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DIRECTOR’S LETTER

I am very pleased to present our FY2010-2011 Annual Report. Within this document you will find information about our level of engagement with students and the broader university, and the extent of our comprehensive program and service delivery systems. We have the dual and distinct roles of providing support for students when they may be ill or injured and we have preventive health education programs to encourage students to make healthy choices to maintain and even improve their health status during their time at the University of Oregon. In the process of our work we also teach students to take responsibility for their personal health, to make more healthful choices, and to realize their personal health choices can impact others. The net result of our teaching of students can have positive and, arguably, lasting implications as we function in that critical maturation period between high school and graduate school or that first professional position.

In the course of the year, we provided clinical care to over 14,400 individual students or about 60% of the total student population (undergraduates and graduate students) on campus. Students’ overall utilization of clinical services, as represented by office visits, increased 9% and our total of diagnoses increased by 6% over last year. Departments with increases above 9% as compared to the previous year include Physical Therapy and Sports Medicine Clinic (a 10% increase), X-ray (a 14% increase), and our Laboratory (a 10% increase).

Our Health Promotion Department was fully engaged this year in promoting an institutional decision to go smoke and tobacco-free, which was a continuation of a prior campaign extending over 6 years. We were very pleased when, on November 17, UO announced that it would be smoke and tobacco-free starting the Fall Term of 2012. Kudos to all, including student leadership, faculty, staff, and institutional leadership for helping us arrive at this point and becoming the first PAC-12 school to make this decision.

The Health Promotion Department has also continued to help educate students on healthy choices through our for-credit Peer Health Educator training program and nutrition education class, their participation in planning health-related “theme weeks” for broader campus participation, and through on-going advisement of our Student Health Advisory Committee. From a clinical standpoint, we also offer formal for-credit classes in sleep education and diabetes education, a practicum experience for pre-physical therapy or pre-athletic training students, and we provide a preceptor-ship for pharmacy doctorate students each year. However, we do recognize that every occasion of service or program we conduct offers a teachable moment, and we are committed to helping students broaden their knowledge, make positive personal health choices, and promote campus health and safety.

In October we hosted the Pacific Coast College Health Association (PCCHA) Annual Meeting and got a chance to provide a broad-spectrum of engagement and continuing education for our staff, renew acquaintances, and participate fully in the regional affiliate of the American College Health Association. This was also a chance to have an Open House at the UHC for which the touring group was very complementary.

FY2011 was the first year that we sponsored one of our physicians, Dr. Ken McClain, in an Alternative Spring Break trip with UO students to the Dominican Republic under the auspices of the Holden Leadership Center. His return presentation to our staff was very well received and suggested a continuation of these opportunities for our staff. This year we were also honored by having Dr. Rick Friedrich, our Psychiatrist, receive recognition as “OA of the Year” in an All-University celebration.

Please review the rest of this document for more details on the programs and services we offer, our general engagement of students, and our performance over the last year. We look forward to FY2012 and the opportunity to continue our support of students wherever they may be on the spectrum of physical and mental health and help them along to successful graduation.

Yours in good health,
Dana M. Mills, MPH, FACHA
Director
University Health Center Statement of Mission

The mission of the University Health Center is to prevent, modify and remove health-related barriers to student’s academic success and personal development. The provision of excellent medical care is central to this mission, accomplished in the context of a focus on enhancing the physical and emotional well-being of our students. Additional roles for the Health Center are to provide prevention, health promotion and education services that enable students to take full advantage of their academic experience and to serve as the health and medical resource for the university community. Implementing this mission requires that the Health Center work closely with our Student Affairs colleagues and the entire University to advocate for a healthy campus community by providing leadership on policy issues.

Strategic Plan

The strategy to fulfill the above mission is to maintain and enhance our services to the university community through ongoing study and evaluation of the following:

- POPULATIONS we serve.
- SERVICES we offer.
- Stable methods of FINANCING services economically.
- Quality STAFFING to match needs.
- Physical FACILITIES to support function.
- INFORMATION TECHNOLOGY to improve care.
- Institutional and community RELATIONSHIPS.

