

April 30, 2024



Hi Team –

### The Countdown to Healthcare Appreciation Week is On!

In just two short weeks, we will kick off Healthcare Appreciation Week – a week of team member and physician recognitions, giveaways, and fun activities – all to celebrate and show our appreciation to **YOU**, the **BEST** healthcare team anywhere!!

Healthcare Appreciation Week is a combined celebration of National Nurses Week and National Hospital Week. It is yet another opportunity to express, in so many ways, our gratitude and deep appreciation for **ALL** TriHealth team members and physicians and the important role each of us plays **TOGETHER** in Getting Healthcare Right... ONE Team, TriHealth STRONG. And in the spirit of recognizing the extraordinary people and their many contributions that make TriHealth great for our patients and our people, we are seeking nominations for the **TriHealth Unsung Hero Award**.

A TriHealth “Unsung Hero” is a team member or physician whose selfless, and often quiet, contributions deserve recognition for making a meaningful difference – whether it be lending a hand, consistently going above and beyond, or simply showing up in unexpected ways for our patients or fellow team members. You can nominate your Unsung Hero for an award **now through Friday, May 10** by clicking this [link](#). All of the “Unsung Hero” nominees and those who nominated them will be entered into a random drawing where 40 lucky winners (20 Unsung Heroes + the 20 individuals who nominated them) will each receive a **\$100 gift card**. The random drawing will take place during the Healthcare Appreciation Week Team Member Town Hall on Wednesday, May 15.

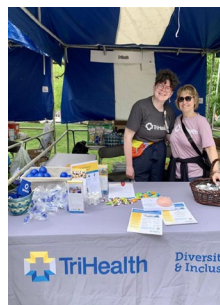
Healthcare Appreciation Week 2024

**Recognize an Unsung Hero!**

### Getting Healthcare Right

#### Advancing Health Equity: TriHealth SERVES Our Community at the 20<sup>th</sup> Annual Health Expo

Building a culture of belonging and fostering trusted relationships among our diverse community is a vital part of our work to proactively address disparities and improve the health of our community. In doing so, we aim to consistently deliver better care, better health and better value to **all** those we serve, **always**. And one of the many ways we do this is through active involvement in community events, like last Saturday’s 20<sup>th</sup> Annual Closing the Health Gap Health Expo in Washington Park, where TriHealth was front and center, once again, serving our community!

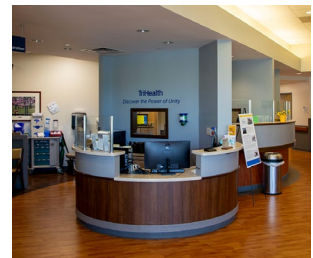


Much like our own TriHealth Center for Health Equity, the Center for Closing the Health Gap is a non-profit organization with the mission of raising awareness about – and ultimately eliminating – racial and socioeconomic health disparities across Greater Cincinnati. At the Health Expo, TriHealth team members and physicians were on-site throughout the day providing education and baseline health screenings, including blood pressure checks, glucose monitoring, Ear, Nose & Throat (ENT) checks, mammograms and high-risk breast education, genetic testing, and more to hundreds of community members who may not otherwise have access to these vital and often life-saving screenings. And, as importantly, our TriHealth team helped those without a primary care physician connect with our own TriHealth providers to get on the path to better care and better health!

A BIG thank you to all of our TriHealth team members, clinicians and other volunteers who helped make the Health Expo such a fun and successful event for our community!

***Latest Milestone in Our Work to Deliver the Right Care in the Right Place!***

Last week, I was thrilled to join hundreds of TriHealth and Bethesda North team members, physicians and leaders who came together to celebrate the opening of our new and enhanced Bethesda North Emergency Department (ED) Canopy and Entrance – the latest milestone in our investment in, and transformation of, the Bethesda North Hospital campus.

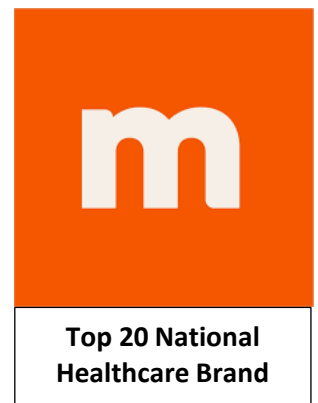


The covered entrance includes a new, larger canopy and clearer signage, along with a larger driveway accommodating more cars for direct front door access – all to improve wayfinding and create a safer and easier ED entry and exit experience for patients and family members.

***TriHealth Ranks as Top Healthcare Brand in Cincinnati***

As yet another example of TriHealth’s emergence as an industry model for Getting Healthcare Right, Monigle – a national healthcare consulting firm – has recognized TriHealth as a Top 20 National Healthcare Brand... and the strongest brand in Cincinnati for the second straight year!! Experts define brand as “the immediately recognizable identity or qualities that distinguish an organization from others in the same industry. It is the look, feel and persona of a company.”

Encouragingly, TriHealth moved up two positions in this year’s list to **#18 in the country!** This ranking is based on research into how our community thinks and feels about TriHealth relative to other healthcare providers in the region – or in other words, the “strength of our brand” compared to others in the market. And this local



brand strength places TriHealth among the strongest in the nation, alongside other esteemed providers like the Mayo Clinic and Johns Hopkins Medicine, who enjoy similarly strong brands in their market. All other Cincinnati health systems slipped in the rankings to a distant 45<sup>th</sup>, 85<sup>th</sup>, and 136<sup>th</sup>. According to Monigle, consumers across Cincinnati know and trust our brand, connect emotionally with our brand promise and appreciate the ease of access to and quality of care. Congratulations and a BIG thank you for bringing our brand promise to life, one patient at a time!!!

And while we are encouraged by this recognition, the consumer research Monigle uses to evaluate brand strength and rank providers nationally also reveals that as good as we are, we have work to do around consistency to live up to our brand promise. The Monigle research also reinforces the importance of our work underway aimed at building a culture of high reliability grounded in our TriHealth Way of Serving and Delivering Care – all so we can deliver the “surprisingly human care” and exceptional health outcomes our community expects and deserves, *always!*

**Dr. Helen Koselka Named Among Top Chief Medical Officers by Becker’s**



I’m excited to share that **Dr. Helen Koselka**, TriHealth System Chief Medical Officer (CMO), was named by Becker’s Hospital Review as one of the **“180 Chief**

BECKER’S

**HOSPITAL REVIEW**

**Medical Officers to Know” for 2024!!** The physician leaders highlighted by this list champion patient safety, uphold rigorous quality standards, actively foster true partnerships between leadership and the physician community, manage risk and much more. As TriHealth’s System CMO since 2021, Dr. Koselka was recognized for her strong leadership in collaborating with our physicians, physician and senior leaders, frontline caregivers and other team members to advance patient safety and our clinical performance improvement agenda within The

TriHealth Way. Please join me in congratulating Dr. Koselka on this well-deserved honor!!

At the heart of everything that sets TriHealth apart as a healthcare leader – regionally and nationally – is our people who choose to put *their heart* into everything they do for those we serve and those we serve beside! Thank you for continually striving to be your best and do your best as we work together to see, hear and heal our community, one patient at a time...*every time!* What you do matters and is making a huge difference!