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Our Impact Beyond the Hospital Walls

We recently partnered with the University of Florida's Institute of Food and Agricultural Sciences, commonly known as IFAS, to conduct a study on the impact our enterprise has on the city of Jacksonville and extending to the state of Florida. As a result of this partnership, an economic impact report was developed and outlines how activity associated directly and indirectly with UF Health Jacksonville is a significant component of the regional economy and beyond.

The report shows that our total economic contributions to the city of Jacksonville in 2017–2018 are estimated at \$2.72 billion in industry output or sales revenues, \$1.63 billion in total added value and 18,875 full-time and part-time jobs supported. This represents a significant economic footprint and contribution to making the greater community a healthier place.

We directly supported more than 7,600 jobs (full-time and part-time employees), making us the third-largest private employer behind Florida Blue and Baptist Health. This includes UF Health Jacksonville, UF Health North, UFJP, UF Health Science Center Jacksonville, UF Health Proton Therapy Institute and contract employees.

The numbers are truly impressive and reflective of the quality of work you deliver every day. Overall, the report showcases how we continue to be a leader in education of health professionals, a hub for clinical research and a unique provider of high-quality patient care. The results will help us further inform public policy discussions around health care, higher education, medical research and economic development in the region and across the state.

It will also help us with philanthropic efforts, which is a key area that we will be focusing on in 2020. This is timely because we recently welcomed a new member to our leadership team, Kimberly Jones. She is the chief development officer for UF Health Jacksonville and assistant vice president of development for COMJ. In this dual role, she will help build a comprehensive philanthropy program and manage a high-level portfolio of leadership and principal gift prospects.



The report is just one example of our dedication to this community, our patients and staff. I'm incredibly proud of the hard work and dedication from every one of you. We're working together to move medicine forward and create a meaningful impact beyond the hospital walls, so thank you.

Sincerely,

Leon L. Haley Jr., MD, MHSA, CPE, FACEP
CEO, UF Health Jacksonville
Dean, UF College of Medicine – Jacksonville



▲ Paul Silliman and his wife look forward to seeing more of the world together after his treatment for macular degeneration.



▲ UF Health Jacksonville ophthalmologist Sandeep Grover, MD, specializes in retinal diseases and sees patients with macular degeneration, diabetic retinopathy and inherited retinal diseases.

SLOWING THE PROGRESSION OF MACULAR DEGENERATION

For Paul Silliman, seeking care at UF Health Ophthalmology – Jacksonville was a clear choice

Paul Silliman looks forward to seeing eastern Australia next year, especially the site of the Battle of the Coral Sea. It holds a special interest to him as a World War II history buff. Just a few years ago, this activity would not have been an option for Silliman due to age-related macular degeneration, or AMD.

If it had not been for modern medicine and ongoing treatment with UF Health ophthalmologist Sandeep Grover, MD, Silliman would continue to rapidly lose his vision. Vision loss would mean no more sightseeing or the independence he is used to.

"With my diagnosis of wet macular degeneration at age 65, losing my sight was the worst crisis I could think of," said Silliman. "Fortunately for people like me living with this condition, there are medications available to slow the progression."

AMD often occurs as people age and is considered a leading cause of vision loss for people 50 and older. For most, vision loss happens slowly over many years and results in blurry vision in the center of the eye. Things you could once see clearly become out of focus and more dull in appearance. There are two types of AMD — dry and wet.

Whether the vision loss is small or great, it reduces the quality of life for patients and can interfere with living independently.

In addition to the reputation of UF Health Jacksonville as part of a premier health system, Silliman's son, Scott Silliman, MD, medical director of the Comprehensive Stroke Program, recommended he seek care from Grover. After moving from Tampa, where treatment was initiated, Silliman was diligent in finding an experienced ophthalmologist who would take the time to discuss his medical history and concerns.

"I've lived with my condition for nearly 20 years, and I know the importance of competent and consistent care," said Silliman. "Dr. Grover and his team have been nothing but welcoming and kind since the day I first came into their office."