Core Values

- We are committed to:
  - Collaboration
  - Community
  - Compassion
  - Excellence
  - Integrity
  - Multicultural competency
  - Personal development
  - Responsible stewardship

Division of Student Affairs Statement of Mission

The Division of Student Affairs develops and administers university and unit policies to assure that students at the University of Oregon are supported in their academic and personal development and challenged to develop as individuals through an array of curricular experiences. The Student Affairs staff plays a significant role in preparing students for a culture of learning in a global and diverse society.
HIGHLIGHTS

During 2010-2011, the University Health Center provided service to 14,421 students for a total of 60,560 visits, representing a 1.9% increase from 2009-2010.

The Nurse Specialty Clinic completed 1,100 travel consultations and administered 3,351 immunizations, 1,347 allergy shots and 3,000 flu shots.

The Physical Therapy/Sport Medicine department had 5,393 visits, 557 of which were massage therapy visits.

The Laboratory performed:
- over 1,500 chemistries, including 180 free cholesterol & glucose screens
- over 800 HIV tests, including >100 oral tests
- over 3,500 phlebotomies
- over 2,800 STI tests

The Radiology department completed 1,422 exams.

The Pharmacy filled over 28,000 prescriptions.

The UO ranked seventh out of 141 colleges in a study conducted by Trojan Condoms and Sperling’s Best Places.

Dr. Rich Friedrich, Psychiatrist, received University of Oregon’s Outstanding Officer of Administration Award.

For the first time, a Health Center clinician participated with the Alternative Spring Break program: Dr. Ken McClain traveled to the Dominican Republic.
Smoke & Tobacco Free Fall 2012

After years of work by the Health Promotion Department, the UO announced on November 17th that the campus would become a smoke and tobacco-free campus fall of 2012. UO was the first in the PAC 12 to make this announcement, followed by OSU and more recently by SOU and WOU. Now we are actively working with over 20 campus colleagues and Lane County Public Health to create a policy. In addition to the large group meetings, there are three workgroups that work on components of the policy: marketing and communications, enforcement and compliance, and campus boundaries.

Winter term, Keith Van Norman and Paula Staignt, from Health Promotion worked with two Journalism Classes, serving as the students' clients. The students' charge was to develop campaigns to create awareness and buy-in for smoke and tobacco-free campus 2012. Charlie Frazer, faculty, had four groups of students and Jen Bell, adjunct, had two groups of students. All groups competed to create the campaign that Keith, as marketing manager, deemed the most successful.

A new collaboration with the UO Athletic Department has resulted in a shared sports medicine physician position which leads to increased services to all students served by both departments.

The psychiatric and mental health professional staff collaborate with multiple departments throughout Student Affairs, campus and community to improve behavioral health and substance abuse services to students, as well as serving as consultant to other facilities.

Collaboration between the Health Center and the Counseling Center has focused on improving referral systems and feedback, increasing depression screening, developing a multidisciplinary approach to eating disorders, participating in professional personnel searches, and sharing professional continuing education opportunities and resources.

Physical Therapy/Sports Medicine (PT/SM) staff collaborate with the Human Physiology Department by providing credit practicum experiences for pre-physical therapy and/or pre-athletic training students. During this 30 hour commitment to the department, the student is paired with a PT or ATC and observes all aspects of their treatment.

Each year PT/SM collaborates with the nursing department to ensure their staff has the knowledge, skills and ability to fit patients with orthopedic goods on the weekends. We generally meet twice per year to review these skills.

The dentist and dental assistant volunteer at an indigent dental care clinic in Eugene.

The Dental Clinic manager, Debra George, participates with Health Promotion in Law School orientation and with Health Promotion & Medical Records during IntroDucktion, and facilitates services delivery during international student immunization clinics.

