UPMC is collaborating with Discovery Channel to produce a series of physician-directed podcasts. The two- to three-minute videos feature UPMC experts addressing news-you-can-use topics relevant to physicians.

Hosted by Discovery Health medical director John Whyte, MD, the first series of podcasts includes:

- Deep brain stimulation, featuring Douglas Kondziolka, MD, neurosurgeon at UPMC
- Diagnosing early cartilage damage, featuring Constance Chu, MD, director of the UPMC Cartilage Restoration Program
- In-office vocal fold injection, featuring Clark Rosen, MD, director of the UPMC Voice Center
- Minimally invasive glaucoma surgery, featuring Joel Schuman, MD, chairman of the Department of Ophthalmology
- Minimally invasive liver cancer surgery, featuring David Geller, MD, co-director of the UPMC Liver Cancer Center
- Pancreatic cancer screening and treatment, featuring Joel Nelson, MD, chairman of the Department of Urology
- Robotic rehabilitation, featuring Mike Boninger, MD, director of the UPMC Rehabilitation Institute
- When to refer to a nephrologist, featuring Khaled Abdel-Kader, MD, nephrologist at UPMC
- Whipple procedure for pancreatic surgery, featuring Herbert J. Zeh, MD, co-director of UPMC Cancer Centers’ Pancreatic Cancer Program

Future podcasts, scheduled to be available over the next few months, will cover topics such as:

- hypertension and the elderly
- medical and surgical management of the obese patient
- minimally invasive gynecologic surgery
- new drug therapies for the treatment of lupus
- new uses for the ventricular assist device and pediatric heart failure

Links to the physician podcasts are on UPMC’s new physician-directed website, UPMCPhysicianResources.com, and soon will be available on UPMC.com, YouTube.com, and iTunes.

Discovery Channel CME produces and broadcasts CME-accredited content on its cable channel, which drives more than 5,000 weekly physician visits to the website to secure credit for viewing the programs. UPMC will be the first and only branded content provider on the Discovery Channel CME site.

Omnyx taking pathology to where it needs to be
More Energy passes are now on sale
Center for Connected Medicine hosts ‘bionic ear’ inventor
OMNYX TAKING PATHOLOGY TO WHERE IT NEEDS TO BE

Many decades into the digital revolution, the field of pathology continues to present technical challenges that have thwarted advances in medical imaging and information processing. Pathology remains a world of glass slides and traditional microscopy. But dramatic change is on the horizon, and a UPMC company is helping to speed the transformation.

Omnyx LLC, a joint venture of UPMC and GE Healthcare, has begun clinical testing of an innovative system for digitizing, viewing, storing, and distributing pathology samples. The Omnyx™ integrated digital pathology system replaces tissue slices on slides with ultra-high-resolution digital images created by powerful new scanners developed by GE Healthcare. The images can be viewed and analyzed by pathologists with greater speed, accuracy, productivity, and ease of collaboration and consultation than is possible with old-fashioned glass slides. Pathologists eventually will be able to locate and share these “digital slides” as efficiently as their colleagues in other fields share images from x-rays and CT scans.

UPMC’s collaboration with GE Healthcare has been spearheaded by UPMC’s International and Commercial Services Division. Pathologists from UPMC hospitals and the Department of Pathology of the University of Pittsburgh School of Medicine provided the clinical expertise, enabling Omnyx to achieve its goal of creating a tool for pathologists designed by pathologists.

A comprehensive clinical trial of the Omnyx system, expected to last about one year, has been launched at UPMC, Stanford University Medical Center, Montefiore Medical Center in New York City, and University Health Network in Toronto. Assuming Omnyx ultimately receives FDA approval, UPMC’s pathology departments will implement a conversion process with the goal of becoming fully digital.

Omnyx also is expected to become a leader in the digital pathology market. The firm already has attracted national attention, and was one of several digital pathology companies featured in the May 2010 issue of Scientific American.

FREE SCREENING AND 20 PERCENT DISCOUNT FOR VISION CORRECTION

Are you considering laser vision correction? Find out if you’re a candidate for custom iLASIK using bladefree IntraLase® or PRK (photorefractive keratectomy) by scheduling a complimentary consultation with the UPMC Eye Center’s refractive surgery team.

If your consultation shows you are a candidate for refractive surgery, you may be able to use funds remaining in your health care FSA (flexible spending account). In addition, a 20 percent discount is offered to all UPMC and University of Pittsburgh employees and their immediate family members. Discounts also are available for students, UPMC Health Plan members, police officers, firefighters, and active members of the U.S. military. You also could opt for one of the financing options instead of a discount.

