How Do We Make Life Better?

TOGETHER
How do we overcome today’s complex healthcare challenges?

- Increased Demand
- Staff Shortages
- Leadership Gaps
- Declining Reimbursements
- Clinical Quality & Liabilities
- Uninsured Population
- Customer Dissatisfaction

- US Postal Service: 69
- Airlines: 67
- Hospitals: 67

Medical errors kill tens of thousands annually, panel says.
Yesterday's approach will not solve today's challenges...

Excellence vs. Complexity

Craft Age Culture

“Transformation”
- Leadership
- Efficiency & Quality
- Customer Satisfaction

Very Complex

Information & Industrial Age Culture

Adapted from Martin Merry, MD
Healthcare’s Need for Revolutionary Change, Healthcare Quality
We Start with......

a Blank Sheet of Paper

How do we make life better?
We Start with.....

a new Paradigm of HEALTH Not Healthcare

Yesterday's approach will not solve today’s challenges…
We Start with.....
A new paradigm: USF Health

• An entrepreneurial academic enterprise for better health

• Our mission is to improve life by improving health through partnership, research, education and healthcare.
  – 3500 team members of educators, staff, physicians, researchers....
  – Over 420 Physicians, 135 Allied health and 70+ nurse practitioners
  – 500,000 outpatient visits
  – 33% of Best Doctors in Tampa Bay
  – $350 Million enterprise

• Together, through talent and innovation, USF Health is developing real-world solutions to reach our shared value — making life better.
We start with… Creative & Entrepreneurial Leadership team

USF President
Dr. Genshaft

USF Health VP
Dr. Klasko

College of Medicine
Dean
Dr. Klasko & CEO Physician group

College of Nursing
Dean
Dr. Burns

College of Public Health
Dean
Dr. Peterson

USF Health COO
M. Kasti

USF Health CFO
J. Strobbe

USF Health AVP Research
Dr. Rao
We start with...

...a new culture...

Culture of...

- Innovation
- Quality/Safety
- Creativity
- Service
- Accountability
- Diversity

Prominence In Health
A culture of...

- **Service**
  - Warm welcomes and fond farewells
  - Welcoming behavior and signs
  - Memorable patient & student experiences
  - Celebrating our differences
  - Partnership of talent and innovation focused on YOU

- **Quality & Efficiency**
  - Best Talents
  - Best Processes enabled with Technology
  - Best Education
  - Best Research

- **Outcomes**
  - Clear measures of success
  - Focus on the spectrum of health
  - Where success means better education, better health and better life

Leading To National Prominence in Health

GOOD TO GREAT
A new culture that requires a start with a unique approach...

The Approach

- People
- Technology
- Process
- Innovation
- Practices
- Capacity

A new Culture

- Innovation
- Quality/Safety
- Creativity
- Service
- Accountability
- Diversity

Prominence In Health
People DNA
- Medical
- Nursing
- Public health
- Leadership

Process Transformation
- Simplification
- Six Sigma & Lean
- Efficiency & Safety

Technology Innovation
- Technology
- Bioinformatics
- Personalized healthcare
Requires Changing the DNA of Leadership

Leadership Institute….

1. Reinvent culture - Develop our Leaders
2. Build capability - Education, Clinical Processes, Research Excellence
3. Create Innovation - Innovation breakthroughs
Leadership Institute

- Top Talents
- Excellence

Future Leaders

- Leadership DNA
- Problem Solving Skills
- Safety & Quality
- Influence Skills
- Financial Acumen
- Project Management
- Diversity Leader
- Facilitation Skills
- Change Leader
- Organizational Skills
- Effective Communication Skills

Strong Leaders... Solid Mechanisms ... Aligned with Future Needs
We start ...... …from the beginning
We Start From The Beginning...

Focus on Continuum of Health

- Environment, Policy
- Behavior, Risk Factors
- Emergency, Acute Care
- Chronic Care, End-of-Life Care

The Continuum of Health

USF Health
We Start From The Beginning .....with Innovative Educational Models

Students from College of Medicine, College of Nursing, College of Public Health and the school of Physical Therapy work and learn together...

Preparing future leaders to work as a health TEAM...
We Start From The Beginning …..with Innovative learning Models

Enable learning through the latest technologies….iCasting lectures

Goal:
-EHR integrated with instruction
We Start From The Beginning .....with Innovative Learning Models

Center For Advanced Clinical Learning

• Standardized patients and Families
• Emotional Intelligence and Patient skills
• Advanced Simulation
• MD, RN, PT Students learn together
We Start From The Beginning .....with Innovative Learning Models

Center for Advanced Medical Learning and Simulation

....translating medical advances and knowledge into improved patient care
Creating a Competitive Advantage for Providers ... Beyond classroom lecture

...Through the Optimization of Techniques, People, Processes & Technology
One-of-a-Kind, World-Class Education and Research Center

- 70,000 SF Training Center
- 50,000 SF Research Center
- 350 Room, 3-Star Hotel
- $70 Million in Private Funding
- USF Health to Manage Research and Training Center
- Projected Occupancy – October 2007
Where Clinical skills are simulated and practiced....