Facilities Operations Manager, Dustin Janckson, worked with Andre Le Duc, Emergency Planning, and the SSVA committee to identify and address several security issues within the Health Center.

Health Center staff hosted and taught multiple sessions at the Pacific Coast College Health Association Conference in Fall 2010.

The Pharmacy department continued its relationship with Oregon State University College of Pharmacy and entered into a new relationship with Pacific’s College of Pharmacy as a site for PharmD. rotations.
New Student Orientations

The Health Promotion Department serves as the outreach arm of the Health Center, as such, orients all new students to the Health Center, its services, insurance, after-hours care options, and leadership opportunities. This year, Health Promotion staffed eight IntroDUCKtion sessions, presented at the Panel of Experts and tabled in the Health Center.

Week of Welcome also serves as an orientation to the campus for all new students. Health Promotion holds an annual Open House to inform students about the Health Center and also tables at the annual resource fair organized by Housing.

PCCHA

The Health Promotion Department co-hosted with Oregon State University the regional college health conference, Pacific Coast College Health Association, held in Eugene from October 24-27. It was a successful conference with over 130 attendees. The Health Center sent 40 staff members to the conference, as well as several students members of the Student Health Advisory Committee. For some Health Center staff this was the first time they had attended a college health conference.

Paula Staight, Health Promotion Director, received a two year appointment to serve as Pacific Coast Regional Representative to the American College Health Association Board of Directors.

Health Promotion Services:

- Outreach and Programming
- Collaboration with campus and community partners
- Nutrition Education
- Peer Health Internship and Outreach
- Tobacco Cessation Support
- Student Health Advisory Committee
- New Student Orientation
- Policy Work
- Assessment
- Marketing
- Health Center Website

Staff Updates

In fall of 2010, Marketing Manager, Keith Van Norman was hired. The addition of Keith enabled Health Promotion to realize goals of providing programming that is visible and, due to high visibility, more successful. Keith has also been working on revamping the Health Center’s website which is still underway.

Jessica Wilson, Dietician, held focus groups and surveyed LGBTQ students to determine their feelings and attitudes about the Health Center. Her work resulted in the creation of the LGBTQI Task Force which presented recommendations to our Health Center Director. The Task Force was given the LGBTESSP’s “Commitment to Community” award for all their work.

Student Leadership

Health Promotion has an active Peer Health Education Program. Ramah Leith teaches two peer health courses each term for credit and grades. These students will often go on to become members of our Student Health Advisory Committee. Providing our students with these two leadership opportunities helps prepare them for graduate school and for becoming members of the working community.
Health Promotion Programming

In the winter term health promotion staff, Jessica Wilson and Keith Van Norman, along with three Peer Health Educators collaborated with the Counseling Center and Recreation Center staff on All Sizes Fit. This week long program’s goals were to increase eating disorders awareness on campus, to promote a body positive atmosphere on campus, and to provide students with resources available for the diagnosis and treatment of eating disorders. Events were well attended and All Sizes Fit was felt to be very successful. This coming year, plans are to evaluate students who participated in the events on learning outcomes.

Be That Guy, held in the spring in conjunction with Sexual Violence Awareness Week, was created by two of our peer health educators, who worked with Ramah Leith and collaborated with the fraternities, Men’s Center, Sexual Wellness Advocacy Team, Counseling Center, Alliance for Sexual Assault Prevention team, athletics, and organizers for Take Back the Night. Their purpose was to educate male UO students about sexual assault prevention, the UO conduct code and by-stander intervention for possible sexual assault situations. Evaluation of this campaign showed that 84% of respondents stated they felt this campaign increased their awareness that sexual assault is not just a women’s issue and 77% responded that as a result of this campaign they felt more empowered to be a part of future Be That Guy campaigns. The goal is to plan for Be That Guy again next spring.

