

Partners

What happens when healing, teaching and discovery come together with the communities we serve?



A boy's heart heals



A woman beats cancer



A town keeps its doctor



*And a young mind learns
the art of scientific inquiry*

It's the OHSU Effect

Experience the OHSU Effect

The OHSU Effect — it draws together a radiation oncologist in Coos Bay, a high-achieving teen studying cancer cells in Portland and an eastern Oregon woman working toward her nursing degree in La Grande.

Each of these people are part of a vital network of partnerships between OHSU and community organizations throughout Oregon. As the state's only health and research center, OHSU partners in more than 200 community service programs, working to improve the well-being of people across Oregon, the Northwest and around the world.

The OHSU Effect happens when healing, teaching, discovery and community service come together. This powerful combination leads to new cures, better health and improved access to health care and education. It also leads to new jobs and businesses and makes life better for Oregonians overall.

Read on to see the OHSU Effect in action, through stories that we hope will engage you, and a few statistics.



Celine Bicquart, M.D., a resident in radiation oncology at OHSU, and Carl Jenson, M.D., a radiologist from Coos Bay, collaborate during one of Jenson's rotations in Portland.

Photo by Michael McDermott

Helping a town keep its doctor

Table of contents

- Innovative swap enhances knowledge and care..... 2
- Cancer collaboration keeps families close 3
- Small towns help train tomorrow's doctors..... 4
- Teen internships help create new scientists 5
- Dental students care for kids in need 6
- Nursing education and opportunities span state 7
- Telemedicine beams in to fill critical needs 8
- Free pop-up clinic provides care to homeless 10
- Traveling doctors help heal hearts statewide..... 11
- Work continues toward a state of health..... 12
- Clinics available throughout Oregon..... 15

Carl Jenson, M.D., is the only radiation cancer specialist in Coos Bay. He's considered leaving for a larger, more advanced practice, but that would leave the 30 patients he sees per day facing a hard, long drive to get their treatments. Enter Charles Thomas, M.D., chairman of radiation medicine at OHSU. He worked out an innovative swap — for one week every quarter Jenson practices at OHSU while an OHSU radiation oncologist stays in Coos Bay to see his patients. The exchange is a win-win for patients, clinicians, students and the coastal community. Jenson says he appreciates the opportunity

to participate in the academic medicine environment in Portland. And, OHSU's radiation oncologists pick up new insights in Coos Bay to pass along to their students, who are encouraged to consider practicing in rural communities. Most important, Coos Bay patients can access the services they need in their own community.

Coos Bay is one of several clinical partnerships OHSU has helped establish to address the critical shortage of physicians in rural Oregon.

The OHSU Effect: improving access to health.

Finding cancer care close to home

Deborah Hansen of Salem learned she had liver cancer in fall 2009. Fortunately, she had access to the expertise of an academic medical center close to home. Hansen's primary oncologist, John Strother, M.D., at Salem Cancer Institute, collaborated with Kevin Billingsley, M.D., OHSU Knight Cancer Institute division chief of surgical oncology, to identify the mass in her liver. Strother knew Billingsley was Hansen's best hope to remove the tumor. In the end, Hansen only made a few trips to OHSU in Portland, for appointments and a successful surgery. "Dr. Billingsley saved my life," she says. "He was a godsend."

After surgery Hansen was treated in Salem, including six weeks of radiation therapy and periods of chemotherapy. Her husband, mother and daughter were nearby. Even her dog, Maurice, followed her everywhere, ready to comfort her. "I couldn't have



Deborah Hansen's worry over her illness was difficult enough to face. On top of the cancer, she was afraid that she and her family would have to travel to Portland every day for treatment.

done it without being able to have all the family around me," Hansen says.

Current collaborations cover cardiology, orthopaedics, various sub-specialty outreach clinics, and telemedicine. They include Salem Hospital's Salem Cancer Institute; Mid-Columbia Medical Center in The Dalles; PeaceHealth St. John Medical Center in Longview, Wash.; and Columbia Memorial Hospital in Astoria.