UPMC’s refractive surgeons are on the cutting edge of advancements in vision correction and perform all screenings and procedures at the state-of-the-art refractive surgery center at the Eye & Ear Institute in Oakland. For more information or to schedule an appointment, call 412-647-2917.
MORE ENERGY PASSES ARE NOW ON SALE

Available for you, your spouse, and dependents ages 18 and older

Start your New Year with “More Energy,” and save money doing it. Research shows that, among other benefits, regular exercise gives you more energy and more joy. What a great way to combat your postholiday blues while fulfilling your New Year’s resolution to shed those few extra pounds.

Take advantage of the More Energy reduced-cost temporary memberships to local fitness facilities and other short-term fitness options.

Participating facilities include:

- Alexander’s Athletic Clubs
- Beaver County YMCA
- Club One Fitness
- Jewish Community Center of Greater Pittsburgh (JCC)
- LA Fitness
- LECOM Medical Fitness & Wellness Center
- Rivers Club
- Sewickley Valley YMCA
- Signature Rehab
- UPMC Sports Performance Center
- Wilfred R. Cameron Wellness Center
- YMCA of Greater Pittsburgh

Passes can be activated Jan. 1.

The temporary memberships provide unlimited use of all exercise equipment, standard group exercise classes, standard locker rooms, and swimming pools if available. The UPMC Sports Performance Center offers personal training, functional movement assessments, and ACL injury prevention/rehabilitation evaluations.

Costs and Take a Healthy Step points vary by facility, but here is a typical example:

Alexander’s Athletic Clubs (five locations)

- unlimited access between Jan. 1 and Feb. 7
- 75 Take a Healthy Step points
- Costs: individual ($30), couple ($60), and per additional person ($20)

Take a look at the More Energy page on Infonet (http://myhealth.infonet.upmc.com/Energy.htm) for full program details.

To register and purchase a pass, go to My HUB and click on the Human Resources tab. Select MyHealth Online (Medical/Dental/FSA) and click on Maximize Your Health & Wellness. Go to Wellness Event Registration, and select Enroll to register.

Telemicine also allows for monitoring devices to be set up in a patient’s home. These devices use cellular signals, Bluetooth technology, or specially designed interfaces to answer medical questions and collect medical data, such as the patient’s weight, blood sugar levels, heart rate, and oxygenation. This data is sent instantly to a hospital to be monitored.

Video conferencing provides patients in remote areas with access to specially equipped clinics and specialists in real time without the need to leave their homes. Specialists can obtain the history of each patient and examine, diagnose, treat, and follow up remotely.

Connected medicine is integrating technology for a seamless flow of information and communication between providers and patients to improve efficiencies, health care costs, delivery of care, and most importantly, the quality of patient care. This constant communication places patients’ needs at the center of health care.

As remarkable as the cochlear implant has been, Mr. Patrick believes the technology, which has undergone 30 years of refinement, is still in its infancy. The device still has external components extending past the scalp. Continuing innovation in biomedical engineering, however, holds promise for totally implantable devices, auditory midbrain implants, and brainstem implants.

“Further into the future,” says Mr. Patrick, “we expect a fully implantable system. We have so far to go. In many ways we’ve just begun.”

Through this integration of technology and medicine, the Center for Connected Medicine and biotechnical innovators like Jim Patrick fundamentally are changing the nature and vision of health care for the new century.

For more information about the Center for Connected Medicine, go to http://connectedmed.com. For more information about Mr. Patrick and cochlear implants, go to www.cochlear.com/au.
LIFESOLUTIONS CORNER

Oh, no! I did it again. December’s here and I haven’t started my holiday preparations! I’m so stressed! How can I pull off a great holiday celebration, continue keeping up with work tasks, and not end up looking frazzled? LifeSolutions, help!

Holidays are a time for celebration and fun. But if you’re stressed and exhausted, that won’t happen. Doing what comes naturally got you here … so this year, it’s time to make some “intentional changes.”

Here are some tried and true suggestions to help reduce the hassles and tension and rekindle the joy of these special times.

Keep it simple

- Eliminate some things. Does the whole house need to be decorated? It’s about doing less so you’ll enjoy it more.
- Give gifts of your time or talents such as a movie date with your child, a home-delivered gourmet dinner for your mother-in-law, an evening of babysitting for your brother’s kids, or skill-sharing such as computer advice or lessons.

Delegate tasks

- Involve the whole family in holiday preparations … and let go of attempting to control how the other person does it.
- Invite guests or family members to prepare a special dish.

