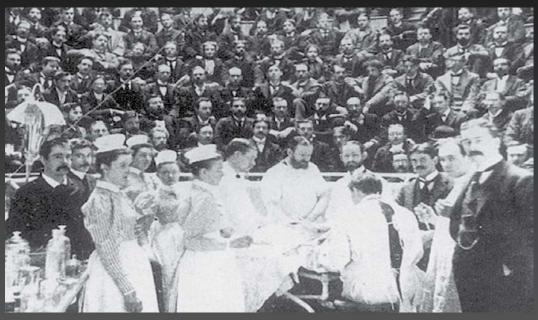


History of the University of Illinois Hospital

1907-110 bed hospital at Ogden, Wolcott & Congress



1924 - 50 bed University of Illinois Research & Educational Hospital on Polk, Wolcott and Wood



- First experimental gastric tube esophagoplasty (1904)
- First pneumonectomy in Illinois (1947)
- First sternotomy for open heart surgery in the world (1957)
- First autologous blood transfusion in the world (1963)
- > First kidney transplant in Illinois (1968)

History of the University of Illinois Hospital

1980 - UIC Hospital opens at 1740 W. Taylor St.

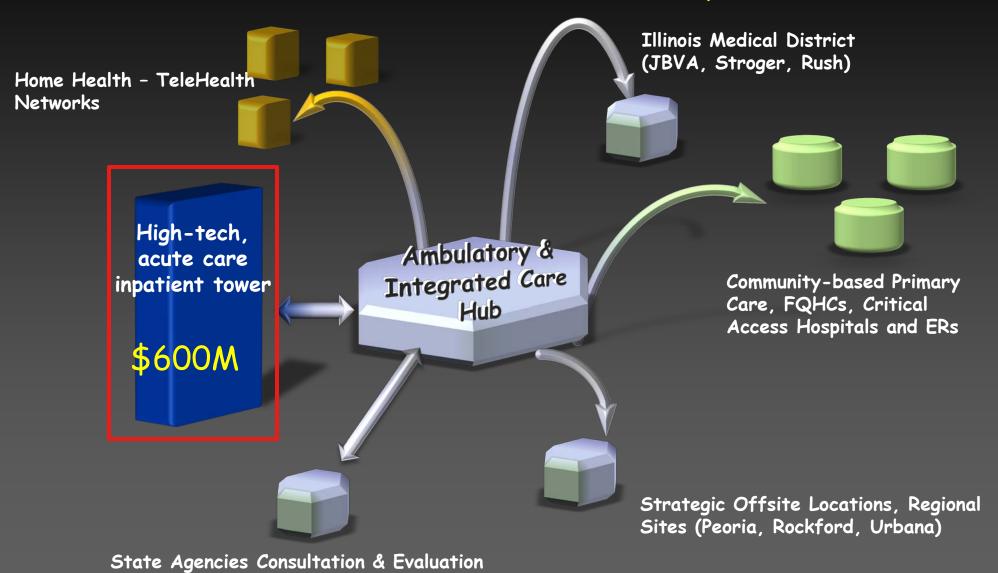


1999 - Outpatient Care Center opens on Taylor

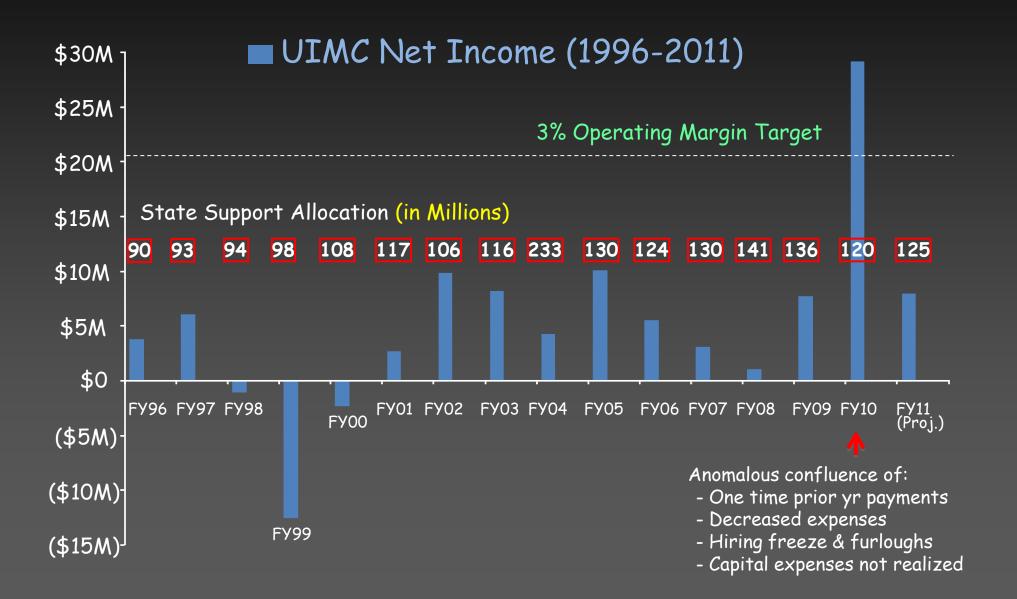


- First living donor kidney-pancreas & living donor bowel transplants in Illinois (1997)
- First robotic surgeries in the US: robotic hepatectomy (2005); renal artery aneurysm repair (2008); parathyroidectomy without neck incision (2008)
- First robotic surgeries in the world: donor nephrectomy (2000), liver and small bowel transplants (2004); combined living donor liver-bowel transplant (2005); kidney transplantation in obese recipient (2009), pancreatectomy & auto-islet transplant (2007)
- > Miles Square received "Illinois Your Healthcare Plus" award for excellent CHF care.
- Institute for Patient Safety Excellence-\$3M federal grant to expand 7 Pillars program to 10 Chicago hospitals (2010)
- Full JCAHO Accreditation (2011-2014)