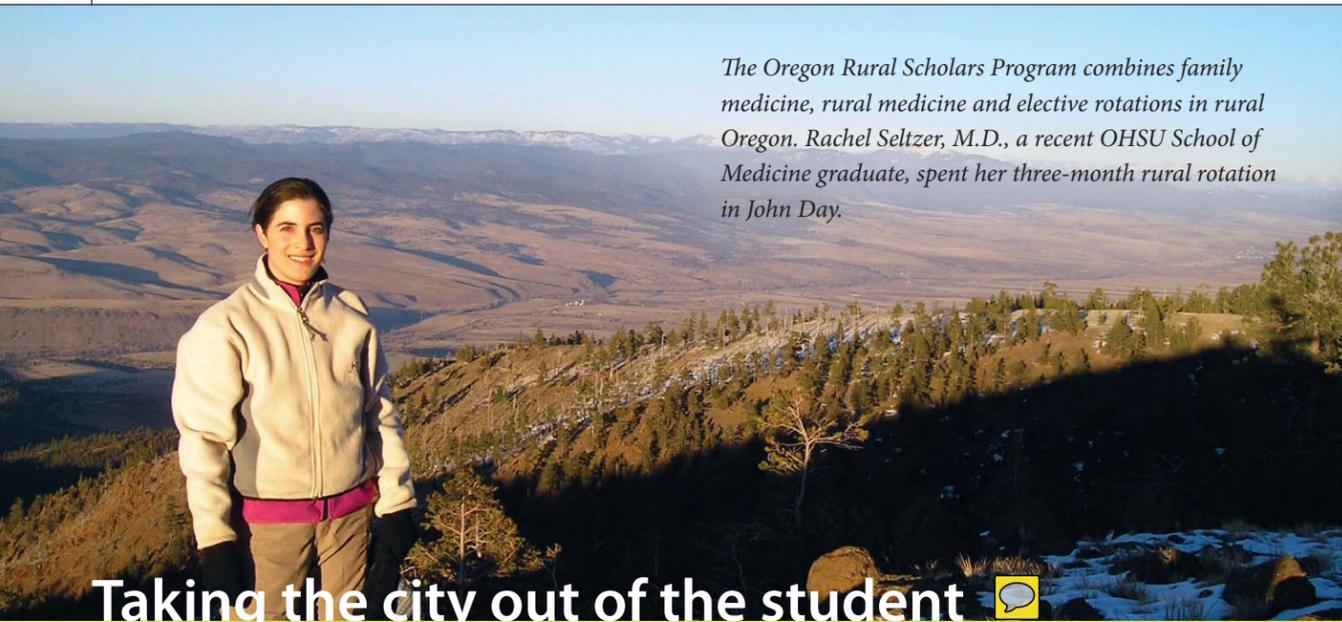
The OHSU Effect: treating patients where they live.

OHSU has many community clinics to serve patients in their own neighborhoods, including clinics focused on children and people with cancer. Find out more at www.ohsuhealth.com/statewidecare.

About a third of Oregon's practicing physicians did all or part of their training at OHSU. More than half of OHSU's students graduating with an M.D. continue to practice in Oregon.

The **Oregon Rural Practice-Based Research Network** is a statewide clinical research network that extends medical research opportunities to rural communities. Members include 171 clinicians who provide care to more than 240,00 patients in rural Oregon practices.

The **OHSU Oregon Poison Center** is a 24-hour regional poison emergency information and resource center. It handles approximately 70,000 calls each year, saving lives and helping many people avoid hospitalization.



The Oregon Rural Scholars Program combines family medicine, rural medicine and elective rotations in rural Oregon. Rachel Seltzer, M.D., a recent OHSU School of Medicine graduate, spent her three-month rural rotation in John Day.

Taking the city out of the student

Recently graduated OHSU medical student Rachel Seltzer grew up in sprawling San Diego and attended college in Philadelphia, yet she wanted to explore rural life. The Oregon Rural Scholars Program gave her the ideal chance — an opportunity to learn family medicine in John Day. “This confirmed that I want to serve a small community,” Seltzer says. “Without the experience, I don’t know if I’d have the confidence to go that route.”

The program aims to offset a looming shortage of physicians and surgeons in communities throughout Oregon. In 2009, Seltzer was one of nine third-year OHSU medical students participating in the program. Attracting medical students is only half the goal; their presence also helps more people living in rural areas to

receive care. The experience left Seltzer impressed. “The sense of community is overwhelming, inclusive and encouraging ... so that few neighbors fall through the cracks,” she says.

The Rural Scholars Program is a cooperative effort between the OHSU Department of Family Medicine, the OHSU School of Medicine and the Oregon Area Health Education Centers. It included student rotations in Baker City, Bandon, Burns, Coos Bay, Coquille, Gold Beach, Grants Pass, Heppner, John Day, Madras and Reedsport in 2010.

The OHSU Effect: encouraging students to practice where they are needed most.



Aaron Grossberg, at left, who is an OHSU M.D./ Ph.D. student, worked closely with Elena Jesus Hernandez, at right, as a mentor during her studies in the lab of Daniel Marks, M.D., Ph.D., in OHSU’s Papé Family Pediatric Research Institute.

Photo by Michael McDermott

Inspiring and creating young scientists

Elena de Jesus Hernandez entered school for the first time in the fifth grade, when her family moved from Mexico to Hillsboro. At age 18, she finished a two-summer internship in an OHSU biomedical lab where she researched cancer cells and the correlation between illness and fatigue. Her work — which she chose after her mother died of cancer in 2006 — is possible through the Ted R. Lilley Cancer Continuing Umbrella of Research Education (CURE) Project. CURE is a mentorship program designed to give high-achieving teens from economically or socially disadvantaged backgrounds hands-on experience with cancer-related biomedical research. The bonds forged between mentors and students in the program are long-lasting and include everything from help with the college application process to securing work-study positions. “It increased my interest in research,” Hernandez says.

“We have a responsibility to create the next generation of scientists and health care workers,” says Leslie Garcia, M.P.A., OHSU vice provost for diversity. “We hope to inspire students to use their new knowledge and training to serve their communities.” The CURE Project relies on philanthropic support and the commitment of staff members from the OHSU Center for Diversity and Multicultural Affairs and the OHSU Knight Cancer Institute.

