lines and have the power to address the maternal health crisis in our state,” said Persichilli. “The Department values its partnership as we implement efforts to eliminate inequities in care and improve outcomes.”

Created by Governor Phil Murphy in 2018, New Jersey’s Maternal Health Awareness Day is designed to raise public awareness about maternal health and to promote maternal safety. New Jersey ranks 45th in the nation for maternal mortality rates; on average, 37 women die for every 100,000 live births in New Jersey, compared to an average of 20 nationally.

For women of color, the statistics are even worse. New Jersey’s African-American women are five times more likely to die due to pregnancy complications than Caucasian women. Similarly, African American babies are three times more likely to die in their first year of life.

Dr. Joseph Apuzzio, Chief of Maternal Fetal Medicine at University Hospital, was one of the original advocates behind the creation of New Jersey’s annual Maternal Health Awareness Day.

“Only with the recognition and awareness of maternal health issues by all stakeholders including providers of obstetrical services, hospitals, our legislators, insurance payers, and patients and their families can improvements occur to decrease maternal morbidity, mortality, and disparities,” Apuzzio said.

President & CEO Dr. Shereef Elnahal thanked Murphy and Persichilli for choosing University Hospital as the place to discuss the state of maternal care in New Jersey.

“We are proud of our progress in maternal health outcomes here at the hospital,” said Elnahal. “But we are well aware that we must continue to do more—especially in reducing disparities for Black mothers and babies. Every mother deserves the opportunity for a healthy pregnancy and a healthy baby.”

The event closely followed a visit by U.S. Surgeon General Dr. Jerome Adams regarding maternal health and the recent announcement of the hospital’s highly successful Neonatal Abstinence Syndrome Treatment & Observation Protocols program.
University Hospital hosted U.S. Senator Robert Menendez (D-NJ), Rep. Albio Sires (D-8th District) and New Jersey Health Commissioner Judith Persichilli at a press briefing to alert the public to efforts underway at the federal and state level to address the coronavirus epidemic.

“As healthcare professionals, it is always our obligation to provide clear and accurate information to the public, especially during this time of heightened attention on infection control,” said UH President and CEO Dr. Shereef Elnahal.

The officials used the briefing to allay concerns over the spread of the virus whose origin has been traced to China where more than 900 people, at the time of the event, had died as a result of infection. More than 40,000 confirmed cases of coronavirus infection had been reported from China; another 300 cases had been reported elsewhere, including 12 in the United States.

Menendez said his office was working closely with the federal Centers for Disease Control and Prevention (CDC) to insure “our state gets the resources, guidance and support it needs to keep New Jerseyans safe.” Also, he said he had worked with the U.S. State Department to evacuate five New Jersey residents who had been trapped in China’s Hubei province due to a government lockdown to prevent the virus from spreading.

Persichilli said the state had implemented a stringent screening program for airline passengers arriving at Newark Liberty International Airport and cruise ship passengers docking at New Jersey ports. The NJ Department of Health was obtaining information from the CDC about travelers arriving in New Jersey from China who were then assessed “for possible risk exposures, and might be monitored by local health officials or asked to self-monitor for symptoms, depending on their risk level.”

Dr. Lisa McHugh, who is leading the state Health Department’s coronavirus response team, said, “symptoms of the virus have ranged from mild to severe and can include fever, cough and shortness of breath. We also know that this new virus can transmit from one person to another.”

Coronavirus is believed to spread like the flu and can also cause pneumonia and organ failure, health officials said.

“This means when a person coughs or sneezes, tiny droplets are released that can spread the virus, and then they touch their mouth or their nose or their face, this allows the virus to enter the body and for that individual to become sick,” McHugh said.

Elnahal said University Hospital was coordinating closely with the CDC and state Department of Health.

“The hospital stands ready to receive any individuals who, based on CDC evaluation criteria, require quarantine or observation,” Elnahal said. “We have an ironed-out protocol taken directly from the lead of the state Department of Health and the CDC.”

The New Jersey Poison Control Center, based in the Ambulatory Care Center, has staffed a state coronavirus hotline that had handled 400 calls by the time of the press event.

Many of the calls fielded by the hotline have been requests for basic information, said Persichilli, such as “Do I need to wear a mask in public? What about on an airplane? I just came back from China and I don’t feel well — what should I do?”

Persichilli said the outbreak should not be allowed to lead to unintended consequences regarding China.

“While we understand the concern about this virus, it is the responsibility of all of us to ensure that there is no stigma associated with this disease,” she said. “We are responding to a virus, not a segment of the population.”
University Hospital’s At Your Service (AYS) intern program marked its third anniversary in January, providing non-clinical internships for college students and others aspiring toward a career in medicine to interact directly with patients.

Created by the Patient Experience Department, the program trains interns in empathy and communication with patients in order to address their non-clinical needs, such as food service, the condition of their room, reading materials, wayfinding or other requests to make their stay more comfortable. AYS also furthers University Hospital’s mission as an academic medical center dedicated to training future healthcare providers.

By focusing on non-clinical patient concerns, the interns allow nurses to keep their focus on the patient’s clinical needs.

Three participants – one of whom just transitioned to a fulltime job – related their experiences with the program.

Cristian Cerrato, Rutgers-Newark student working to become a doctor

My experience, as an At Your Service Intern at UH, has been great overall. The flexibility of the guest relations department, allowing volunteers to swiftly transfer between departments, has been a significant aspect that has contributed towards my positive volunteering experience.

