



INSIDE JERSEY Top Hospitals 2012

UMDNJ—University Hospital ranked in the top ten New Jersey hospitals overall for 2012, according to Inside Jersey magazine. It ranked in the top ten for the treatment of heart failure, pediatric cancer, hip and knee repair, and the treatment of stroke.

PULSE MAGAZINE

A Closer Look at University Hospital

What you don't know about **UMDNJ—University Hospital** might be surprising. The principal teaching hospital of NJMS, it provides extraordinary training experiences for the GSBS students on the Newark campus as well. As the clinical research site for the medical school, UH gives patients the most up-to-date therapies while serving as “family doctor” for Newark, delivering care to the entire region with its Level 1 Trauma Center, and offering statewide referral services for neurosurgery, ophthalmology, and musculoskeletal oncology. UH also has one of only two liver transplant programs in the entire state.

- 503 physicians serve UH
- 711 community outreach activities last year
- 20,049 admissions in 2010 and 1,545 births at this 519 bed facility
- 238,775 outpatient visits to clinics and emergency department
- Largest safety-net provider for charity care and Medicaid patients in New Jersey
- Recognized by the American Heart Association /American Stroke Association with gold level for heart failure care and bronze distinction for stroke care
- A top 5 performer among academic medical centers for orthopedic surgery and urology
- Top 10 percent of all hospitals nationally in 6 of 7 measures for stroke care
- Significant progress in implementing electronic medical records, now in the emergency department and many ambulatory care clinics
- Average length of stay is 5.1 days—significant because UH cares for the most complex, acutely ill patients in the state

[THE FACTS]



NEWARK PATCH

Mobile Unit Brings Mammograms to Horizon Blue Cross Blue Shield Women

A state-of-the-art mobile mammography van camped out at the Horizon Blue Cross Blue Shield of New Jersey (BCBSNJ) office in Newark to provide easy access to breast cancer screenings for Horizon employees.

The event was a joint effort by Horizon BCBSNJ, Susan G. Komen for the Cure North Jersey Affiliate and **UMDNJ—University Hospital** to promote the importance of mammography screenings during Breast Cancer Awareness Month.

The van has visited Horizon's Newark offices twice and eight more dates have been scheduled for the company's offices in Newark, Ewing, Mt. Laurel and Wall Township.



THE STAR LEDGER

NJ hospitals take “novel” approach to patient care



The Star-Ledger

From book clubs to writing seminars to Poetry and Medicine Day in Newark, hospitals are encouraging their staff to use literature to increase empathy and improve communication. Diane Kaufman, a psychiatrist at UMDNJ, sees poetry and writing as integral to her work with colleagues across **UMDNJ—University Hospital** to celebrate the arts...

WABC-CHANNEL 7 NEWS

UH Celebrates MLK Holiday

The Creative Arts Healthcare program at **UMDNJ—University Hospital** hosted a free program in honor of Rev. Dr. Martin Luther King, Jr. on Monday, January 16. The performance featured international opera singer and recording artist, Kevin Maynor, bass. He was accompanied by “Saturday Night Live” pianist Tuffus Zimbabwe and Newark City Ballet dancer Adrienne Armstrong, who has also performed with the Alvin Ailey American Dance Theater. UMDNJ child psychiatrist and poet Dr. Diane Kaufman recited her poetry as well.

Kaufman and Kevin Maynor were interviewed prior to the performance by **WBGO 88.3 FM**. The program also was announced on the **WRKS 98.7 Kiss FM** “Open Line” public affairs radio show. The program was covered by **WABC-Channel 7 Eyewitness News** and **News 12 New Jersey**. Patch.com provided post event coverage.



TELEMUNDO - CHANNEL 41

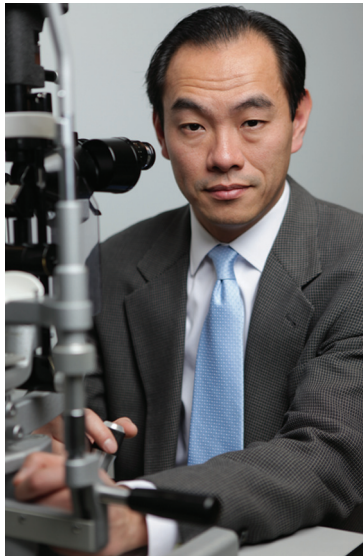
Better Prenatal Care for Spanish-Speaking Women



UMDNJ—University Hospital OB/GYN Preterm/Prenatal

Health Project is reducing preterm birth among Spanish-speaking women seeking prenatal care. The program identifies pregnant women with limited English reading skills and uses a Spanish-speaking health educator who serves as their patient navigator. This approach has enhanced access for Spanish-speaking women to health care and improved outcomes.

To promote good nutrition, women participating in this project attended a University Hospital Auxiliary Farmers' Market. They learned how Women, Infants and Children (WIC) vouchers, to which they are entitled, can be used at farmers' markets.