- **Surgical Skills Lab – 12,000 SF**
  - 40 Workstations & 2 OR Suites

- **Simulation Center/Virtual Hospital – 5,000 SF**
  - Emergency Room (ER)
  - Operating Room (OR)
  - Intensive Care Unit (ICU)
  - Standard Patient Room
Where innovation are tested and brought to market faster...

- **Concept Development Laboratory**
  - Prototype development for:
    - Robotics
    - Minimally Invasive Surgery
    - Image-Guided Surgery
    - Computer-Assisted Surgery

- **Center for Advanced Research**
  - 50,000 SF
  - Interdisciplinary Research
  - Translation Research
Where great opportunities exist for...

- National and international **exposure** of products and services
- **Translating** medical advances and knowledge into **improved patient care**
- **Faster** product to market
- **Advanced research**
- **Advanced and comprehensive continuing education and skill development**
We Start with…. ….. Research Innovation

- Carnegie Tier I Research University
- Extramural Funding:
  - USF $160 Million in 04-05
  - USF Health: $134 Million
- Goal by 2010:
  - Be in top 50th percentile in NIH ranking AAMC accredited medical school
  - Advance into the top 3rd of public health schools
  - CON top 20 nursing schools
- Start with Signature research programs
Signature Research Programs

Faculty, staff and students from:
- Departments
- Centers
- Institutes
- Colleges
- Schools

at
- USF
- USF Health
- Affiliate Partners

Neurosciences
Brain Health

Cardiovascular
Heart Health

Allergy, Immunology, & Infectious Diseases
Immune Health

Cancer Biology
We Start with……

……………a new Model of Care

Centers for Advanced Healthcare

Patient care

Memorable Healing Experience
…..With patient centric, one-stop-shop service line focus…

Research  Education  Healthcare

Heart Health
Brain Health
Woman/Child Health
Sports Medicine
Appearance Wellness

Outcomes:
MEMORABLE EXPERIENCE QUALITY HEALTH SAFETY COST LOYALTY PROMINENCE

Research + Education + Care = Better Health = Better Life

© USF Health  Making Life Better™
Where we learn & partner with Best-in-Class Leaders

Culture of...

- Service
- Innovation
- Quality/Safety
- Efficiency
- Creativity
- Accountability
- Sustainability
Where form follows function….

- 126,000 sq. ft.
- 7 Stories
  - Clinical Space
    - Diagnostic Imaging
    - Office Based Procedures
    - Office Visits
  - Faculty Offices
  - Patient Education
  - Concierge level services
  - One Stop Shopping” service line approach (physicians, diagnostics, procedures)
  - Patient Centric
  - Streamlined Work flow
  - $24 Million
Where patient interests are put first….

- 196,000 Square feet
- 6 Stories
  - 8 Operating Rooms
  - 5 Endoscopy Suites
  - Diagnostic Imaging
  - Clinical space
- Concierge level services
- “One Stop Shopping” service line approach
- Patient Education Center
- Integrated teams (primary care, specialists, holistic)
  - Women’s health
  - Sports Medicine
  - Brain health
  - Digestive Disorders
- Pharmacy
- $64 Million
Where we start with a unique approach to change the culture...

A new Culture

- Service
- Innovation
- Quality/Safety
- Efficiency
- Creativity
- Accountability
- Sustainability
....An approach where Service/Quality/Safety/Outcome are hardwired....

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<thead>
<tr>
<th>People DNA</th>
<th>From</th>
<th>To</th>
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<tbody>
<tr>
<td></td>
<td>1. Hire on technical competence</td>
<td>1. Hire on courtesy</td>
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<td></td>
<td>2. Job description</td>
<td>2. Clear role in the Patient care Experience</td>
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<td></td>
<td>3. Salaries - length of service and technical experience</td>
<td>3. Rewards for quality, patient satisfaction and productivity</td>
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<tr>
<th>Process Transformation</th>
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<th>To</th>
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<tr>
<td></td>
<td>1. Silo mentality</td>
<td>1. Interdisciplinary service teams</td>
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<td>2. Fragmented Patient Care</td>
<td>2. Bring the care to the patient</td>
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<td></td>
<td>3. Episodic care</td>
<td>3. Total patient health (outcome)</td>
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<td></td>
<td>5. Varied practices</td>
<td>5. Evidence based Care</td>
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<tr>
<th>Technology Innovation</th>
<th>From</th>
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<tr>
<td></td>
<td>1. Multiple Paper Charts</td>
<td>1. Electronic medical records</td>
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<td></td>
<td>2. Telephone and in-person</td>
<td>2. Multi-media &amp; telemedicine</td>
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<tr>
<td></td>
<td>3. Industry standard technology</td>
<td>3. Customized for the Continuum of health &amp; latest cutting edge technology</td>
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</table>
Allscripts (Nasdaq:MDRX), the leading provider of clinical software, connectivity and information solutions that physicians use to improve healthcare, announced today that the University of South Florida Physicians Group (USFPG) at USF Health, has selected and will invest in excess of $2 million in the TouchWorks(TM) Electronic Health Record as the cornerstone of an ambitious, $15-million program to create a national center of healthcare excellence.