Academic Health Science Center of the Future Board Retreat Presentation July 2010

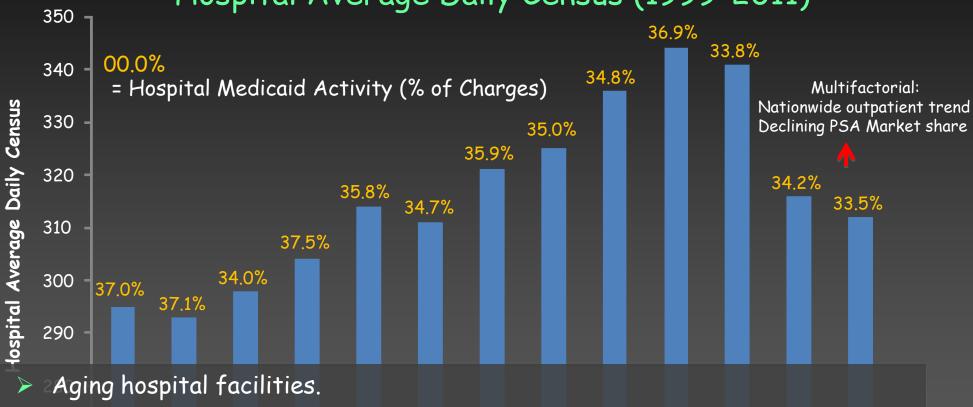


University of Illinois Hospital Challenges



University of Illinois Hospital Challenges





- Need for improved patient satisfaction surveys.
- Need for integrated clinical billing.
- Need for improved clinical academic recognition (USNWR rankings).
- Need for improved indices of hospital quality.

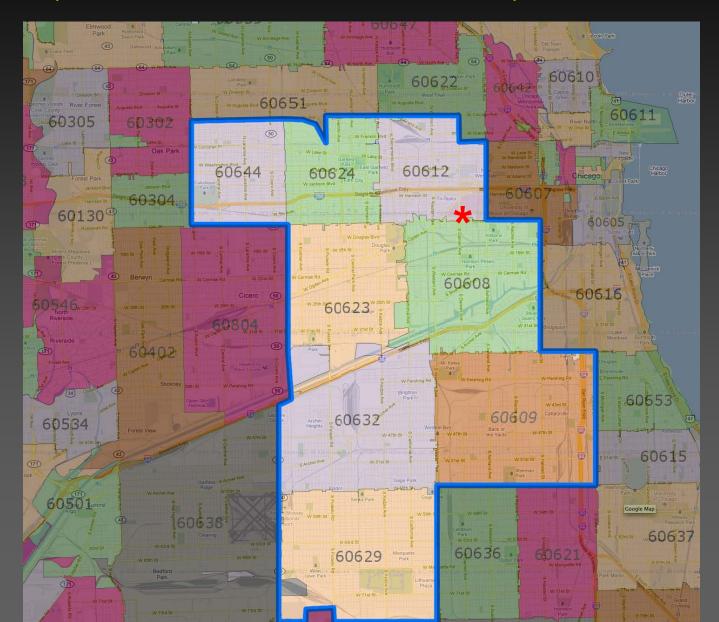
University of Illinois Health Care System Challenges

- > ~ 1 million community residents
- > ~35% Hispanic/Latino
- > ~35% African American
- > 5 of the 10 poorest Chicago communities
- High acuity, elevated mortality rates for patients with diabetes, CHF, cancer and stroke