IVANHOE BROADCAST NEWS

Pediatric Uveitis Explained

David S. Chu, MD, Associate Director, Division of Cornea and Refractive Surgery, **UMDNJ—University Hospital** and Associate Professor of Ophthalmology UMDNJ—New Jersey Medical School, was interviewed about pediatric uveitis along with a patient. Uveitis is the third leading cause of blindness in America, and 5% to 10% of the cases occur in children under the age of 16. But uveitis in children blinds a larger percentage of those affected than in adults.

The story has been covered nationally by 23 media outlets on television and online and has resulted in Dr. Chu receiving calls from around the country about pediatric uveitis.

UMDNJ MAGAZINE

University Hospital Earns Top Rankings

UMDNJ—University Hospital ranks number one in the country among academic medical centers for the care of heart failure patients, according to data released by the University Health Consortium (UHC). UHC, an alliance of 115 academic medical centers and 257 of their affiliated hospitals, represents approximately 90 percent of the nation's non-profit academic medical centers and helps hospitals enhance their quality improvement standards.



MY9TV.COM

African American Women and Stroke

By Brenda Flanagan
STAFF REPORTER

Dr. Charles Prestigiacomo, who heads the Neurological Surgery Dept. at New Jersey Medical School, notes, that studies have shown stroke and heart disease will kill more than half of African-American women. “It happens to be the women who have diabetes, who have high blood pressure who seem to be affected earlier on. And because more African American women have those problems, they tend to get it,” said Dr. Prestigiacomo.

It happened to 37-year-old Oriana Cornett. It's taken more than a year of intense and often painful therapy for her to walk with a cane. She says that a stroke support group like the one at **UMDNJ—University Hospital** is absolutely crucial. “You need somebody else because you need encouragement.” Talking to others who have experienced the same trauma helps them all survive to fight another day.

NEWS 12 NEW JERSEY

News 12 New Jersey covered **UMDNJ—University Hospital's** Pre-Ramadan Health Fair, geared toward the Muslim community. In its seventh year, the fair was attended by nearly 200 people and 30 community-based organizations. The special focus this year was autism.



WMBC - CHANNEL 20

Mom2Mom, the UMDNJ—sponsored peer support helpline and resource center for mothers of special needs children, expanded its operation Newark with an opening reception at **UMDNJ—University Hospital**. The event was covered on television.



MOM 2 MOM

MAKING MORE NEWS IN UMDNJ PUBLICATIONS

In depth coverage of **UMDNJ–University Hospital** in *UMDNJ Magazine*, the University’s flagship publication with a nationwide circulation of 28,000 that includes alumni, government, business and community leaders, and other stakeholders, in the past year included:

STROKE: INSIDE STORIES. From the first moment the Brain Attack Team (BAT) at UMDNJ–University Hospital is notified by pager that a stroke victim is on the way into the hospital for treatment, everyone—the attending physicians in neurology and endovascular neurosurgery, the residents, the nurses and EMS personnel—scrambles in very familiar ways as the ambulance races toward them and especially right after its arrival. Their battle to save brain cells is swift...

PLAY BALL? Traumatic brain injury (TBI) is most often invisible, and athletes are anxious to get back in the game. Peter Yonclas, MD, director of trauma rehabilitation at University Hospital, knows about TBI firsthand...

BRAVO, PETER CARMEL. The Neurological Institute is a Center of Excellence at UMDNJ–University Hospital. Residents of the neurosurgery department help service the trauma center, and the department’s spirit of innovation and collaboration led to the securing of a prototype of the next generation of scanners for the hospital...

TAKING GIANT STEPS TO REPAIR THE INFANT BRAIN. Steve Levison’s lab in the New Jersey Medical School/University Hospital Cancer Center in Newark is buzzing with intellectual life. A basic scientist-teacher, he believes that bringing along the next generation of

researchers is hugely important...

Pulse magazine covers news from UMDNJ’s New Jersey Medical School and UMDNJ–University Hospital and reaches more than 10,000 readers.

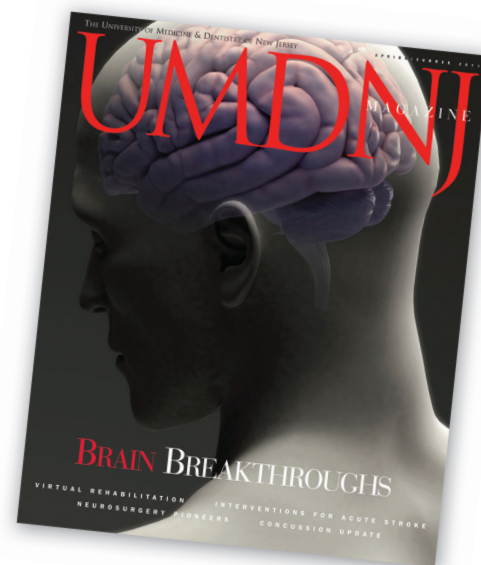


A CLOSER LOOK INSIDE THE CANCER CENTER. Hope is the word that springs to mind walking into the UMDNJ–University Hospital Cancer Center. The 200,000 square-foot building is designed to support communication and collaboration between researchers, physicians and patients...