Adjust your attitude

- Keep expectations realistic — you will be disappointed if you expect a “perfect holiday.” It’s unrealistic to expect kids to sit quietly for hours and feuding family members to get along just because the calendar indicates a special day.
- Work at enjoying each moment rather than planning the next one.

Reconnect with the child in you

- Make sure you do one thing to carry on a tradition that you’ve always loved about the holiday you are celebrating.

Call LifeSolutions for support and some additional ideas on how to keep balanced during this season. We are available 24/7 at 1-800-647-3327.

Also, check out our website at www.lifesolutionsforyou.com, and click on WorkLife Log In (upmc is your company code) for articles and ideas on how to make the best of the holidays.

Nothing in this information is a substitute for following UPMC policies related to information covered here.

DIGNITY AND RESPECT TIP NO. 12

Be culturally competent

Inclusion begins with a core belief that everyone deserves dignity and respect. With a strategic focus on the four C’s — customer, company, culture, and community — we continue to strive to create an environment of cultural competency, dignity, and respect.

Each day we have the opportunity to test our commitment to dignity and respect through our behaviors. By taking the pledge, practicing the 30 tips, and treating people the way they want to be treated, we all can do our part to ensure that inclusion is at the core of what we do every day.

Cultural competency is about understanding and appreciating differences. Treating others the way you want to be treated is the foundation for respect. Treating others the way they want to be treated is respecting others’ differences. These principles are the foundation for cultural competency.

UPMC will launch its Cultural Competency Initiative in January 2011. In the upcoming months, you will learn more through training modules and other tools that will be available to employees that will talk about why cultural competency is important in the workplace, and actions employees can take to build awareness around the competency.

Together, we will focus on cultural competency to ensure that employees, patients and their families, business partners, and community members feel respected in their interactions with UPMC.
MAKE A DIFFERENCE: BE A MENTOR

The University of Pittsburgh Reaching Inside Your Soul for Excellence (RISE) Mentoring Program is an intervention program that addresses the critically important issues of retention and graduation rates of college students.

Mentoring is a vital component of effective retention programs. Mentors ensure that Pitt students are connected not only to each other and the University, but also are connected to someone who has the knowledge, experience, and interest to help them realize their full potential.

Currently, there are 113 students enrolled in the RISE Mentoring Program. To provide more students with the best possible experience, the program is looking for volunteer mentors. The extent of a RISE mentoring relationship is determined by the mentor and the student. Expectations for mentors are reasonable and flexible.

Mentors are expected to:

2. Participate in mentor training, if and when schedule permits.
3. Check e-mail for periodic program updates and announcements from the RISE program director.
4. Communicate all concerns about students to the RISE program director.
5. Communicate (face-to-face, telephone, or e-mail) with students at least twice per month.
6. Complete a brief RISE Mentor/Mentee Survey at the end of each semester to provide feedback.
7. Participate in RISE events if or when schedule permits.

In addition, RISE offers different types of mentoring arrangements, including one-on-one, small group (one mentor with two to three students), and mentoring teams (two to three mentors with four to six students). You are able to select a mentoring type that suits your style and comfort level.

If you are interested in serving as a mentor, register online at http://rise2009.eventbrite.com.

HOLIDAY FUN WITH PERKS

The holiday season is officially here. Are you looking for things to do with family and friends during this festive time? Why not check out some of these great events and save through Perks:

- Pittsburgh Doo Wop Holiday Reunion Show IX, Friday, Dec. 3
- Direct TV SEC/Big East Invitational, Saturday, Dec. 11
- Rutgers University versus Auburn University basketball, Saturday, Dec. 11
- University of Pittsburgh versus Tennessee State University basketball, Saturday, Dec. 11
- Duquesne University versus West Virginia University basketball, Sunday, Dec. 12
- Harlem Globetrotters, Sunday, Dec. 26
- WWE Smack Down, Monday, Dec. 27
- Duquesne University versus University of Dayton basketball, Sunday, Jan. 30

To obtain these offers, visit www.consolenergycenter.com/groupsales.

Pittsburgh Ballet Theatre

Save 20 percent on tickets to Pittsburgh Ballet Theatre’s presentation of The Nutcracker at the Benedum Center:

- Dec. 10, at 7 p.m.
- Dec. 11, at 2 and 7 p.m.
- Dec. 12, at noon and 4:30 p.m.
- Dec. 17, at 7 p.m.
- Dec. 18, at 2 and 7 p.m.
- Dec. 19, at noon and 4:30 p.m.
- Dec. 21 through Dec. 23, at 7 p.m.
- Dec. 26, at noon and 4:30 p.m.

