General Update

The UA Healthcare Board of Directors and the leadership of UA Healthcare and the College of Medicine and Department Chairs held a retreat last week. The main focus of the retreat was to begin developing the vision and mission statements of UA Healthcare as we prepare to develop the strategic plan of the organization. We will be sharing the vision and mission statements with you when they are completed in the next several weeks.

The Health Plan membership is now over 131,000 members in Pima, Maricopa, Pinal, Gila, Cochise, Graham, Greenlee and Santa Cruz Counties. Of the 131,000 members, about 32,000 reside in Pima County. UA Healthcare is the primary care provider for nearly 13,500 of these members, approximately 42% of those living in Pima County. These are important numbers in understanding how the Health Plan can help bring volume to UA Healthcare, as well as how UA Healthcare can support the Health Plan in providing much needed primary care services to this population.

Two University of Arizona Department of Neurology researchers have won a $1.6 million grant from the U.S. Centers for Disease Control and Prevention to study the incidence of newly diagnosed epilepsy among seniors in Southeastern Arizona. Professor and Department Head David Labiner, MD, and Research Professor Jenny Chong, PhD, hope to measure the incidence of epilepsy across ethnic groups and identify factors that predict clinical outcomes.

Pediatric heart surgeon Michael Teodori, MD, and a team of University of Arizona doctors and nurses are on a volunteer medical mission to Addis Ababa, the capital of Ethiopia. This marks Dr. Teodori’s fourth surgical mission to the east African nation of Ethiopia this past year. He volunteers through the organizations Gift of Life and Healing the Children. The Tucson team expects to perform cardiac surgery on 10 to 15 children as well as teach medical students during their brief visit. The group will be back at work at UA Healthcare on Nov. 15.

Branding market research for the potential name and logo is underway. The final report is due early December, with production of a brand campaign occurring in January and February 2011. We hope to launch the brand campaign in late February or early March 2011.

The Steele Children’s Research Center at the University of Arizona College of Medicine received a $600,000 two-year grant from the U.S. Centers for Disease Control and Prevention to refine methods to investigate and collect baseline information on the development, health and condition progress in young children born with spina bifida.