Lab Services:

Onsite clinical laboratory services including
- Urinalysis
- Pregnancy testing, serum and urine
- STI screening
- Strep and influenza antigen testing
- Throat, urine, and routine culture, including susceptibility testing
- Complete blood counts with manual differential
- Mono, HIV, H. pylori, and RA testing
- Chemistry panels, lipid panels, Glycohemoglobin

Reference laboratory testing
- Oregon State Public Health Laboratory
- Legacy Laboratories
- PeaceHealth Laboratories (formerly OML)
- West Coast Pathology Laboratories

During the 2010-2011 year, the Lab performed over 1500 chemistries and over 3600 tests.

Lab’s goals for the next year are to install, validate, and interface mini-Vidas immunoassay analyzer, develop operational criteria for proposed Laboratory Information System, train Laboratory staff on oral fluid HIV testing before World AIDS Day, and install Amplicor PCR instrument for STI testing.
**FINANCE REPORT**

### 2010-2011 Revenue: 11,636,483

- Health Fee Revenue: 71%
- Departmental Revenue: 24%
- Office Visit Revenue: 5%
- Other Revenue: 0%

### 2010-2011 Expenses: 10,293,398

- Salary/OPE: 73%
- Service/Supply Expense: 13%
- COGS: 8%
- Transfer In/Out: 1%
- Overhead Assessment: 5%
PHARMACY

The Pharmacy had a successful year serving our patients and supporting the Medical Staff as a source of drug information. We continued our relationship with Oregon State University College of Pharmacy as a site for PharmD rotations, hosting Jamaica Standiford, who is now managing a local independent pharmacy. Contracting with Pacific’s College of Pharmacy was also completed this year, so we look forward to working with PharmD students.

The pharmacy would also like to recognize Julie Dewsnup (staff pharmacist) for her active role in the Diabetes Education program here at the Health Center. Julie stepped in and brought a new vitality to the program and has been a tremendous resource for our diabetic patients.

Pharmacy generated almost $1.37 million in sales from prescription and Over the Counter products: enough revenue to cover its own costs, without requiring support from the Health Fee.

Two of our graduating student workers were accepted into very competitive professional Pharmacy programs.

Two former undergraduate student workers graduated from Pharmacy school and are now licensed Pharmacists.

RADIOLOGY

The radiology department provides radiology services to all students. Our services include general diagnostic and special orthopedic radiography. The department is staffed by two Registered Licensed Radiologic Technologists who are ARRT certified and readings of the images from a Radiologist can be as short as 10-15 minutes, with a 24 hour reading guarantee.

The radiology department uses Computerized Radiography. Images are stored in ImageCast, which is used by many clinicians in the community and helps provided quality of care for patients when they are referred outside of the UHC.

The radiology department does outside referrals for imaging such as, MRI, US, and CT.

Goals for the Radiology Department for the 2011-2012 year:

- Continue to conduct QA studies
- Continue to improve our services for the students at the U of Oregon
- Keep our technologists current with continuing education.
- Continue to work with Practice Partner with data ordering
- Research replacing the x-ray machine.

Radiology Quality Assurance

An ongoing study on film repeat rate in the radiology department. The results of this study showed less than .01% repeat rate.

Gondal shielding for lumbar, pelvis, and abdomens study was completed and the results were 99.9% correct shielding was used.

DENTAL

Dental Services:

- Complete dental examinations
- Dental education and consultation services
- Fluoride treatments
- Periapical, Bitewing and Panorex x-rays
- Periodontal Therapy: cleaning, scaling, rootplaning
- Pit and fissure sealants
- Oral cancer screening
- Referrals
- Urgent dental examinations

Vision/Mission/Values

The Dental Clinic continued its mission of providing excellence in preventive, diagnostic and emergency screening services at a cost which removed the financial barrier to disease assessment. Additionally, we serve as a resource for dental information to UO departments and the Eugene-Springfield community.