The OHSU Effect: nurturing scientific inquiry.

OHSU played a pivotal role in the **Oregon Trauma System’s** inception and is designated as one of two Level 1 Trauma Centers in the state. The system ensures that the most critically injured patients are sent to a medical center best equipped to meet their needs.

OHSU’s free translation services help limited- or non-English speaking patients and their families. Interpreter services in 70 different languages were provided more than 67,000 times in 2010.

OHSU has more than 200 programs to respond to community health care needs. These activities provide more than \$253 million of value each year to Oregon.

OHSU’s science education programs annually help 154,000 young adults become interested in, and gain access to, careers in health and science.

Giving kids something to smile about

When dental students at OHSU offer their free Give Kids a Smile Day, they get hundreds of takers. That's because their top-notch planning has made the program a national model. Beginning as much as a year before clinic day, the Oregon program works with elementary school nurses to prescreen children and identify their needs. X-rays and parent approvals are obtained in advance. That way, the 200 or so OHSU dental students who provide care — supervised by practicing dentists with the help of the sponsoring Multnomah Dental Society — can spend as much time as possible with children. They can also treat more of them.

The program stresses the importance of regular dental care, which is something recently graduated Vishal Panchmatia, D.M.D., understands firsthand. He's seen children as young as 14 who already need dentures. "Abscesses, inflammation, we've seen it all," he says. "Give Kids a Smile allows students to see a broad-based effect on society in a short period of time," says John Engle, D.D.S., a pediatric dentistry faculty member. "At the end of the day, our dental students had the biggest smiles."

Give Kids a Smile Day is one of three free clinics offered annually by the OHSU School of Dentistry.

The OHSU Effect: creating models to effectively deliver free care .

Photo by Michael McDermott



Vishal Panchmatia, D.M.D., a recently graduated pediatric dental student at OHSU, organized the 2011 Give Kids a Smile Day, now in its eighth year.



Karina Squire, a recent graduate of the OHSU School of Nursing in La Grande, with faculty member and mentor Nancy Findholt, Ph.D., R.N.

Extending the range of nursing know-how

As she considered nursing schools, Karina Squire knew she wanted an education that best matched her goals. She was pleased to find that education in La Grande, her husband's hometown. Squire could attend Eastern Oregon University and get the same bachelor's curriculum that OHSU offers in Portland, 200 miles away. The reason? The Oregon Consortium for Nursing Education. OHSU partners with colleges around the state to teach nursing students near the community in which they live or want to practice. Developed in response to a nursing shortage, the program has become a national model.

During her nursing education, Squire was already seeing the aging patients for whom more nurses will be needed, and she volunteered for a hospice project. She plans to focus on family care medicine. It all fits her plan and the consortium's vision.

The consortium is a partnership between eight community colleges throughout Oregon and the five campuses of the OHSU School of Nursing located in Ashland, Klamath Falls, La Grande, Monmouth and Portland.

The OHSU Effect: preparing the health care providers we need for the future.

OHSU's **Physician Consult and Referral Service** provides physicians statewide 24-hour, toll-free access to OHSU health care providers throughout Oregon. More than 32,000 calls are received each year.

The **Office of Rural Health** at OHSU helps rural communities recruit and retain primary care providers and administers several tax credit programs to help rural health care systems get established and remain viable.

The **Area Health Education Centers** consists of five regional programs covering the state, each of which provides education, training and workforce assessment for current and future health professionals and encourages health care practice in rural and underserved areas.

The **Oregon Center for Children and Youth with Special Health Needs** helps build the capacity of families, providers and communities to care for children with special needs through training programs, multidisciplinary clinics, public health agencies and community planning activities.



Offering a virtual view

Six-year-old Ivan Bugarin was in good hands at his local hospital. But he developed complications and Ivan's doctors felt he needed specialized care beyond what was available near his home in Central Point. Fortunately for Ivan and his family, he was being cared for at Rogue Valley Medical Center, a hospital in the OHSU Telemedicine Network.

The network uses cutting-edge videoconferencing technology to provide critical care consultations to hospitals around the state.

"Ivan developed serious complications and needed specialized care, so I called my colleague at Doernbecher Children's Hospital, Dr. Miles Ellenby," said Ahan Newman, M.D., of Rogue Valley Medical Center.

A mobile telemedicine videoconferencing unit was wheeled to Ivan's bedside and Ellenby joined them

online through a secure internet connection. He could see the patient, the doctor and answer the family's questions as if he had been there. "We handled the emergency together, like we were right in the same room," says Ellenby, medical director of the OHSU Telemedicine Network.

The network provides patients specialized medical services close to home and limits costly transfers, sparing families the time and expense of traveling to an out-of-town medical center. It also eases physician shortages by providing specialized medical care where it is needed most. There are currently 12 sites in the network that have access to pediatric intensive care specialists, neonatologists, stroke neurologists, neurosurgeons, trauma surgeons, psychiatrists and other specialists.

The OHSU Effect: providing technological solutions to deliver care.