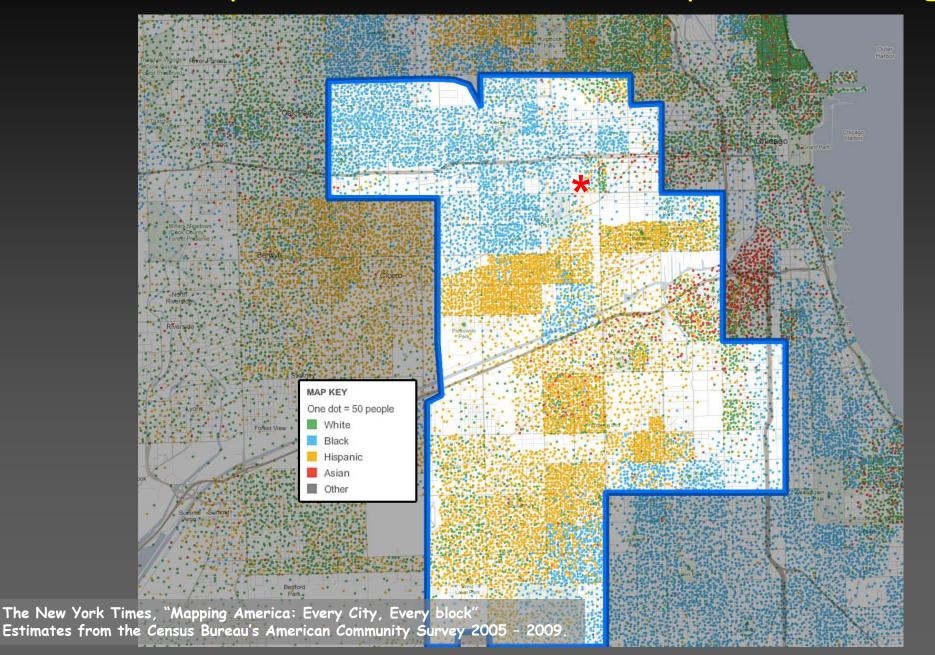


Primary Service Area

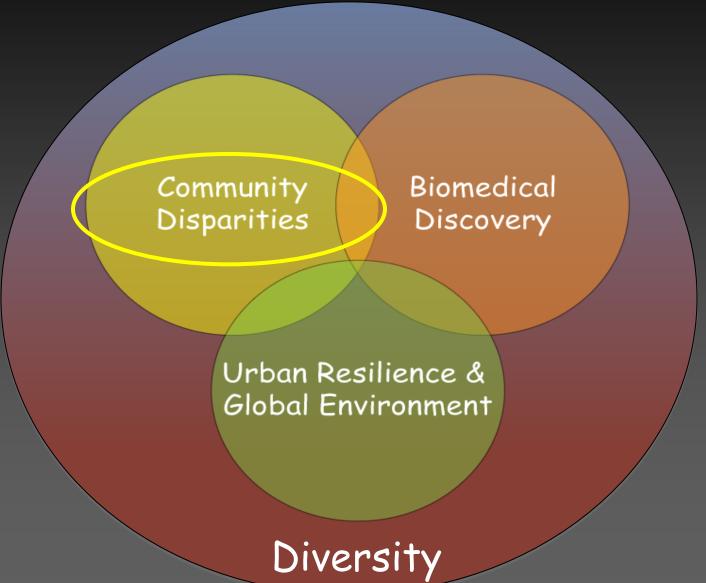
University of Illinois Health Care System Challenges



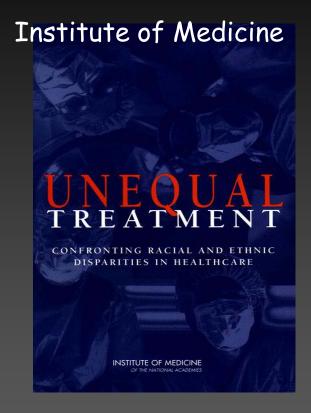
University of Illinois Health Care System Challenges

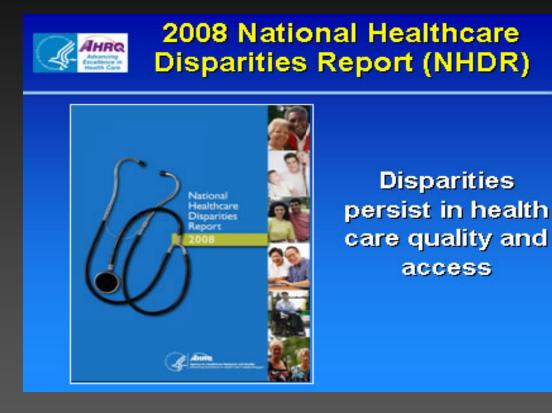


Thematic Research Strengths at the University of Illinois at Chicago



Health Disparities: A Critical Issue in the United States





- African Americans & Hispanic Americans have disproportionately high morbidity & mortality from preventable diseases.
- "Of all the forms of inequality, injustice in health is the most shocking and the most inhumane."

 Dr. Martin Luther King Jr.

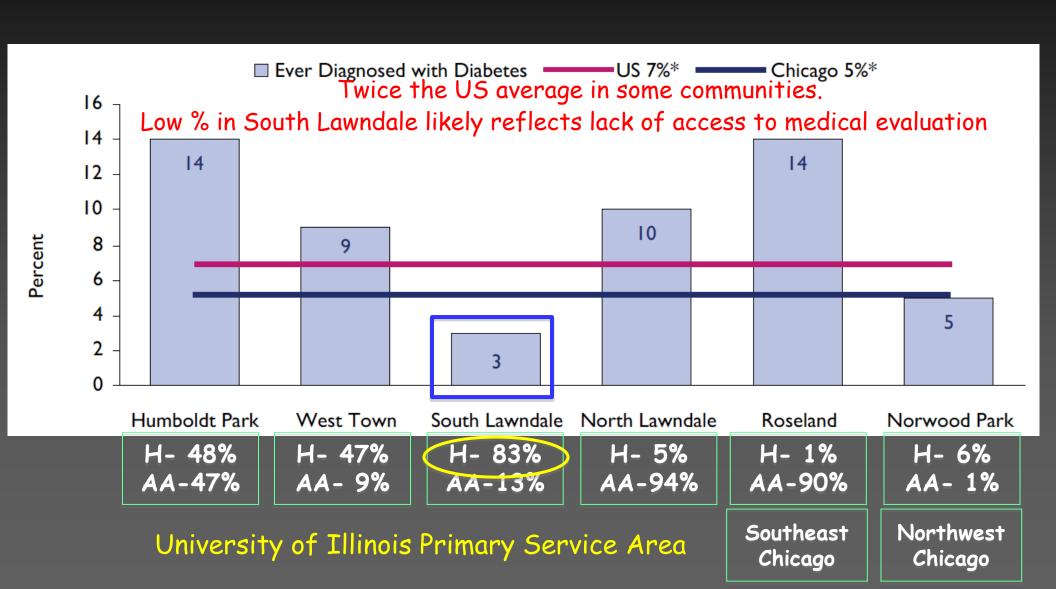
National Convention of the Medical Committee for Human Rights, Chicago 1966