As an ophthalmologist with specialization in retinal diseases,

Grover sees patients with macular degeneration, diabetic retinopathy and inherited retinal diseases.

"We've seen remarkable preservation of vision with the treatment options available today for a number of conditions," said Grover. "AMD is treated with intravitreal injections of medications given every four to six weeks with continuous monitoring by eye exams and tests in between the injections."

During an intravitreal injection, medications are injected into the "jelly-like" vitreous that fills the eye so the medication is readily available to the retina. According to the American Society of Retina Specialists, they became more common after 2006 when the types of available medications expanded to treat more conditions. The medications act to reduce fluid leakage associated with disorders including AMD, diabetic retinopathy and vascular occlusions.

"I call them miracle drugs because if the patient can be seen and given injections within a short period after diagnosis of wet AMD, the medications will either stabilize or improve the vision," said Grover.

Typically, patients feel pressure with little or no pain during the injection. It is a relatively less invasive treatment and performed as an outpatient procedure with good tolerance by patients, according to Grover.

Silliman soaks in the moments sitting with his wife on their balcony overlooking Goodbys Creek. He's been able to enjoy the sights of nature and time with family thanks to his regular treatment.

"I can't convey enough how happy I am that medicine has come this far," said Silliman. "I feel fortunate to have found a physician like Dr. Grover who keeps up with advances in order to provide his patients with the highest quality of care."

Visit UFHealthJax.org/ophthalmology for more information about treatment for AMD and other visual health services.



GETTING TO KNOW ANN-MARIE KNIGHT

VICE PRESIDENT OF COMMUNITY ENGAGEMENT

and

CHIEF DIVERSITY OFFICER

Ann-Marie Knight joined the UF Health family at the end of July. She serves as vice president of Community Engagement and chief diversity officer. In this dual role, she partners with UF Health Jacksonville leadership to engage with local and state officials, other community and physician leaders and agencies to strategize on improving the long-term health of the community and reducing health disparities. She also helps provide vision and leadership for the diversity, inclusion and equity efforts across our enterprise.

Knight came from Mayo Clinic Jacksonville, where she served as operations administrator for the department of surgery and critical care medicine, and later served as director of community engagement and diversity and inclusion.

With more than 19 years of progressive experience, she attributes her professional acumen to her 24 years of naval service where she retired as a medical service corps officer.

In her short time here, she has already cultivated close, trusting relationships, made big plans for the future and developed a vision for how to get there. She is truly motivated by everyone's passion of serving patients who are the most vulnerable in our community. She has found herself smiling after walking out of meetings where this passion spills over into the discussion.



◀ Knight attributes her professional acumen to her 24 years of naval service where she retired as a medical service corps officer.

BEING A CHAMPION OF THE COMMUNITY

Knight's long-term vision is to improve community health and increase recognition and understanding of the contributions we make toward the well-being of citizens in the region and beyond. There is a unique opportunity to deliver unmatched community benefit and, at the same time, demonstrate to civic, government and philanthropic leaders the value we bring to the community. One major strategic initiative that will serve as the driving force of community efforts is the Urban Health Alliance of Jacksonville, formerly known as the Jacksonville Urban Health Alliance. UF Health Jacksonville will convene and lead the alliance to address the most critical health needs and, thereby, close the gap on health disparities in the community.

Another equally important goal is to support and focus on staff's interests. Specifically, ensuring that there are opportunities for everyone to engage in the most meaningful manner for personal fulfillment and in support of growing practices. Knight shared, "Colleagues who volunteer together build a trust and respect for each other as individuals that sometimes doesn't easily surface in the day-to-day activities of caring for patients."

But first, the data must be captured. It's imperative to know about and record the amazing work that is already being done by various departments and partnerships and see the impact. She is in the midst of creating a platform where every team can share their community activities. It is an effort to capture the data as well as recognize and celebrate the hard work that is happening on and off campus.