Photos by Michael McDermott

OHSU telemedicine sites



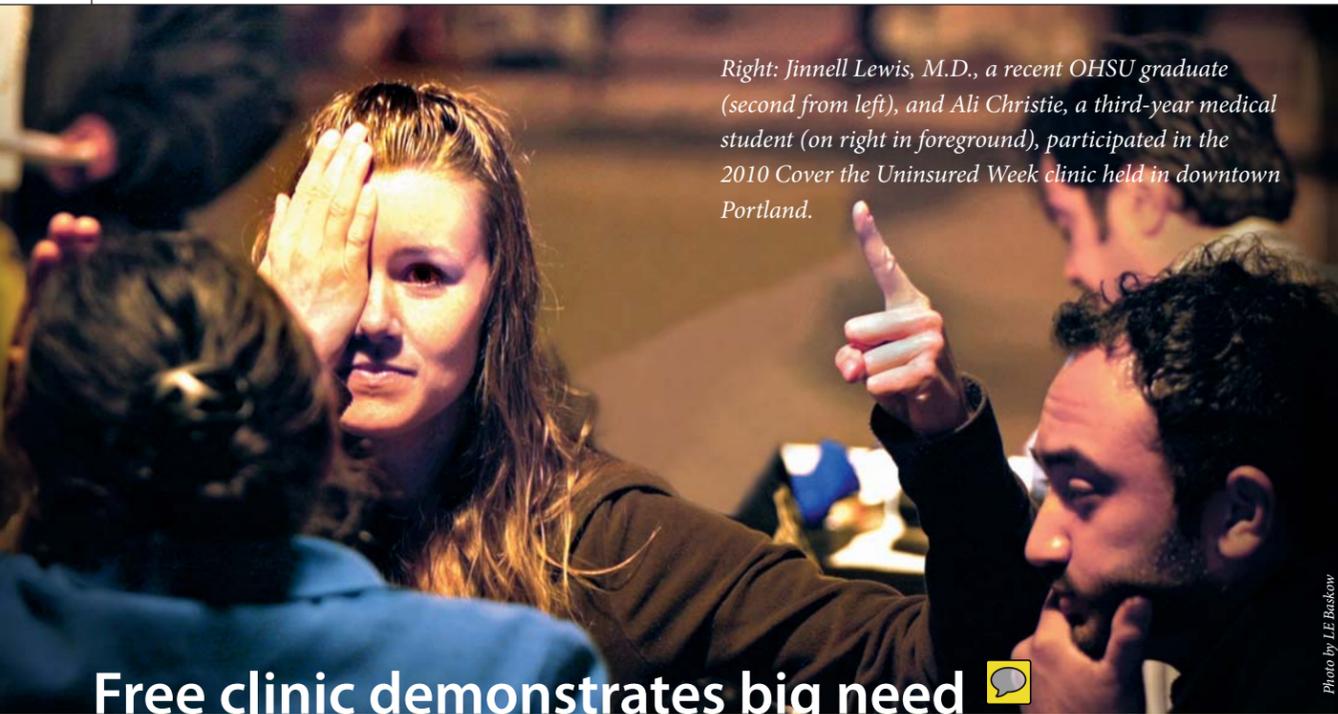
- | | |
|---|--|
| 1 Adventist Medical Center, Portland | 8 Salem Hospital, Salem |
| 2 Bay Area Hospital, Coos Bay | 9 Silverton Hospital, Silverton |
| 3 Columbia Memorial Hospital, Astoria | 10 Snake River Correctional Institution, Ontario |
| 4 Mercy Medical Center, Roseburg | 11 Willamette Valley Medical Center, McMinnville |
| 5 Mid-Columbia Medical Center, The Dalles | 12 Yellowhawk Tribal Health Center, Umatilla |
| 6 Rogue Valley Medical Center, Medford | |
| 7 Sacred Heart Medical Center, Eugene | |

The **Toxicology Information Center** responds to inquiries from the public and employers about the potential hazards from exposure to chemicals and other agents. The service is provided as a part of the **OHSU Center for Research on Occupational and Environmental Research**.

Together, OHSU and St. John Medical Center provide specialized heart care with cardiologists from OHSU and immediate Life Flight activation for transport to OHSU's catheterization lab. Their combined forces ensure that Longview residents have the best heart care available close to home.

OHSU and Mid-Columbia Medical Center partner to provide specialty care to people living in, and near, The Dalles. Together they offer cardiology, cardiothoracic surgery, dermatology, neurological surgery, ophthalmology, orthopaedics and neurology services. The medical center is also a part of the OHSU Telemedicine Network.

In cooperation with Columbia Memorial Hospital, OHSU experts enhance cardiology and cancer care for patients in Astoria, and also provide a virtual link through the OHSU Telemedicine Network. The partnership allows both care providers to share expertise and resources, while avoiding duplicative services.



Right: Jinnell Lewis, M.D., a recent OHSU graduate (second from left), and Ali Christie, a third-year medical student (on right in foreground), participated in the 2010 Cover the Uninsured Week clinic held in downtown Portland.