University of Illinois Clinical Mission

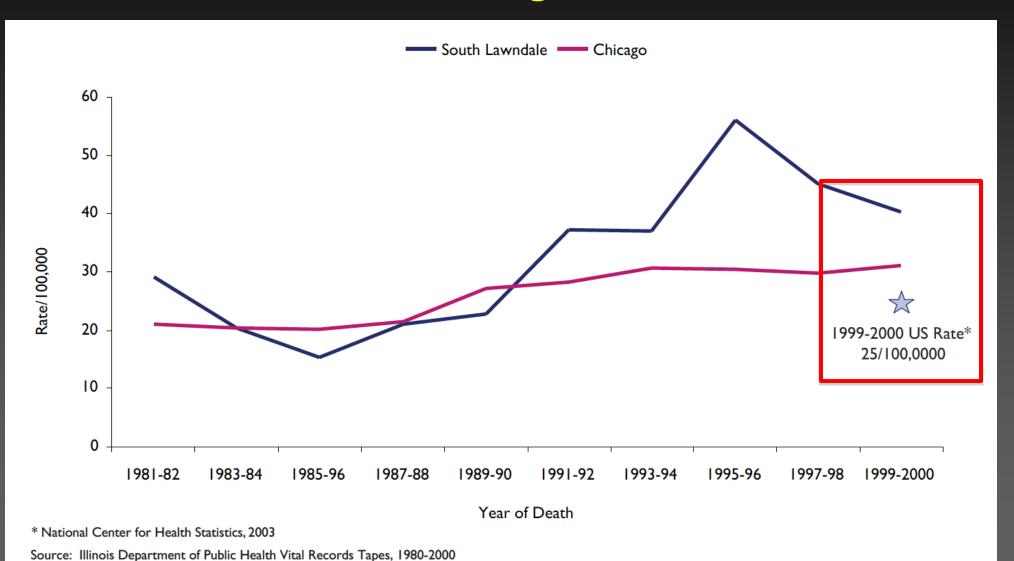
To provide high quality, cost-effective health care for the people of the State of Illinois.

To harness University of Illinois strengths in technology & innovation to deliver "personalized medicine" to susceptible populations, particularly for medically underserved Latinos and African Americans within our primary service areas (PSA).

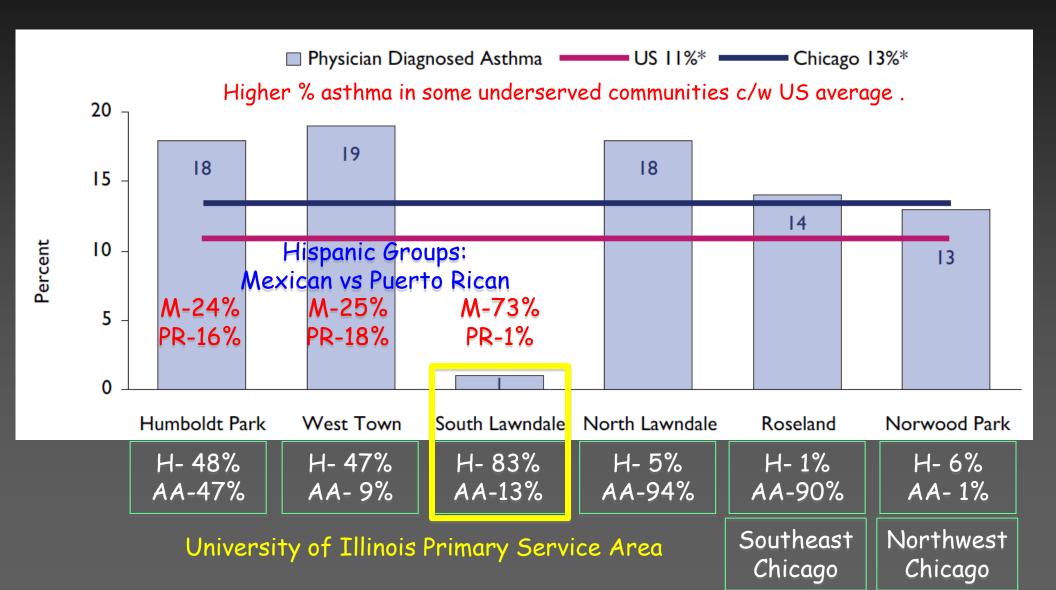
% Adults Diagnosed with Diabetes in Chicago



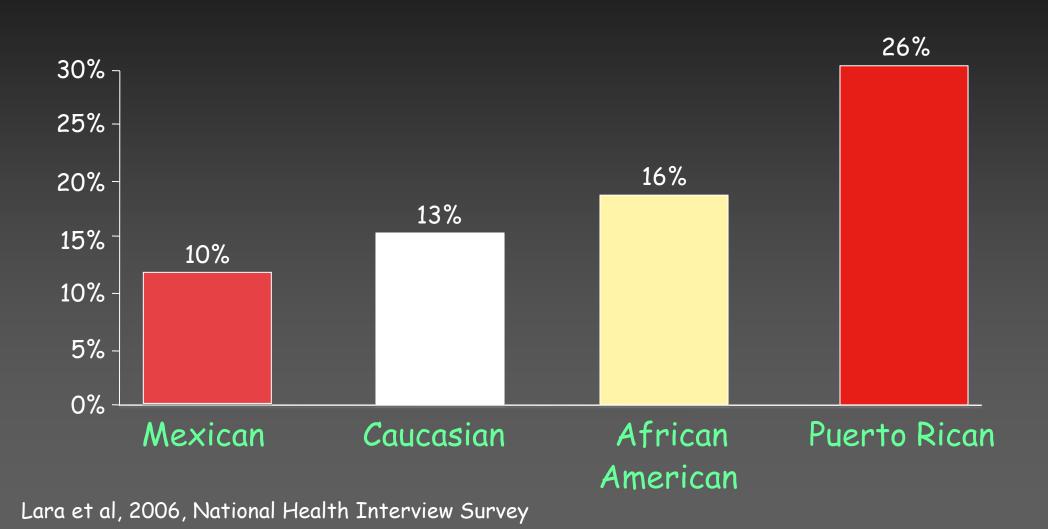
Age-Adjusted Diabetes Mortality Rate in South Lawndale & Chicago. 1981-2000



