

March 28, 2023



Hi Team –

There's nothing quite like the excitement of a new season of Major League Baseball in Cincinnati to usher in spring and summer!! So, I hope you will join me in rooting on our beloved Cincinnati Reds to a win this Thursday during Reds Opening Day – Cincinnati's unofficial citywide "holiday"!!



For TriHealth, the spring season also promises to bring many new and exciting "wins" for our own team, as we continue our work together to Get Healthcare Right as ONE Team, TriHealth STRONG!! Here are just a few highlights of our latest...

Getting Healthcare Right

Celebrating Our Physicians on National Doctors' Day, March 30



Since 1933, our nation has recognized the extraordinary contributions of physicians each year on March 30, National Doctors' Day. And while medicine has made amazing strides in those 90 years, the charge



accepted by physicians everywhere – to do no harm and deliver expert clinical care and compassion to the most vulnerable among us – has remained a constant and noble calling. And nowhere is this more evident than here at TriHealth, where we are blessed with the finest physician community *anywhere* who bring this noble calling to life each day, one patient at a time through our TriHealth Way of Serving and Delivering Care! So for TriHealth, celebrating National Doctors' Day takes on a very meaningful and important purpose. It gives us the opportunity to publicly acknowledge what we feel every day – tremendous appreciation, great admiration, and the utmost respect for our team of world-class TriHealth physicians!

Together, we are leading the way in Getting Healthcare Right for our Greater Cincinnati community, which is ultimately allowing us to deliver exceptional patient care, outstanding value, and improved health for every patient we serve, *always!* And without a doubt, our physician partners are indeed enabling us to 'lead the way,' as evidenced yet again last January, when **145 of our physicians** were recognized in Cincinnati Magazine's annual Top Doctors [edition](#).

On behalf of our trustees, our leadership team, and our team members, a BIG thank you to our physicians for all they do this day – and every day – to make TriHealth GREAT for all those we serve!!

Telling the Story of How TriHealth IS Getting Healthcare Right

In recent months, we've shared with you through our Town Halls and Weekly Updates, the work that's been underway with our Marketing Communications team to develop a comprehensive, multi-year plan to better "tell our story" about TriHealth's impressive journey to Get Healthcare Right. Our story is about **how** TriHealth is uniquely different and better, **what** we've done to set ourselves apart with respect to the patient experience, access, and improved health, and ultimately, **why** this matters.

One way we will tell our story is through the introduction of the TriHealth **brand promise**, which is a clear and concise expression of how TriHealth is Getting Healthcare Right in ways that are – "*desirable*" to our patients,

“deliverable” by the TriHealth team and “distinctive” to TriHealth and unlike all other health systems in the region. The extensive research we’ve done among consumers, physicians, and team members clearly shows that healthcare consumers want the kind of care we provide (*desirable and deliverable*) and no one else in our region is doing it the way we are (*distinctive*). Like other top consumer brands, we will use our brand promise as our “North Star” in all of our marketing and internal and external communications. And since our team members are the “face” and the “heart” of our brand promise, we have decided to incorporate it into our 2023 Healthcare Heroes T-shirt – and **we want YOU to help us choose the winning design from the three final choices shown below!** We have left the actual “promise” covered for voting, so we can make a big splash with our coordinated internal and external rollout of the TriHealth Promise later in April.

Click [here](#) to vote for your favorite design and also order your super-soft, FREE T-shirt by **Friday, April 7!*** Then, be sure to tune in to the April Town Hall on Tuesday, April 18, where the winning design will be revealed. *NOTE: T-shirts will be delivered to team member’s preferred address.



CityBeat Magazine Recognizes TriHealth as “Best of Cincinnati”

And speaking of recognizing our doctors and Getting Healthcare Right... this week, *CityBeat* magazine will unveil its annual “Best of Cincinnati” edition, and TriHealth is at the top of the charts with the following “best” rankings:

- **Best Overall Physician/Healthcare Practices – TriHealth**
- **Best Maternity Center – Good Samaritan Hospital**
- **Best OB/GYN – TriHealth Women’s Services**



This is yet another incredible proof point – **one of many just this year alone** – that affirms our impressive progress and our ever-emerging regional and national leadership as **THE** model for Getting Healthcare Right in our region and across the country!! Congratulations to all of our TriHealth physicians and team members who made these outstanding achievements possible – WAY TO GO!!!

Jennifer Rainer Named Vice President of TriHealth’s Safety, Reliability and Clinical Performance Improvement Institute



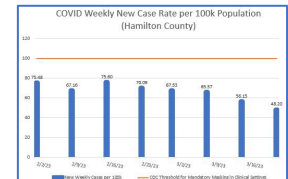
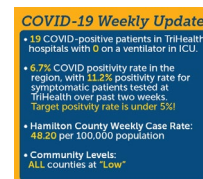
As Dr. Helen Koselka, System CMO announced on Monday, **Jennifer Rainer**, PhD, RN, MBA, NEA-BC, CPHQ, CPHRM, has been appointed Vice President of the Safety, Reliability and Clinical Performance Improvement Institute, after serving in the interim role since last December when Jeff Norton retired. Jenn was the *unanimous* choice among team members, physicians, and leaders who participated in the selection process, and with good reason!

Since stepping into the Interim VP role, Jenn has proven to be a passionate and highly skilled TriHealth Way servant leader, committed to accelerating the Institute’s ambitious work and progress – all to deliver the highest quality and most reliable care to patients and to ensure the safest work and practice environments for team members and physicians. During her short time with TriHealth, she has demonstrated strong and collaborative leadership with our Safety Institute Team, as well as leaders, physicians, and team members as we have worked to master and consistently apply our TriHealth Way Safety and Reliability practices in the wake of three long years of COVID. And this work is now resulting in improving performance with our safety goals, and ultimately, better, safer care for our patients and those we serve.

We are thrilled to welcome Jenn as an “official” member of the TriHealth Team, and look forward to the many contributions she and her team will make as we continue to advance towards our vision of *Zero Patient Harm* AND best-in-class quality, safety, and accreditation, **ALWAYS!!** Click [here](#) to read the full announcement.

COVID Update

No news continues to be good news on the COVID front, as transmission rates at TriHealth and across the region remain low and stable for another week (see latest stats in COVID graphics to right).



Take Me Out to the Ball Game....

As excitement builds around the start of another season of Major League Baseball and Opening Day for our own Cincinnati Reds this Thursday, it’s a perfect time to also give thanks to **YOU, our TriHealth Team, the #1 Healthcare Team in Cincinnati** – and the very **BEST** team anywhere!! And this year, our special relationship with the Cincinnati Reds will allow us to do so by giving every TriHealth team member the opportunity to enjoy a Reds game this season, *compliments of TriHealth!!* As we put three long years of COVID behind us, this is just one more way to say thank you to our amazing “all-star” team. Look for complete details coming soon – and thank you for helping TriHealth be the #1 winning team for Getting Healthcare Right!

Go Reds and Go TriHealth!!!