Free clinic demonstrates big need

A parking garage in downtown Portland was transformed for a day to provide free health screenings and services to homeless men, women and children. “What little we could do was greatly appreciated, but the magnitude of the need was still so large,” said Eric Fox, an OHSU medical student volunteer. The one-day clinic is an annual and anticipated event celebrated during Cover the Uninsured Week. The clinic provided check-ups, referrals and information for the underserved and uninsured — some who hadn’t seen a doctor in decades. The clinic staff was made up of 140 students from OHSU and Portland State University with OHSU physicians

present to provide oversight. Professional interpreters and students with advanced language skills stood by to help out in 11 languages.

The clinic’s purpose is twofold: to find a regular source of care for those with significant health problems and to give students a better understanding of the needs that aren’t addressed by our current health system.

The OHSU Effect: encouraging students to think about how to improve the provision of care to the most vulnerable among us.

Photo by J.E. Baskow



Photo by Chris Piestich

Dylan Smith has more time to enjoy the outdoors and the fantastic view of Mt. McLoughlin that he shares with his neighbors, thanks to the collaborative efforts of Rogue Valley Medical Center and OHSU.

Traveling specialists tackle kids’ heart disease

Diagnosed at age 2 with congenital heart disease, Dylan Smith — now 18 — is a veteran of numerous procedures and countless appointments with specialists. Thanks to traveling outreach clinics sponsored by OHSU Doernbecher Children’s Hospital, Smith has been able to see specialized pediatric cardiologists while staying close to his rural Jackson County home. “It is a huge benefit,” says his mother, Brenda. For Dylan, it means more time to spend hunting and hiking in the hills with his dog, despite the three heart surgeries and ongoing follow-up care.

While the surgical procedures occur in Portland, Smith sees pediatric cardiologists every few months at Rogue Valley Medical Center in nearby Medford. The cardiologists’ visits are part of traveling outreach clinics throughout Oregon, sponsored by Doernbecher, so that children and teens with congenital heart disease can get specialized consultation while staying close to home. Doernbecher operates traveling clinics in cardiology, endocrinology and pulmonology, reaching some 3,000 patients annually in 13 locations.

The OHSU Effect: bringing specialists to rural communities to enhance care.

The School of Dentistry’s **Baby Day** brings third-year dental students to the Multnomah County dental clinics once a week to provide early oral care to 9- to 36-month-old children in low-income families. Babies receive free care and students learn the skill of providing dental care for very young patients.

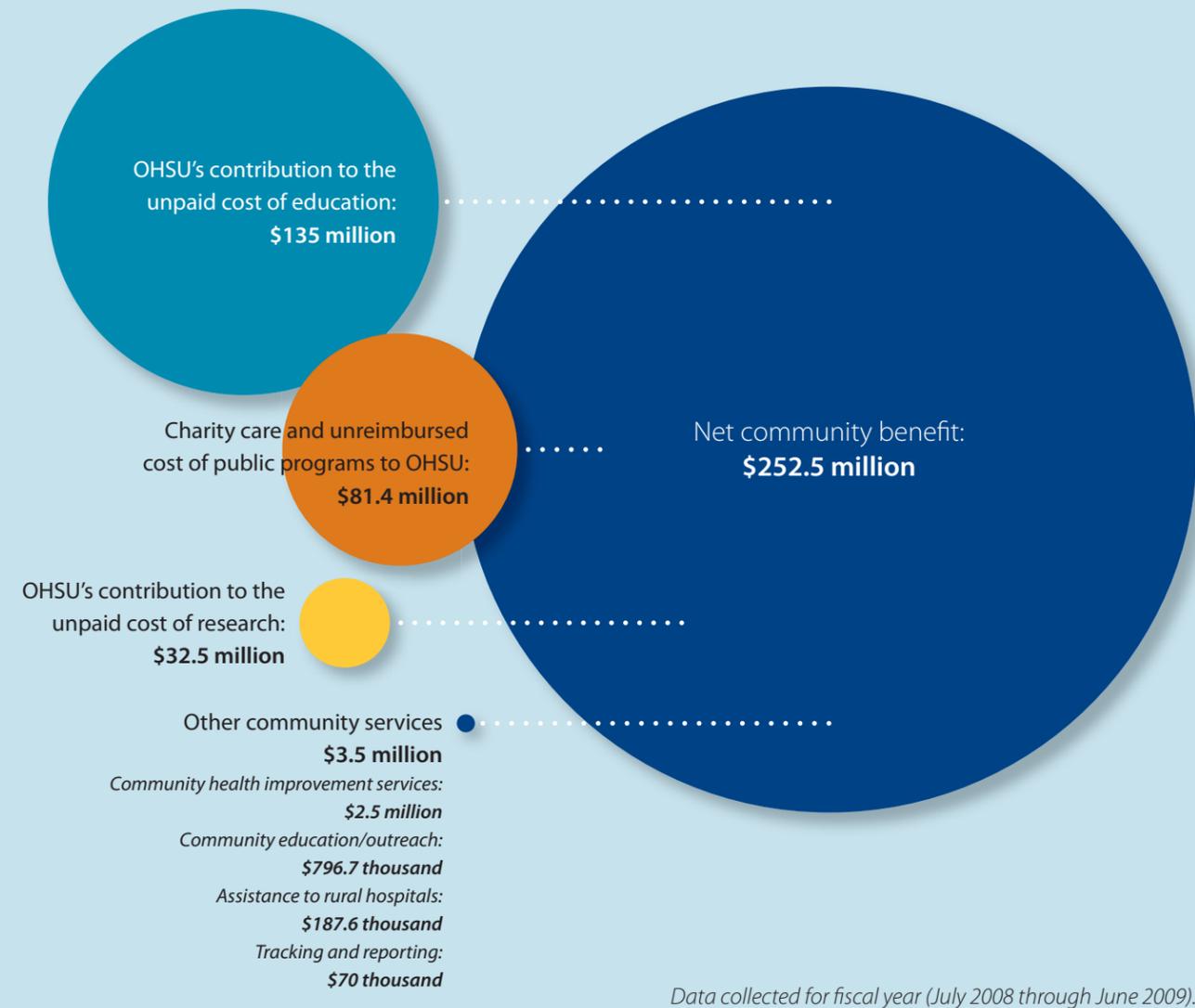
The School of Nursing and the Beaverton School District are partners in offering the **Merlo Station High School Health Center**. Based in Merlo Station High School, the center provides comprehensive health services for students and their children.