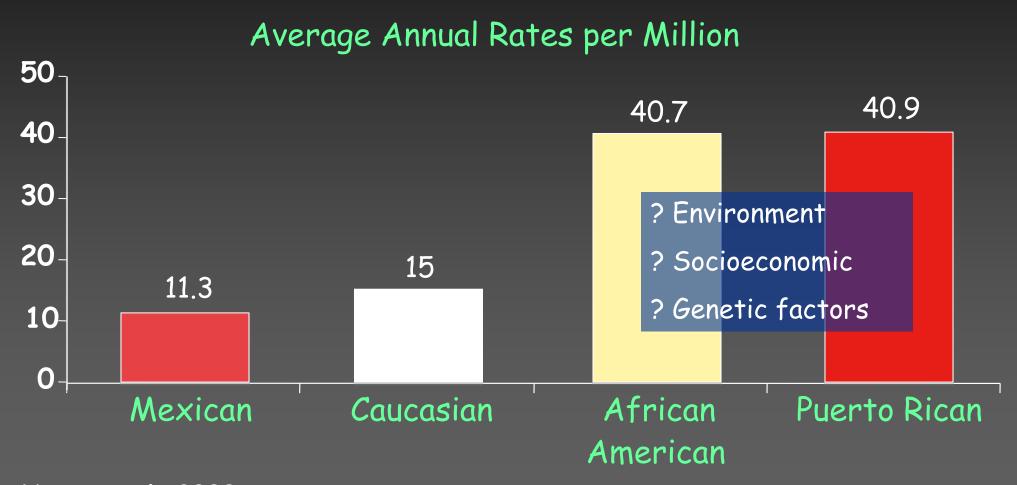
Asthma Disparities in Chicago



Lifetime Asthma Prevalence In Racial And Ethnic Groups

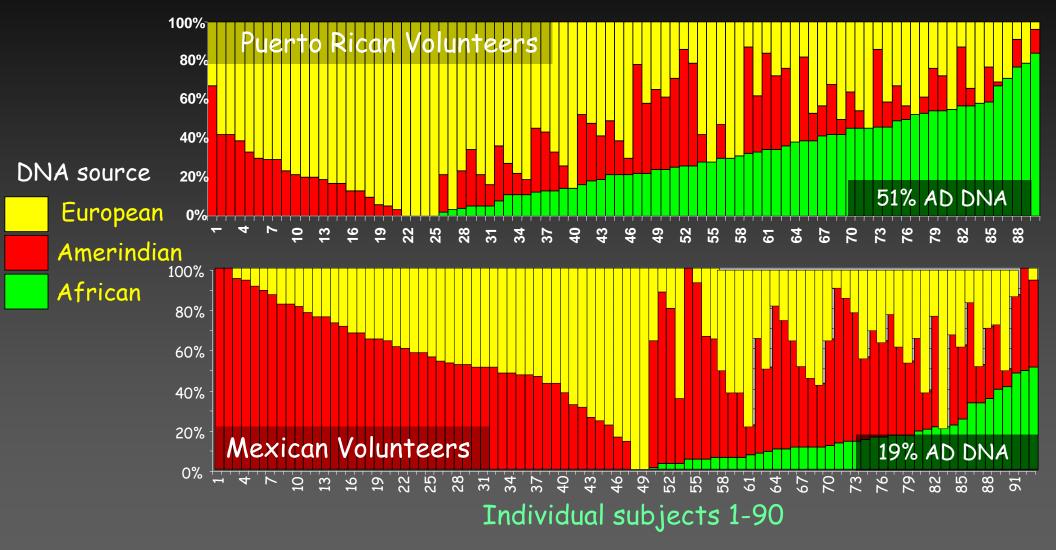


U.S. Asthma Mortality In Racial & Ethnic Groups 1990-1995



Homa et al. 2000

Percent Racial Admixture in Latino Ethnic Groups



Mexican volunteers have much higher % Native American admixture than Puerto Rican volunteers who have higher % African admixture

University of Illinois Clinical Mission

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To harness University of Illinois strengths in technology & innovation to deliver "personalized medicine" to susceptible populations, particularly for medically underserved Latinos and African Americans within our primary service areas (PSA).

Does leveraging strengths in personalized medicine & community disparities improve the financial health of UI Healthcare System?

University of Illinois Clinical Enterprise

- We currently receive an enhanced reimbursement for Medicaid related services... makes fiscal sense.
- Increases in our PSA Market Share will increase our clinical volumes (ADC, outpatient volumes).
- Our Medicaid Accountable Care Organization (ACO) will soon be in play, resulting in increased # of Medicaid covered lives.
- It is our mission and the right thing to do!

University of Illinois Clinical Enterprise

How to improve the financial health of the Medical Center?