A CLOSER LOOK INSIDE THE ELECTROPHYSIOLOGY LAB. We offer a full spectrum of cutting-edge, catheter-based treatments here in the Electrophysiology Lab at UMDNJ–University Hospital with

the end of a long odyssey through recurring waves of illness, his eyes once a deep yellow and his gall bladder distended like a balloon, Woody Thelusma is now healthy and happy, thanks to the UMDNJ–University Hospital Liver Transplant Program. He is also working toward his dream of becoming a doctor...

THE LANGUAGE OF LOVE. With fluencies as diverse as Bangla, Chinese, Farsi, Kishwahili, Malayalam, Maranthi, Russian, Sanskrit, Tamil, Telugu, Tigringya to



A DAY IN THE LIFE OF THE NJMS OTOLARYNGOLOGY TEAM. In 2009, UH was among *U.S. News and World Report’s* top 50 ear, nose and throat hospitals. Head and neck cancers account for approximately 3 to 5 percent of all cancers in the U.S. Despite their rarity, these tumors comprise 13 percent of cancers treated at UMDNJ–University Hospital. “We’ve had great success with these patients,” says Soly Baredes, MD, professor and interim department chair...

Ukrainian, Urdu, Yoruba and Zulu, UH employees volunteer every working day to come to confused patients’ rescues. After all, if you can’t speak the language, you are lost...

MAKING HEADLINES, SAVING LIVES. The NJMS/UH cardiology team’s inspired application of cell phone technology to reduce delays in getting patients into the cardiac catheterization laboratory has had an enormous impact since its launch (noted just over two years ago in *Time* magazine’s review of the year’s top medical triumphs)...

This newsletter was produced by UMDNJ’s Department of Advancement and Communications. For more information, call 973-972-3000.

The UNIVERSITY HOSPITAL

University of Medicine & Dentistry of New Jersey

WE TEACH. WE DISCOVER. WE HEAL. WE CARE.

OUR EXPERTS IN THE HEADLINES

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Inside the Tri-State’s Busiest Trauma Center

By Tom Llamas



NBC News was given exclusive access to the Trauma Center at **UMDNJ–University Hospital** in Newark. To pass through these doors, you’re either saving a life or the one being saved. What makes it unique is it’s the only Level 1 Trauma Center in northern New Jersey. In an hour, the team will treat more than a dozen patients needing urgent care. If the trauma center and its physicians and nurses weren’t there, many of them would die...



NJ Hospitals study ways to stave off delirium

By Seth Augenstein
FOR THE STAR LEDGER

A grant from the Healthcare Foundation of New Jersey is funding investigations into the dangerous flights of fancy of delirious patients—and to determine how better to keep them rounded in reality as they heal. **UMDNJ–University Hospital**, one of four institutions participating in the study, is focusing on observing drug interactions, including limiting the use of a certain tranquilizer...



New CEO of University Hospital stresses its importance to the community

By Seth Augenstein
STAFF WRITER



James R. Gonzalez, MPH, FACHE, who helped transform the Broadway House for HIV and AIDS patients into one of the nation’s top nursing homes, was promoted to acting president and chief executive officer of **UMDNJ–University Hospital**. He takes the helm just as the hospital has garnered national recognition for performance.

Gonzalez says he wants to keep the hospital a community mainstay. “We’re going to be an anchor in this community,” he said. “the people want us to continue, and continue well.”



Among the Very Best

UMDNJ–University Hospital in Newark is ranked #40

nationally in orthopedics and ranked “high-performing” in cancer; ear, nose and throat; gynecology; nephrology; pulmonology; and urology. UMDNJ–University Hospital is a 519-bed general medical and surgical facility with 19,839 admissions in the most recent year reported. Its emergency room had 100,358 visits. UMDNJ–University Hospital is a teaching hospital. It is accredited by the Joint Commission.

The figures speak for themselves!

UMDNJ–University Hospital ranks in the top third of all

hospitals in the New York City metro region, as reported by *U.S. News & World Report*. It ranked #21 out of 66 hospitals and was also recognized for seven “high-performing” specialties: ear, nose and throat (ENT); gynecology; kidney disorders; orthopedics; pulmonary; rehabilitation; and urology.



Dr. Baburao Koneru, Division of Hepatobiliary Surgery at **UMDNJ–University Hospital**, provided general information on pancreatic cancer during an interview in response to the death of Apple Founder Steve Jobs, who died from the disease.