OHSU offers screenings to detect diseases in their early stages, helping to increase survival rates and decrease the cost of care. OHSU offers free health screenings for particular conditions, such as diabetes, eye diseases and cervical, prostate and skin cancers, as well as general screenings for the uninsured.

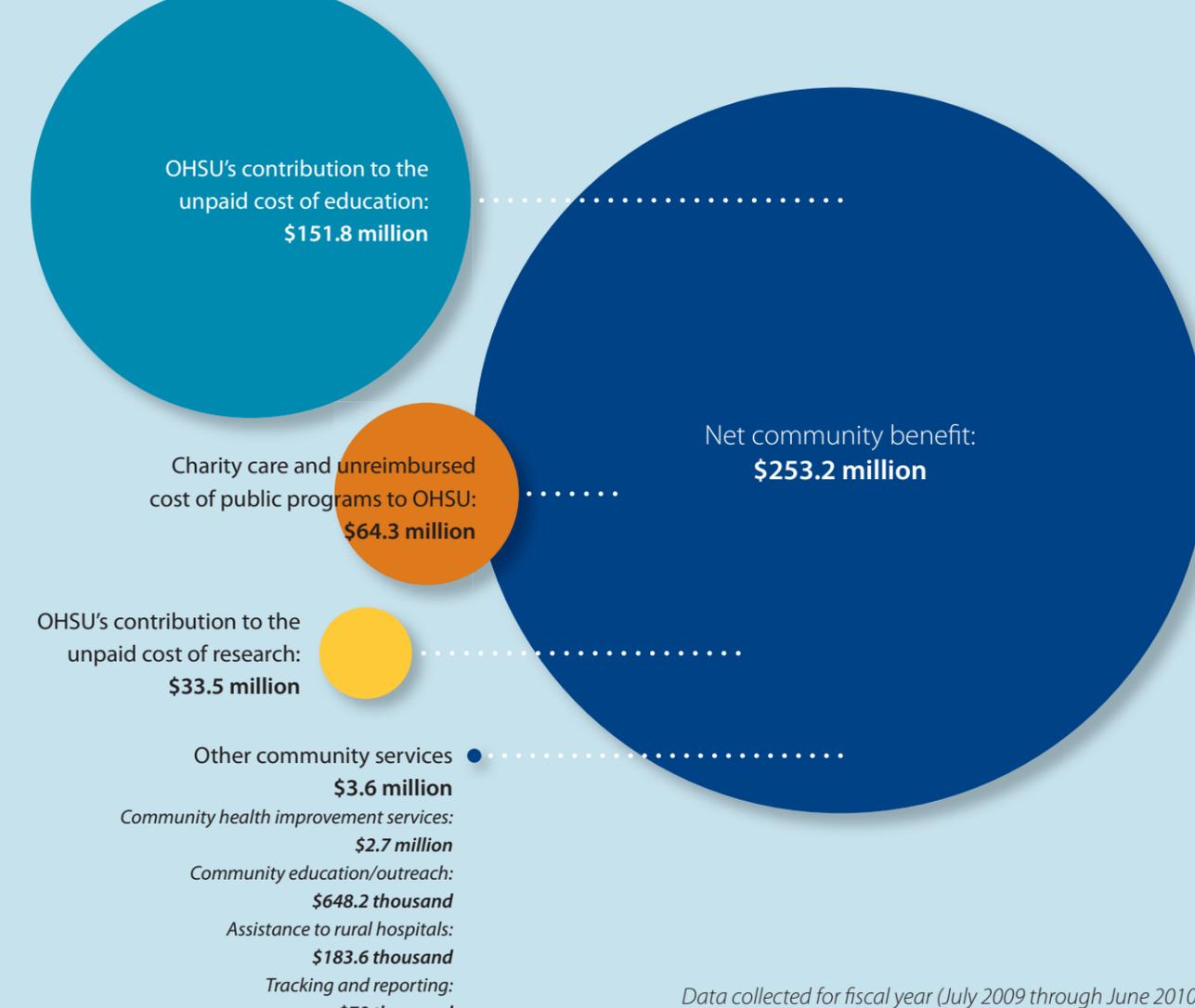
Through lectures, seminars, workshops, classes and conferences, OHSU brings public health education to the community. For example, OHSU participates in Portland’s **Brain Awareness Season**, reaching nearly 10,000 Oregonians each year.