Though it is always a gratifying experience regardless of the department, some departments have appealed to my interests more than others; also, considering that being a student confines me to a rigid schedule, being able to change departments so quickly has allowed me to make the best of my time at UH.

As a student with aspirations to work in the health industry, getting to experience several departments in the hospital has reinforced my interests in medicine, while also helping me decide the specific path I want to pursue. Talking with the medical personnel and the patients has provided me with great insights.

This exposure is crucial for my future in healthcare as it serves as a foundation towards what I can bring to better the system in the future.

Peter Ohazuruik, BA, University of Pennsylvania, medical school applicant

I’ve practiced building trust and rapport with patients whose moods range from friendly and welcoming to hostile and skeptical.

I’ve learned and practiced empathetic conversation, experiencing firsthand how to approach patients, how to gauge what to say and how to say it, as well as what to avoid. This part builds on a foundational capacity to listen. In other words, it’s one thing to be able to listen, but leveraging that capacity to progress conversation and ask insightful questions to gather more pertinent information is a skill that requires practice and experience to improve.

I have explored healthcare delivery in an underserved neighborhood. I have witnessed how patients respond to healthcare professionals, how nurses prioritize which patients to see and when (outside of ordered medication dispensing), and what components outside of direct medical intervention contribute to a given patient’s stay in the hospital.

Blanca Vasconez, former intern

Blanca studied dentistry in her native Ecuador before joining the intern program in January 2019. In November, Blanca began her new career as a full time Dental Assistant in the UH Dental Clinic.

Volunteering is a great way to give back to your community, make new friends, and pursue a cause about which you are passionate. However, volunteering can also be a way to enhance your job search. In fact, with a little patience, passion, and hard work, you may even be able to turn a volunteer position into salaried employment.
University Hospital honored 401 employees on the completion of their 20th, 15th, 10th and 5th year of service to the hospital during a festive celebration in the Garden Café.

“You are the DNA of University Hospital,” said Dr. Chris Pernell, Chief Strategic Integration & Health Equity Officer. “You are what allows University Hospital to continue to exist, to live, to thrive, to replicate. If we are to go anywhere forward into our future state, we have to do it alongside you.”
Genio Cinelli (center), an IST manager, is congratulated on his 15th year by (left to right) Frank Sinatra, Larry D’Ambrosa, Lorraine Bell, and Pedro Fernandes

We can’t do it ahead of you, we can’t do it behind you. We have to do it alongside of you.”

The ceremony was the first of two Employee Service Awards events; the second will honor employees marking their 25th, 30th and 35th year on the job. Two employees will be honored for 40 years of service to University Hospital.

President and CEO Dr. Shereef Elnahal (pictured with 5th Year honoree Robert Roberson, a Multi-Competent Imaging Tech), said he wanted to make University Hospital “a place where you want to stay as long as you possibly can. That’s my job because I know if I can do that for you, our patients benefit, our community benefits and we do everything we need to do for our patients.”

The event was organized by the Human Resources and Food & Nutrition departments.
MONTHLY CALENDAR OF EVENTS

MARCH 2020

DR. SEUSS DAY
9:00 AM - 11:00 AM
Park Elementary School & Camden Street School
Volunteer to read your favorite Dr. Seuss classic to elementary school students in Newark.

CONNECTING WITH THE COMMUNITY
CENTRAL WARD MEETING
5:00 PM
The New Hope Baptist Church
106 Sussex Avenue, Newark, NJ
Dr. Elnahal will share his vision for University Hospital. FREE and open to the community. Dinner will be served.

WOMEN WELLNESS SUMMIT
9:30 AM
185 South Orange Avenue, Rosemary Gellene Room
In partnership with the Newark Board of Education
Free screenings and workshops for women and teen girls. Breakfast and lunch will be served.

COLON CANCER AWARENESS MONTH
12:30 PM
Cancer Center Lobby
205 South Orange Avenue, Newark, NJ
Join a panel of doctors to learn about the second leading cause of cancer death. Special guest, Honorable Congressman Payne will share his personal story about colorectal cancer. Free and open to the public. Lunch will be served.

CERTIFIED NURSES DAY
This day is recognized as the day when nurses celebrate their nursing certification. On this day, organizations around the world join together to honor the dedication and service of certified nurses. Certified nurses make a difference in the lives of their patients every day.

WOMEN’S HISTORY MONTH
12:00 NOON - 2:00 PM
185 South Orange Avenue, Rosemary Gellene Room
Join us for a luncheon and panel discussion “Evaluating Gender Roles in Medicine and Healthcare”. Hear from physicians and professionals.

NATIONAL DOCTORS DAY
An annual observance aimed at appreciating physicians who help save our lives everywhere. Today we continue to celebrate medical advances like these and thank all doctors everywhere who’ve spent so much time and energy mastering their field of expertise.

COMING SOON…
National Donate Life Month
Week of April 11th - Black Maternal Health Week
APR 18 - Pre Ramadan Health Fair
APR 23 - Quality and Patient Safety Symposium
APR 25 - March for Babies
APR 27 - 1st Annual Iftar

PRE-REGISTRATION
REQUIRED FOR ALL EVENTS

More info:
community@uhnj.org or www.uhnj.org/uhnetweb

One Goal. One Passion. Every Patient. Every Time.
Our Mission: As New Jersey’s public academic health center, University Hospital is committed to providing exceptional care to every patient, every time.