"The electronic health record is the basis for the building of knowledge that’s at the core of our commitment to provide patients the highest quality, best technology and most personal service," said Stephen Klasko, MD, Vice President for USF Health and Dean of the College of Medicine.
Where Cutting Edge Technology Enables Fast Healing...

Non-Invasive MR Guided Ultrasound

© USF Health
Where the Patient/family are empowered with knowledge.

USF Health Community Library

- Partnership between patient/provider and medical librarian
- Individual counseling
- Behavior change support services
- Innovative tailored messaging technology
- Personal learning plan
- Community learning plan
- Up-to-date and tested Educational material
Making Life Better Starts Today... TOGETHER!

We come together as partners to build a model for Health Transformation by changing the DNA.

We see in you the same aspirations for excellence and leadership.

We cannot conceive of a better partnership between you and USF Health.

Our creativity, our passion, is the future of our communities.
Join us on our Journey......

Making Life Better
through Research, Education & Healthcare
Renaming of School of Physical Therapy

• Effective July 1st ..... The School of Physical Therapy becomes The School of Physical Therapy and Rehabilitation Sciences

• Why?
  • Response to
    – IOM’s Report, “Enabling America”
    – Dynamic University and USF Health Research Environment
    – National Trends...Maryland, Kansas, Indiana, Pittsburgh, Iowa
  • Part of the School’s 5 Year Roadmap to National Prominence
    – Development of a *multidisciplinary PhD in Rehabilitation Science* to leverage the campus resources of Rehabilitation Engineering, Communications Disorders, Rehabilitation Counseling and others along with the COM’s resources in Physical Therapy, PM&R and our future Orthopaedic Department and SMART Institute
Our Newest Dual Degree DPT/MPH

Integrates Doctor of Physical Therapy (DPT) and Master of Public Health (MPH) Degrees

• Four Years Total: 3 Years DPT, 1 Year MPH
  • Public Health Coursework Integral to DPT Curriculum
    – Introduction to Public Health
    – Biostatistics
    – Principles of Health Policy and Management

• Opportunity to Pursue a Variety of Concentration Areas

• Population-Based Prevention Approaches to Health

• USF’s DPT/MPH is the First Such Formal Pairing in a US University
Doctor of Physical Therapy Degree

Trajectory for National Prominence

- USF Board of Trustees Approval May 2004
- FL Board of Governors Approval October 2004
- Charter DPT Class of 2008 Enrolled August 2005
- DPT Class of 2009 Fully Subscribed With Waiting List

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<th>USF DPT Class of 2009 Admissions Update as of January 5, 2006</th>
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<td>Applications Received</td>
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<td>Acceptances Received</td>
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<td>Overall GPA of Incoming Class</td>
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<td>GPA - Prerequisites</td>
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<td>GPA - Upper Division</td>
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Doctor of Physical Therapy Degree

THE PREFERRED DEGREE ... FOR THE 21ST CENTURY

Doctors of Physical Therapy [will be] recognized by consumers and other health care professionals as the practitioners of choice ... for the diagnosis of, interventions for, and prevention of impairments, functional limitations, and disabilities related to movement, function and health.  
- from the American Physical Therapy Association’s Vision 2020

Accepting applications from Sept. 1, 2005 for the Class of 2009 (Classes start Aug. 2006)

http://dpt.hsc.usf.edu  •  dpt@hsc.usf.edu
(813) 974-8870
Research @ USF Health: An Update
What have we already accomplished?

• At USF Health:
  – Established four signature research programs:
    – Neurosciences
    – Cardiovascular
    – Allergy Immunology & Infectious Diseases
    – Cancer Biology
  – Established “emerging” areas of research interest (such as Sports Medicine, Women’s Health, Pharmacogenomics, etc.)
What have we already accomplished?

• In the College of Medicine - USF Health:
  – Developed and initiated the implementation of a five-year strategic research enhancement plan
  – Established a School of Basic Biomedical Sciences
  – Merged six existing basic science departments into three
  – With full faculty, staff, and student participation, appointed full-time chairs of 2/3 merged basic science departments
  – A National and International search for Chair of the merged Department of Molecular Medicine has been initiated
What have we already accomplished?

• In the College of Medicine - USF Health:
  – Initiated recruitment of six new faculty in the basic science departments
  – Initiated the establishment of CORE facilities
  – With full faculty, staff, and student participation, appointed the following:
    • Interim Associate Dean for Graduate and Post-doctoral Affairs
    • Associate Dean for Research
  – Completed an external review of our biomedical graduate programs…recommendations are now being implemented
What are we presently pursuing?

• Development and implementation of a strategic plan for research enhancement in the Colleges of Public Health and Nursing and the School of Physical Therapy – potential implementation date July 01, 2006
• Recruitment of an Associate Dean for Research – COPH
• Recruitment of five Endowed Chairs in the COM
• Complete revision of the research website – USF Health
• Development of a research and biomedical graduate education brochure - COM
• Establishment of USF Health-wide Research Council
• Establishment of a Greater Tampa Life Sciences Consortium
• Development of long-term plans for additional research space
• Establishment of an Office of Clinical Research