(Fast facts represents data from July 2009 to June 2010.)

Total community benefit 2009

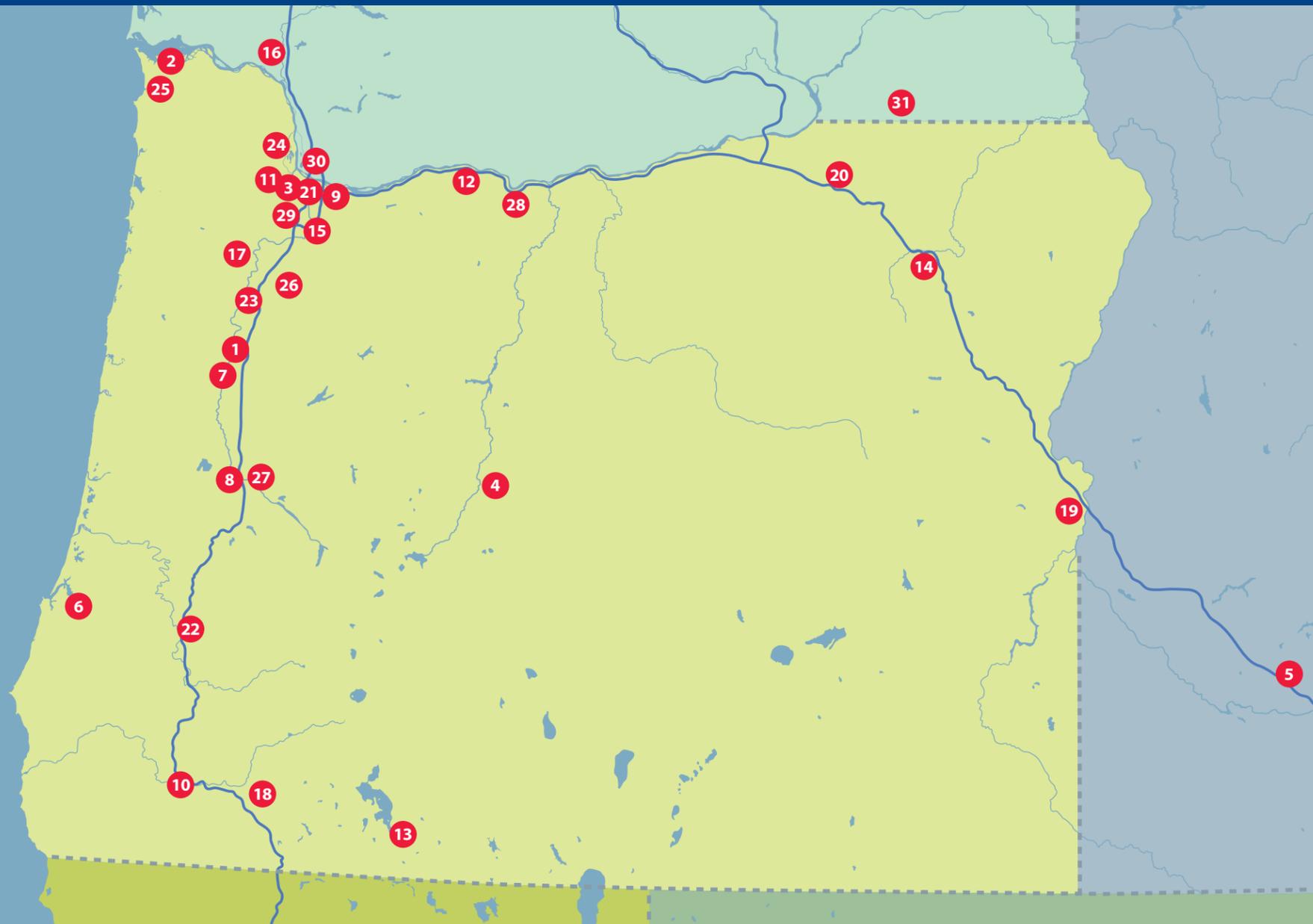


Total community benefit 2010



OHSU was able to serve more charity care and public service program patients in 2010 than previous years by bringing extra federal dollars into the state to help reimburse for the cost of care.

OHSU clinic locations



Serving the region

OHSU offers primary and specialty care throughout the region. We share our knowledge with other physicians and hospitals, and bring traveling clinics to rural areas so patients don't have to travel far from their homes when they need specialty care.

More information about OHSU's patient care and community collaborations around the state is available at www.ohsuhealth.com/statewidecare.

Please check the site to see if the services you need are provided closer to your home, then ask your doctor if you're interested in being referred to one of these sites for care.