Clarification of the Clinical Mission

Leverage our strengths in personalized medicine and community disparities

Enhance "Enterprise"-wide thinking

University of the pear City New Millord Pear City Pear C

UIC Health Science
Colleges

College of Medicine

School of Public Health

College of Pharmacy

College of Dentistry

College of Nursing

College of Applied Health
Sciences



OUL (138)

University of Illinois Hospital

Outpatient Care Center

Mile Square FQHC & Community Health Network

Jesse Brown Veterans Hospital

University of Illinois Affiliations

Stroger Hospital

Vanguard Hospital System (MacNeal/Weiss/Westlake/W. Suburban/Holy Cross

University of Illinois Regional Campuses

Peoria

Rockford

Urbana-Champaign

Quad Cities

How does "Enterprise-wide thinking" improve the financial health of the Medical Center?

- Allows clarification of Mission & Brand across entire enterprise
- Aligns incentives between providers and clinical enterprise
- · Allows improved efficiency of support services
- Allows nurturing of marquee programs

EXPANDS THE REVENUE STREAM!!!

How to improve the financial health of the Medical Center?

Clarification of the Clinical Mission

Leverage our strengths in personalized medicine and community disparities

Enhance Enterprise-wide thinking

Rebranding

Where We've Been with Branding at the University of Illinois

- University of Illinois Research and Educational Hospitals
- University of Illinois Hospital & Clinics
- UIC Hospital
- UIC Medical Center



Awareness/Preference of Providers in Chicago 2010

Provider Top of Mind Awareness & Preference	Total Hot Area		African American		Hispanic	
	Awarenes s	Preference	Awareness	Preference	Awareness	Preference
Rush University Medical Center	20%	20%	19%	21%	15%	20%
Other Facilities	10%	13%	15%	20%	10%	13%
Northwestern Memorial Hospital	5%	13%	2%	15%	13%	13%
John H Stroger Jr Hospital	16%	9%	21%	13%	18%	9%
Mercy Hospital Medical Center	11%	9%	1%	.5%	7%	10%
University of Chicago Hospitals	5%	7%	9%	13%	1%	2%
Univ. of Illinois Medical Center	4%	7%	3%	2%	8%	11%
Advocate Christ Medical Center	Tjed fo	r #7/ #/ 5	35, jed for #6/#// 1% ied 1		1%led fo	r #4/#3
MacNeal Hospital	2%	3%			5%	5%
Mt Sinai Hospital Medical Center	4%	3%		2%	8%	7%
Holy Cross Hospital-Chicago	11%	3%	8%	.25%	13%	6%
Resurrection Medical Center		2%		2%		3%

Lowest Consumer Awareness among Academic Medical Centers within our PSA

Source: NRC Ticker, 2010

May 2011 Market Research on Branding: Locally and Nationally

The word "Hospital" is more strongly associated than "Medical Center" with patient care in both local focus groups of both Latinos and African Americans as well as in national surveys.

Hospital and Hospitive attribu

Name confusion Americans sayi

UIC College of UIC Faculty Se "Univers

ADVISORY.COM

What's in a name? Consumers choose 'hospitals' over 'medical centers'

06/22/2011

A survey this month found that consumers appear to prefer "hospitals" over "medical centers," overturning a long-running marketing assumption.

The survey of 1,027 adults—which was conducted by Glen Rock, N.J.-based marketing consulting firms Rivkin & Associates and Bauman Research & Consulting—found that:

- 61% of survey respondents believe "hospitals" have a wider range of services than "medical centers," compared to only 31% who believe "medical centers" have a wider range.
- 53% believe "hospitals" are using more up-to-date technologies and procedures than "medical centers," compared to only 37% who believe "medical centers" are more up-to-date.

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No two people are the same, so why treat them that way? At the University of Illinois, we're looking at genetic, social and environmental factors within a culture. It's all about getting a closer look at what makes us up as individuals, and then bringing that knowledge to the community. We all deserve the most advanced healthcare. Which is why we're offering the most advanced healthcare to everyone. That's how we're changing medicine. For good,

FIND OUT MORE AT UILLINOISHEALTH.ORG

University of Illinois









Sometimes the biggest revolution starts with a simple thought. For us, it's treating the individual. Focusing on what makes them better. By treating the person, not just a population, we are zeroing in on the health issues that affect them most. Treating a city, block by block, person by person. Personalized medicine.

That's how we're changing it. For good.

FIND OUT MORE AT UILLINOISHEALTH.ORG

UNIVERSITY OF ILLINOIS
HOSPITAL + HEALTH SCIENCES SYSTEM

Focus on reductions in health care disparities of "at risk" populations in our PSA

"That's how we are changing medicine. For good"

University of Illinois Clinical Mission

To provide high quality, cost-effective health care for the people of the State of Illinois.

To harness University of Illinois strengths in technology & innovation to deliver "personalized medicine" to susceptible populations, particularly for medically underserved Latinos and African Americans within our primary service areas (PSA).

To focus strategic resources among select, academically distinct clinical programs (best in Chicago/region) that are tightly linked to the translational research mission.