DRIVING INNOVATION WITH INCLUSIVE DIVERSITY

In looking at her other area of focus and when asked about short-term goals for diversity, her answer was simple. "Keep doing what you're doing," she said. She is thoroughly impressed with the collegial nature of the work environment.

Looking to the future, her long-term vision for inclusive diversity is to align all efforts with "IDEA," which stands for inclusion, diversity, equity and access. IDEA is a concept that strives to generate a variety of ideas that ultimately drive innovation and excellence. This is yet another step in working toward a "One UF." She looks forward to working with Madeline Joseph, MD, associate dean for equity and inclusion for UF College of Medicine – Jacksonville, to implement this concept across all departments.

As an enterprise with the mission to heal, to comfort, to educate and to discover, she is excited about the opportunity to influence all four paradigms through a lens of 'inclusivity.'

TAKING A RISK

When looking at her career path, Knight attributes her time in the military to the person and leader she is today. She spent 24 years in the Navy and credits this experience as one of her greatest accomplishments. The strong leaders, mentors and shipmates taught her how to lead, manage and establish core values that guide everything she does. She followed her dreams, took a risk and had the opportunity to serve our country.

When transitioning out of the military, she knew she wanted to get into health care. She was drawn to academic medicine and other nonprofit models of care. Immediately following her military service, Knight served as administrative officer for the Veterans Affairs Clinic in Jacksonville, where she was instrumental in operationalizing the Jefferson Street location.

ELIMINATING TODAY'S NOISE AND STAYING FOCUSED

With her military service and more than 19 years of experience, when it comes to career advice, she doesn't look to the past but rather focuses on the future and encourages others to do the same. Knight knows that today's digital world and distractions can be overwhelming, so she encourages others to manage and eliminate the noise and stay focused. Specifically, stay focused on what you're passionate about. Although the passion may take some time to find, it is the key to success.

She turned to retired Navy Vice Admiral Raquel Bono, who encouraged her to take time to clearly define goals and have a clear path on how to achieve those goals. Knight witnessed Bono practice not just the golden rule, but her redefined platinum rule of "treating others exactly the way they want to be treated." Knight strives to emulate this approach in all that she does.

ENDING ON A PERSONAL NOTE

It's clear that Knight has a very successful career and great advice to offer. Outside of the office, she is equally as impressive. She lives in Springfield with her husband, two sons, mother and mother-in-law. To say the least, she has a full house to keep track of! The family picked Springfield because of the small, neighborly feel, and because it reminded Knight of a favorite place she once lived, a small village in Cornwall, England.

When it comes to football, she's more into it for the camaraderie and snacks. Her interest in the sport seems to be growing, thanks to her husband taking over their living room. While Baylor University is her alma mater, the Gators now have a soft spot in her heart as an employee at UF Health.

For her next vacation, she hopes to conquer her fear of heights and ride a rollercoaster for the first time. It seems like she'll need some encouragement, so this could be an agenda item during your next meeting with her. And when she's not here on campus, you may find her at an auction or estate sale, or spending time in her garden.

If you haven't had a chance to meet her yet, you will soon. She is generous, energetic and her passion for the community and our enterprise is amazing. Her energy is infectious and she will most certainly put a smile on your face.



▲ Knight regularly meets with key stakeholders. Here she greets Kasey DeSantis, Florida's current first lady, during a visit at UF Health Jacksonville.

GIVING BACK and PAYING IT FORWARD

Listening more, saying “yes” to the universe and staying persistent.

These are just a few of the actions Kimberly Mariani Jones, MBA, recently appointed chief development officer at UF Health Jacksonville and assistant vice president of development for the University of Florida College of Medicine – Jacksonville, keeps constant in her professional and personal life. This might be why her humble, easy-going nature is quite infectious, along with her ability to immediately connect with those she meets. One would never know she only has a few months under her belt at UF Health.