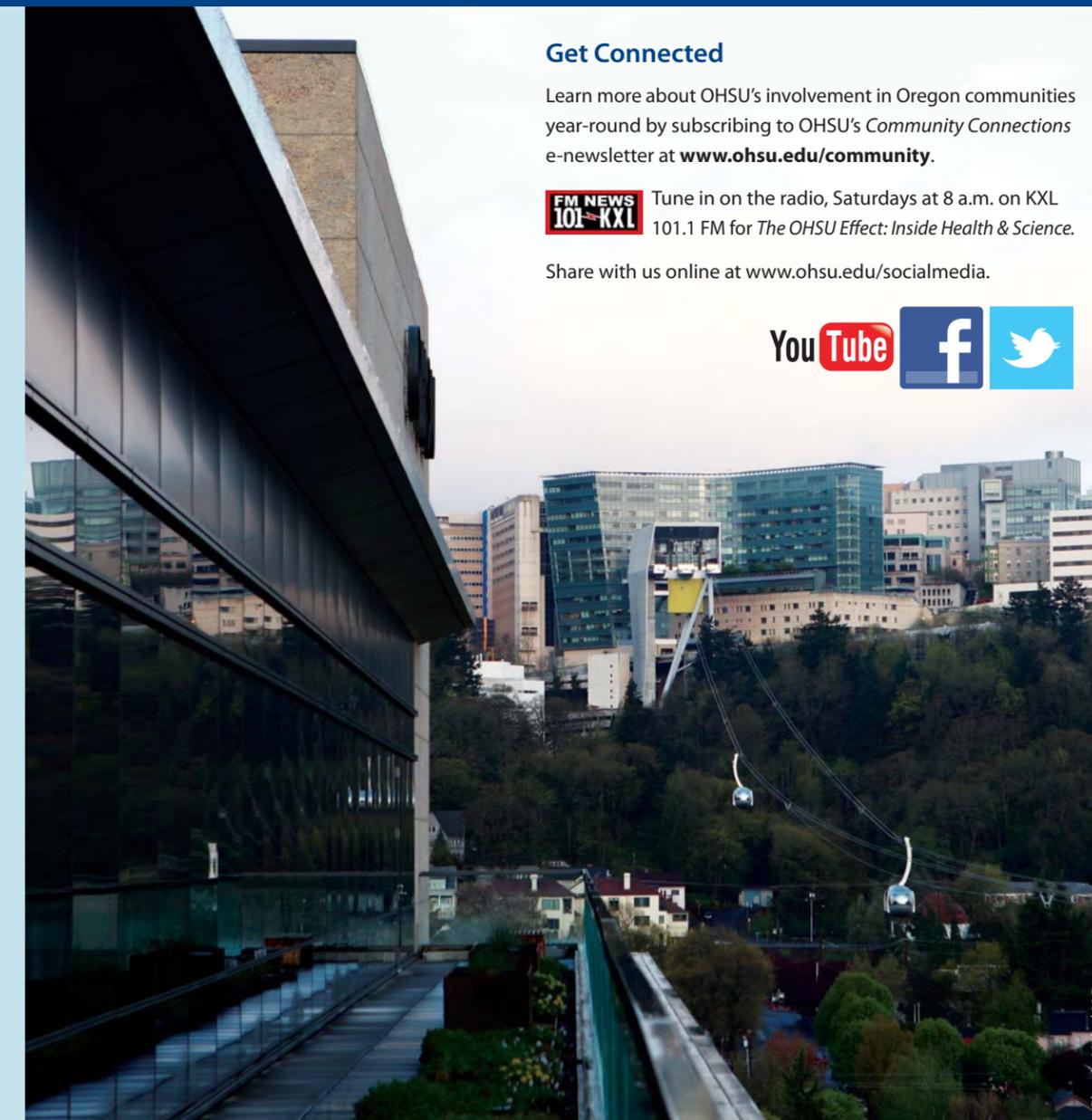
- | | |
|--------------------|-----------------------|
| 1 Albany | 17 McMinnville |
| 2 Astoria | 18 Medford |
| 3 Beaverton | 19 Ontario |
| 4 Bend | 20 Pendleton |
| 5 Boise, Idaho | 21 Portland |
| 6 Coos Bay | 22 Roseburg |
| 7 Corvallis | 23 Salem |
| 8 Eugene | 24 Scappoose |
| 9 Gresham | 25 Seaside |
| 10 Grants Pass | 26 Silverton |
| 11 Hillsboro | 27 Springfield |
| 12 Hood River | 28 The Dalles |
| 13 Klamath Falls | 29 Tualatin |
| 14 La Grande | 30 Vancouver, Wash. |
| 15 Lake Oswego | 31 Walla Walla, Wash. |
| 16 Longview, Wash. | |

Get Connected

Learn more about OHSU's involvement in Oregon communities year-round by subscribing to OHSU's *Community Connections* e-newsletter at www.ohsu.edu/community.

FM NEWS 101.1 KXL Tune in on the radio, Saturdays at 8 a.m. on KXL 101.1 FM for *The OHSU Effect: Inside Health & Science*.

Share with us online at www.ohsu.edu/socialmedia.





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This publication is produced by the OHSU Office of Strategic Communications.

Diversity is important to who we are. We are proud to be an equal opportunity, affirmative action institution. (50) 12/11