University of Illinois Clinical Enterprise Marquee Programs





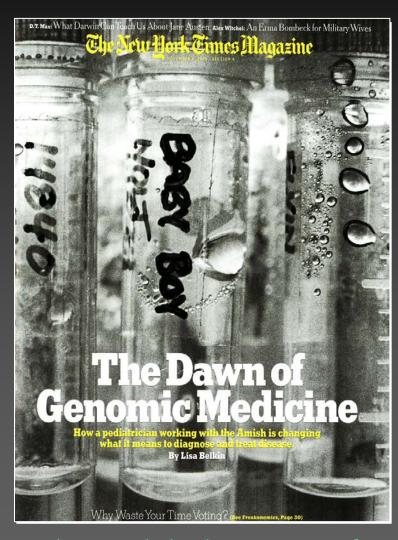
"Best in Chicago"

- > Liver and kidney transplantation
- > Sickle cell anemia
- Stroke and neurovascular surgery
- > Corneal & retinal disease
- Mental illness-autism & schizophrenia >

Soon to be "Best in Chicago"

- > Colorectal/prostate cancer
- Obesity, T2 diabetes, Bariatric Surgery
- Pulmonary hypertension
- > Asthma
- Congestive heart failure

Harnessing Genomic & Genetic Approaches to Reduce Health Disparities





Newly established --Institute for Human Genetics, Institute for Informatics Institute for Personalized Respiratory Medicine & the Institute for Minority Health

UIC Comprehensive Sickle Cell Center



ARTICLE COLLECTIONS

March 2010

You are here: ChicagoTribune.com > Collections > Disease

UIC opens new sickle cell treatment center

Clinic allows patients suffering pain crisis, without complications such as shortness of breath, numbness or fever, to get immediate, specialized care

University of Illinois College of Medicine at Chicago » Education, Departments & Programs » Departments » UNIVERSITY OF ILLINOIS AT CHICAGO Sickle Cell Center

UNIVERSITY OF ILLINOIS AT CHICAGO Sickle Cell Center

The Comprehensive Sickle Cell Center at the University of Illinois (CSCC) is committed to providing the highest quality, state of the art, compassionate care to children and adults. This is done utilizing a holistic approach to care that includes

- · The latest treatment options available for disease and symptom management
- · Participation in national clinical treatment trials
- Education and counseling for individuals with sickle cell disease and their families
- · Transition into adult care

Our comprehensive sickle cell program, one of the only adult sickle cell programs in Illinois, had over 25 years of experience in providing services to individuals with sickle cell disease.



WHAT IS SICKLE CELL DISEASE

SERVICE LIST

RESEARCH

STAFF LISTING

CALENDAR

LOCATION

RELATED LINKS

SOCIAL WORK

ACUTE CARE
TREATMENT CENTER

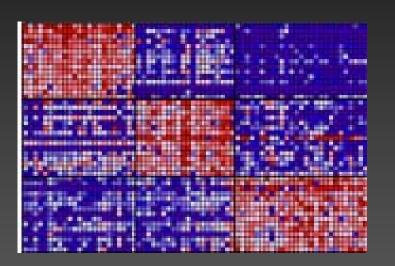
Addressing Health Disparities at the University of Illinois Sickle Cell Disease (SCD)

Maintenance of elevated fetal hemoglobin levels by decitabine during dose interval treatment of sickle cell anemia

DeSimone J, Koshy M, Dorn L, Lavelle D, Bressler L, Molokie R Talischy N.

University of Illinois at Chicago and the Veterans Administration Chicago West Side Division,

Clinical trials of novel SCD therapies



Molecular signatures predict --lung/cardiac complications

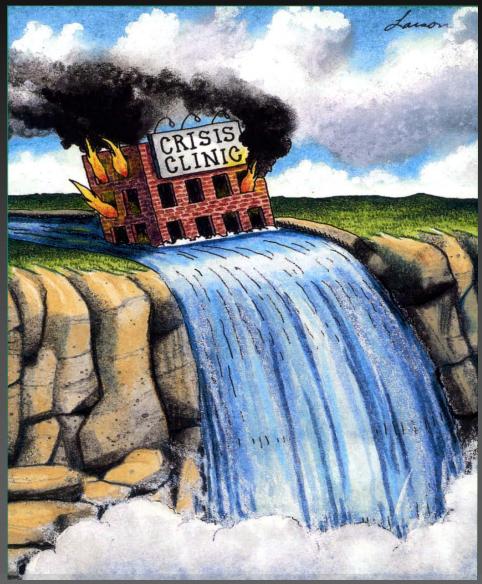
-- sudden death



Identified genetic variants as novel biomarkers and for individualizing care

Within the next 2-3 years, UI Sickle Cell center will be THE premier SCD center in the country

Vice President for Health Affairs- The first 120 days?



"About the same here, how about with you?"

Transforming Lives through Innovation & Discovery

Thank You!

University of Illinois Clinical Enterprise Marquee Programs





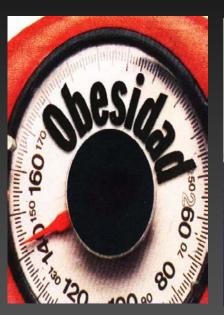
"Best in Chicago"

- > Liver and kidney transplantation
- Sickle cell anemia
- Stroke and neurovascular surgery
- Corneal & retinal disease
- Mental illness-autism & schizophrenia >

Soon to be "Best in Chicago"

- > Colorectal/prostate cancer
- > Obesity, T2 diabetes, Bariatric Surgery
- Pulmonary hypertension
- > Asthma
- Congestive heart failure

Obesity, Type 2 Diabetes, Bariatric Surgery and Wound Care







In the last 20 years, a vast amount of scientific knowledge has been gathered about how insulin-producing cells develop, function and survive in the normal human body and how they become compromised and destroyed in diabetic patients. In recent years, interest in diabetes has intensified because it is nearing epidemic proportions: in 1985 there were 30 million diabetics; today that number has rocketed to more than 194 million. By 2025, diabetes is likely to affect 300 million people worldwide.