Goal

Provide accessible, quality, affordable dental care for students.
The mission and vision of the medical staff continues to include education of the students as a primary service along with all medical and support services, including the following:

- Emphasis on education in clinic visits
- Development of a diabetes education credit class scheduled for Winter 2012
- Ongoing attention to maintaining updated patient education referral sources, increasingly internet-based
- Participation of one physician and his family in a medical support "Alternative Spring Break" program
- Physician support of a pharmacist diabetic educator
- Physician support of a Sleep Education Curriculum developed by nursing staff
- Physician and nurse practitioner involvement in speaking to multiple student groups on campus on a variety of requested subjects throughout the year

Though always strong in primary care and women's health, the Health Center has markedly increased services in the areas of mental health and sports medicine over the previous year with new and improved opportunities to serve students in these areas of concern.

New staff members and new staffing decisions are expected to lead to increasing stability of medical resources for students at the health center.

An “Advance Access” scheduling system promises to lower barriers and speed up access to appointments, with an increased attention to a dedicated primary care physician or nurse practitioner for continuity of care.

**TRANSCRIPTION**

The Transcription Department filled two vacant positions during the 2010-11 academic year and is now fully staffed with five excellent medical transcriptionists providing services to a professional staff of physicians, nurse practitioners, psychiatrists, dentist, dental hygienists, and gynecologist. The transcriptionists have successfully worked as a team to achieve a 24-hour chart note turnaround for clinicians.

Karen Stearns, lead worker, has done an exemplary job in leading the team. In the coming year, the Transcription Department will assume responsibility for all physical therapy/sports medicine transcription services for the athletic trainers and physical therapists.

Medical Records Department Manager Pat McCormick retired March 1, 2011, after 13 years of service.

Pat’s retirement acted as a catalyst to reorganize the department to include IT, medical records, coding for billing, measles/mumps immunization compliance, referrals, transcription, release of information, and appointments. The new position, Director of Health Information Systems (DHIS), once filled, will serve as the FERPA and HIPAA privacy and security officer and is a member of Executive committee.

In the interim, Rebecca Elsemore, lead, has done an excellent job in managing the day to day duties of the department.

A second person on the front office phones was added to help with the increased phone calls for scheduling appointments.

In measles/mumps compliance, the medical records staff has worked closely with the Office of International Affairs to help international students with compliance. The medical records department in collaboration with the nursing department coordinates immunization clinics each term for international students (ISO and AEI) to encourage compliance and free any restrictions to registration. The medical records department clears about 5000 new students for registration each year.

The medical records department worked with IT to develop a system to more efficiently process incoming health histories. Informative hold messages that play while students are waiting for the receptionist have been added to our phone system.
The nursing department has twenty-four permanent members and eight temporary, relief staff. It also employs four student workers.

The nursing department is comprised of Nurse Specialty Clinic (NSC), Triage and the Clinics A, B and C. The Diabetic Educator works within the nursing department.

The NSC nurses work in an advanced role, working independently to provide wound care, immunotherapy, immunizations, Flu clinics, Spirometry, cold and allergy clinics and a comprehensive travel clinic. This year, after twenty-two years of service to UHC, Jayne Carey retired as the Lead Nurse in NSC.

The Nursing Staff in Clinics A, B and C prepared 32,498 patients for their clinical visits (an increase of 2,685 over 2009-10.) They assisted with 150 procedures, started 53 IVs, performed 147 EKGs and observed and cared for 104 patients in the observation rooms.

The Health Center has added casting and splinting in the Clinics and has purchased three new basic infusion IV pumps to ensure the quality and safety of patient care.

The Nursing department completed several QA studies to measure and ensure the highest standards of care are followed:

- Discharge Vital Sign Study
- Nurse Check in Study
- Triage Study

Jude Kehoe LPN, CHTP offers one hour Energy Healing sessions for students with pain, sleep problems, anxiety, etc. In addition, she teaches a Relax and Renew Meditation class to faculty, staff and students. Jude presented at the Pacific College Health Association’s Affiliate Meeting on “Stress Management and Meditation” and gives presentations on meditation and relaxation each term as requested by University Academic Departments.