To obtain this offer, visit http://pbt.org/tickets/corporate.
MAGEE OPENS BREAST CANCER SURVIVORSHIP CENTER

The newly instituted Breast Cancer LiveWell Survivorship Center of Magee-Womens Hospital of UPMC provides an ideal opportunity for women or their physicians to find specialized expertise on important breast cancer survivor-related topics such as:

- surveillance for breast cancer recurrence
- prevention and management of the short- and long-term effects of treatment (such as bone health, cardiovascular health, hot flashes, lymphedema, night sweats, neuropathy, sexuality/libido)
- lifestyle (nutrition, physical activity)
- adjustment to life after cancer
- coordination of care
- access to comprehensive and relevant research studies

Our medical oncologists, nurse practitioners, physician assistants, psychologists, psychiatrists, physical therapists, and nutritionists are available to provide consultative and/or follow-up care to all breast cancer survivors who have completed all their therapies or to those who undergo long-term hormonal deprivation therapy. The center will maintain close contact with the survivor’s current health care providers to assure continuity of care. For more information or assistance, call 412-641-4530.

UPMC SENIOR COMMUNITIES OFFER CHOICES

Are you a caretaker of an elderly family member? Many individuals find it difficult to have full-time careers, tend to their children’s activities, and help elderly parents. However, the support network for seniors is much different today than it was 20 years ago, and many families are finding the help they need in independent or assisted living communities for seniors.

UPMC Senior Communities are located in various Pittsburgh-area locations. In our communities, senior living means a life that promotes health and wellness in comfortable, worry-free surroundings. Residents of UPMC Senior Communities can be assured that the home they choose is backed by a world-class, Pittsburgh-based health resource whose focus is improving and enriching seniors’ lives.

The latest addition to the family of UPMC Senior Communities is Cumberland Woods Village, located in Allison Park. Cumberland Woods Village is part of a Continuing Care Retirement Community and offers 28 different styles of one- and two-bedroom apartments to suit an individual’s needs. It is the first UPMC Senior Communities residence to share independent living and assisted living space on the same campus as a state-of-the-art hospital, and is just one of the many options that UPMC offers to help our seniors age gracefully.

For more information about UPMC Senior Communities, visit www.upmc.com/Services/SeniorCommunities/Pages/Default.aspx.

Learning and development opportunities are available for you

UPMC offers a wide range of training modules to enhance management and staff development. Programs include training in leadership development, people development, and staff development.

See what’s in it for you — check out some of our offerings.

Upcoming computer skills classes
Development resources for managers
Learning tip of the month

UPMC uLearn

NEED TO SPEND YOUR HEALTH CARE FSA FUNDS?

You can use your health care flexible spending account (FSA) to improve your communication in the coming year. Your FSA can be used to purchase hearing aids and other assistive listening devices through the UPMC Audiology Center. You also can use these dollars to purchase custom hearing protection.

Be sure you are able to fully communicate during the upcoming holidays. To set up an appointment at the audiology center, call 412-647-2030. You also may use UPMC Audiology Center’s telephone hearing screening test at 412-647-2400.
Researchers at the University of Pittsburgh’s Division of Geriatric Medicine are conducting a study of exercise for postmenopausal women. Postmenopausal females, between the ages of 50 and 65, who can walk without assistance and do not currently exercise for at least 20 minutes, three times per week, are eligible. If you have osteoporosis, have fallen more than once in the past six months, or take medication for diabetes, you are not eligible. The study will last for six months and includes three testing sessions and a series of exercise sessions. Study participants will receive $30 to $50 for each of the three testing sessions that are completed over the six-month period. Parking for all sessions will be provided free of charge at the Kaufmann Medical Building. For more information, contact Kyessa Brian at kbbrian1@upmc.edu or 412-802-6905.

**Health Policy Institute Governance Briefing**

Friday, Dec. 10, 8 to 9:30 a.m.

Pittsburgh Athletic Association, Oakland

Greg Carlson, professor, University of Alabama at Birmingham, will discuss the effect organizational culture has on financial performance.

**Highlights of the American Society of Hematology (ASH)**

Friday, Jan. 21, 8:30 a.m. to 3:30 p.m.

Sheraton Station Square, Pittsburgh

This accredited meeting features the latest clinically relevant research findings presented at the 52nd Annual ASH Symposium. Five continuing education credits will be offered to physicians and nurses. Admission is $50 per person; meals and parking are included. For more information or to register to attend this program, call 412-395-2889 or visit www.wpci.upmc.edu.