The need for a functional cure is critical and the most



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The University of Illinois at Chicago Department of Surgery and the Angiogenesis Foundation Announce the Inaugural Meeting of the American College of Wound Healing and Tissue Repair

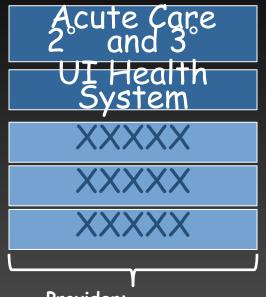
* Reuters is not responsible for the content in this press release.

Mon Mar 28, 2011 2:59pm EDT

PRESS RELEASE:

The University of Illinois at Chicago Department of Surgery and the Angiogenesis Foundation Announce the Inaugural Meeting of the American College of Wound Healing and Tissue Repair.

Visions of Community Based Health Care



Provider:

• Specialty Physicians

Traditional Community Care

Private Practice Doctors

- •FQHCS
- Community Agencies

Providers:

- Primary Care Physicians
- Nurse Practitioners

Pre-Primary Care UI Health System



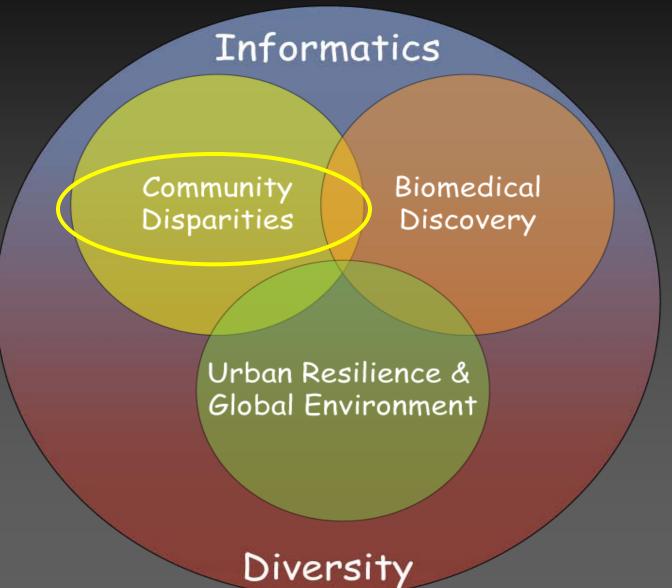
Community Interventions

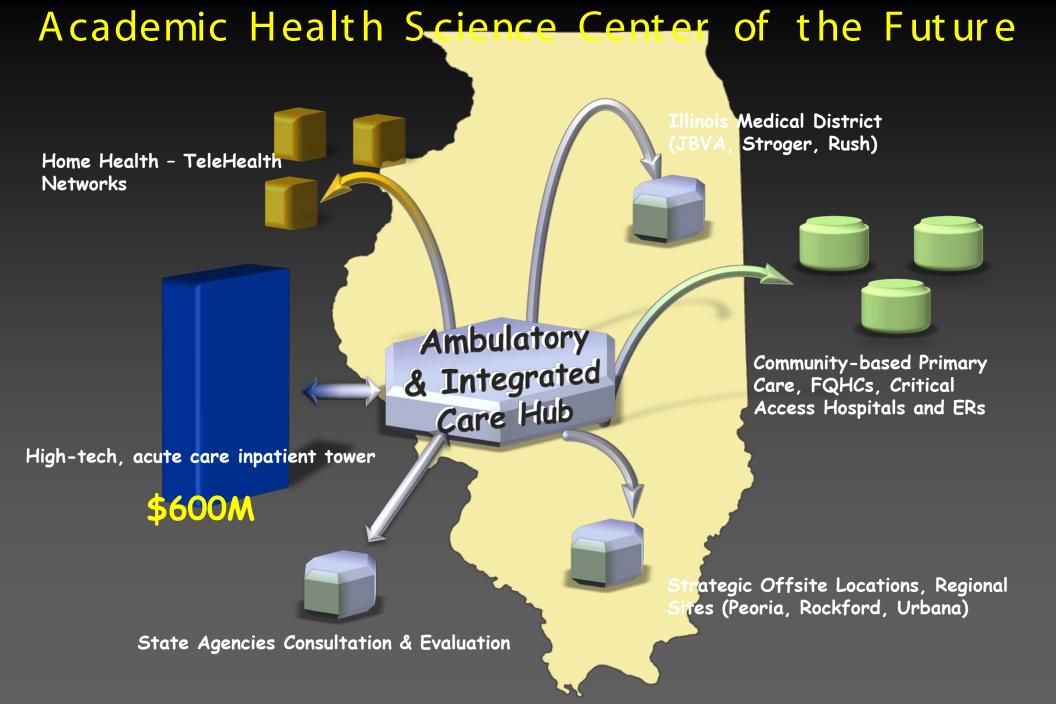
- Smoking
- Asthma
- Obesity/Diabetes
- Teen Pregnancy
- Mental Health
- Work Force Development
- Social Enterprise

Provider:

Lay Educator

Thematic Research Strengths at the University of Illinois at Chicago





University of Care System

Cor

Jesse

UIC Health Science
Colleges

College of Medicine

School of Public Health

College of Pharmacy

College of Dentistry

College of Nursing

College of Applied Health
Sciences

University of Illinois

Affiliations

Stroger Hospital

Vanguard Hospital System (MacNeal/Weiss/Westlake/W. Suburban/Holy Cross

University of Illinois
Regional Campuses

Peoria

Rockford

Urbana-Champaign

Quad Cities

