

March 5, 2024



Hi Team –

As we head into March and the start of Spring, Cincinnati Reds Opening Day is just a few weeks away! Last season, the Reds captured the hearts of baseball fans across the nation with an amazing winning streak that exceeded all expectations – all engineered by a nucleus of young players and a fun and “electric” style of play. And while their season fell just short of a playoff appearance, it renewed hope in the promise of a return to our long tradition of winning baseball in Cincinnati! And there’s no better way to cheer on our winning team than at a home game in the stands at Great American Ball Park!

So, as yet another way to say thank you to and celebrate the very best healthcare team anywhere – I’m pleased to share we will once again offer every TriHealth team member a FREE PAIR of tickets to a Reds game this season, compliments of TriHealth!! Last year, more than 10,000 of our 13,000 team members took advantage of this offer and enjoyed a fun day at the ballpark on TriHealth!

In recent months, we have worked closely with the Reds organization to select a broad range of game days and times (weekends, evenings, and days) throughout the season to allow ALL of our team members to attend a game, no matter your schedule! And in addition to the two free tickets to these select games, you can also purchase more tickets at a deeply discounted rate, so you can bring the whole family!

Be on the lookout later this week for an email from TriHealth Internal Communications containing your personalized voucher code, which allows you to order your complimentary tickets online and access them using the MLB Ballpark App. Your ticket voucher will be good for available seats at one of 13 games from March to September (click [here](#) for the schedule). Go Reds and Go TriHealth!

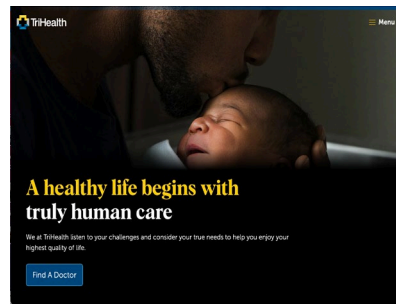


## Getting Healthcare Right

### Telling Our Story to the Greater Cincinnati Business Community

Now nearly nine years into our patient-centered, mission-driven journey to transform healthcare for the better – *better care, better health, and better value for those we serve, always* – we have a lot to be proud of and a great story to tell about **how** we are Getting Healthcare Right...**The TriHealth Way!** Today, our patients are healthier, our services are more accessible and safer, and care is more affordable. And over the past year, we’ve worked hard to develop and roll out new and impactful ways to more effectively “tell our story” about how we are different and how our health system and the patients and communities we serve are better because of our work to Get Healthcare Right. A few recent examples of how we are telling our story include our **new brand promise – Be Seen. Be Heard. Be Healed.**, our **new and improved [TriHealth.com](#) website**, and the **Getting Health Care Right** podcast series, developed in collaboration with the Cincinnati Business Courier.





So, building on the success of last year's *Getting Health Care Right* podcast series, we are, once again, collaborating with the Cincinnati Business Courier to tell our story through a new *Getting Health Care Right* monthly column. The aim of this column is to educate employers and the larger business community about our nation's broken, underperforming healthcare system and why and how we can do better. We will offer practical solutions and share TriHealth's actual experience in delivering more affordable, equitable, and accessible healthcare that not only improves the overall health and wellbeing of our patients and community, but also results in healthier employees, improved productivity, and a healthier bottom line for employers.

Click [here](#) to read the first Getting Health Care Right column, which I co-authored with Jamie Smith, publisher of the Cincinnati Business Courier. In future columns, I'll be joined by TriHealth physicians and other healthcare thought leaders to provide a closer look at innovative solutions and showcase how TriHealth is Getting Healthcare Right by advancing population health care and financing models, fostering health equity, deploying Artificial Intelligence and new technologies to lower cost and improve outcomes, and much more. Look for this regular column in the first edition of the Business Courier each month.

### ***TriHealth Heart & Vascular Institute Help Pioneer New Heart Arrhythmia Device***

Leading the way through the adoption of cutting-edge technology and innovative new procedures plays a major role in our journey to Get Healthcare Right. So, I'm pleased to share that yesterday Dr. Gaurang Gandhi and the TriHealth Heart and Vascular Institute (THVI) team became the first in the region and among a select few programs in the nation to use a new FARAPULSE Pulsed Field Ablation (PFA) System to correct heart rhythm.

The PFA system is a unique, non-thermal technology for the treatment of atrial fibrillation. During a traditional ablation procedure, a catheter is guided to the interior of the heart and then energy is applied to generate extreme hot or cold temperatures to eliminate the electrical pathways in the heart associated with abnormal heart rhythms, or arrhythmias. The new FARAPULSE PFA system uses tissue selective, non-thermal electric fields to ablate heart tissues in a much more precise manner to avoid damage to surrounding structures, leading to safer care and more successful long-term outcomes.

[Click here](#) to learn more about this state-of-the-art system from Dr. Gandhi's recent interview with Local12 healthcare reporter Liz Bonis.

This latest achievement represents yet another important step forward in realizing our vision of becoming the region's most advanced destination for cardiac care on the campus of Bethesda North Hospital. Congratulations to Dr. Gandhi and the entire THVI team!



## Wrapping Up Black History Month – A Celebration of Diversity, Equity, Inclusion and Belonging



As another example of TriHealth’s commitment to Get Healthcare Right and advance health equity, we ended Black History Month last week on a high note with an important and meaningful panel discussion titled, “Honoring Black History in Healthcare – Past, Present and the Future.” I was thrilled to co-host this highly interactive conversation with Dr. Thomas Shockley that highlighted the many contributions of African Americans in medicine and healthcare, examined the growing imperative for health equity, and discussed TriHealth’s work to lead the way in eliminating health disparities within our healthcare system and throughout our community. A special thanks to Dr. Thomas Shockley, Jill Miller, Tira Williams, Cynthia Booth, Vincent Brown, Terri Hanlon-Bremer, and the DEI+B team for putting together – and participating in – this informative and inspiring program. If you were unable to attend in person or view the livestream, click [here](#) to watch the full recording.



And as we turn the page to March, we usher in another month in which we celebrate our nation’s rich diversity and other important contributions to education and healthcare, but this time in honor of **National Women’s History Month**. Be sure to stay tuned throughout this month on Bridge, our social media channels, and the upcoming Town Hall as we’ll be showcasing many of our own extraordinary TriHealth women, including the Sisters of Charity who founded Good Sam more than 170 years ago, and others who have contributed to – and continue to carry on – our mission of service to improve the health of our patients and community.

## Sister Sally Duffy Honored as Great Living Cincinnatian

And speaking of extraordinary women, last Thursday, I had the great privilege of joining business and community leaders from across the region to honor and celebrate TriHealth Board Member, **Sister Sally Duffy** as a **Great Living Cincinnatian!**

Sister Sally and three other civic and business leaders were recognized for their many achievements and lasting contributions to our community at the Cincinnati USA Regional Chamber’s Annual Dinner. Sister Sally’s 40-plus years of faith and values-centered service and advocacy as a Sister of Charity of Cincinnati – and the impact she has made on our community – earned her this esteemed and well-deserved honor. Her lifetime of achievements and community service were showcased in a moving video tribute that you can view by clicking the monitor to the right. Read more about Sister Sally’s faith-based ministry and invaluable contributions in service to the poor and vulnerable in this [Cincinnati Enquirer article](#).



While WHAT we do at TriHealth is important, it’s HOW and WHY we do it that sets us apart in delivering “surprisingly human care” that drives exceptional outcomes, *always*. Like Sister Sally, thank you for choosing to care with compassion and a values-led commitment to see, hear, and heal ALL those we serve with dignity and respect.