Jude has written, in collaboration with an interdepartmental Sleep Group, the curriculum for a new Sleep Education Class to be presented this fall.

The nursing department trained two additional nurses as CPR instructors, for a total of three in order to meet the needs for additional CPR and First Aide classes for our staff and students.

Our Psychiatric department has doubled in size in order to meet the need for acute psychiatric care. Gayle Frunz, RN is our Psychiatric Nurse Support and Care Manager.

The Nursing department contributed $4,755.00 dollars in income from CPR, Relax and Renew classes, Energy Healing and Psych SVC Light Therapy.

The nursing department schedules Cultural Competency trainings each term and has created a Lending library to encourage personal growth through diverse readings. It has also added Cultural Competency as a performance indicator.

Julie Dewsnup is completing her certification as a Diabetic Educator. She saw more than 100 students in clinic for individual appointments and consultation (compared to 22 students seen last year.) Diabetic education contributed $1,500.00 to the Office Visit income, increased the number of diabetic pharmacy prescriptions doubling the income from last year and increased the Lab’s income with additional diabetic lab testing. Julie started a Diabetes Group with 15-20 students who meet monthly for education and support. With Julie’s leadership, the Health Center has been approved to offer a Diabetes Class for credit during winter term 2012.

FACILITIES OPERATIONS

Extended the Bike parking at North of the Health Center.

Replaced all of our main cleaning chemicals with green products.

Updated the emergency evacuation plan.

Hired two new custodians.

Dustin Jackson collaborated with custodial managers to create essential functions screening for new custodians, which includes a pre-employment physical.

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PHYSICAL THERAPY/SPORTS MEDICINE (PT/SM)

The Physical Therapy/Sports Medicine Department is committed to the University Health Center’s goal (BHAG) of being “a model University Health Center, essential to student learning and success.”

The PT/SM Dept saw significant progress towards this goal in 2010/11:

• Improved communication between the Club Sports, Athletic Training and Human Physiology Departments regarding services and practicum experiences
• Improved marketing of services through the ODE, use of table tents, flyers, sandwich boards and the bulletin board at the Student Rec Center
• Increased collaboration with medical staff for continuing education and patient management
• Implemented PT/SM specific ‘Patient Satisfaction Surveys’, which include learning outcomes
• Implemented chart audits within the PT/SM department to improve quality and consistency of documentation
• Held consistent on-site continuing education meetings, including review of current research
• Increased reliance on statistical review of services, revenue and expenses to improve productivity and actively monitor/respond to trends
• Implemented orientation standards and record of staff training
• Increased collaboration with University Counseling & Testing Center in management of complex patients
• Improved physical layout to maximize treatment capacity and patient comfort

Efficiencies

The Physical Therapy/Sports Medicine Department is committed to providing exceptional rehabilitation services at an affordable price. As the cost of business continues to rise, we have worked very diligently over the past year to reduce unnecessary costs and implement cost savings programs wherever possible. The following are a few examples of successful strategies we have implemented:

• Consolidation of inventory ordering to a few vendors, who are able to offer us free shipping on large orders
• Increased on-site storage capacity, which enabled bulk ordering to take advantage of free shipping offers on inventory that moves quickly
• Implementation of an improved inventory tracking system to ensure accurate charges
• Implementation of more efficient practitioner schedules to maximize available treatment time

Trends

The Physical Therapy/Sports Medicine Department has seen a steady increase in patient visits over the past several years. From 2009/2010 to 2010/2011, we experienced a 28.5% increase in visits for Physical Therapy and Sports Medicine. This large increase is partially due to increased demand and partially due to increased availability of appointments after filling a previously vacant PT position. Our massage therapy visits had maxed out at ~488 in 2010, secondary to having only one massage therapist. In 2010/11, we saw an additional 14.1% increase secondary to bringing in a second massage therapist mid way through the year.