Jones has immense passion for this organization, which shines through when she describes how she feels when she walks through the halls, meets with leaders, providers and staff, and gushes about how our enterprise has grown and responded to community needs over the past few decades.

Her tenure as a Jacksonville resident, experience in higher education and development, and personal values will be assets to the UF Health team.



◀ Jones with her husband and three kids.



◀ Athletes take off at the September 28, 2019 Run for Heroes, one of many fundraisers for UF Health Jacksonville, specifically to benefit TraumaOne.



◀ Jones' humble, easy-going nature is infectious, along with her ability to immediately connect with those she meets.

ROOTED IN JACKSONVILLE

Although Jones was born near Philadelphia, she has spent most of her life in Jacksonville and has always called the River City her home. Not only did she attend elementary, high school and graduate school here, but her parents and in-laws also live in Jacksonville. Although she's worked in other cities for short periods of time, she was always drawn back to the First Coast.

Jones' career in development started while she was in graduate school at the University of North Florida. Her passion for writing and desire to work while in school landed her in a campaign writer position. Her mentors and superiors recognized how impactful her writing was. This, along with her talent for building relationships, opened up multiple opportunities for Jones, leading her into a rewarding career in higher education.

Jones eventually rose to become the senior vice president of advancement at Jacksonville University, leading multiple successful campaigns over the course of a combined 16 years in a couple “tours of duty.” Her efforts there led to unprecedented fundraising progress, exceeding the ASPIRE campaign's \$120 million goal ahead of schedule. She was instrumental in the university's 75th anniversary celebration, establishment of loyal donors and young alumni giving societies, expansion of engagement programs, the creation of a President's Parents Council and multiple seven-figure gifts, including permanent naming of buildings, outdoor spaces, schools and colleges.

Although her accomplishments throughout her career are immense, she is not one to gloat. She is quick to remind herself, “None of that is possible without generous partners and investors.” She stays humble, continuously praising her mentors and the organizations and others in her life who have helped her get to where she is today.

GOING GREATER

Though Jacksonville is Jones' home, she also has a strong connection to the University of Florida. She completed her bachelor's degree at UF and has continuously followed the university's growth and progress with admiration. She's excited to be a part of her alma mater, where she was a scholarship recipient. Her charge — to expand philanthropy efforts for UF Health Jacksonville as a part of the Go Greater campaign, a \$3 billion universitywide initiative designed to increase funding for research, multidisciplinary bright ideas, student scholarships, faculty endowments and facilities.

In her short time here, Jones can't say enough about the cordial environment on the UF Health Jacksonville campus. She said, “The culture here is a differentiator compared to any other health care system I've encountered. The employees are clearly proud of the work they do and that informs all of their interactions, most importantly the care provided to patients. You feel that welcoming and warm nature consistently, and it's a testament to their pride.”

MOVING PHILANTHROPY FORWARD

Jones knows her vision for development will evolve over time, but her purpose is clear.

“Along with a tremendous team led by Dr. Haley and the Foundation in Gainesville, I am a champion and advocate for making sure that our community is not just aware, but engaged and supportive of the important work happens here,” she said. She also noted that she wants to generate more enthusiasm internally and externally around philanthropy efforts, and will be building a stronger connection with the UF Health campus in Gainesville to ensure development strategies are aligned.

“We're better and stronger when we're more connected,” Jones said about working more closely with our Gainesville campus. She believes in moving forward and focusing on ways to strengthen the “One UF” initiative through donor support.

She admits she has a lot to learn about UF Health, but will apply some of the advice she's picked up along the path. She stated the first with confidence: “Listen more. Two ears, one mouth. Something everyone remembers hearing from their parents when they were kids, but often don't take it to heart until they become adults.”

Jones continued with, “Say ‘yes’ to the universe. You might think you know what you want to do and who you want to be, but something you may not have considered could be a meaningful, perfect opportunity.” That applies to her own career in development, something she never saw herself going into until she took that first leap in graduate school.

PUTTING FAMILY FIRST

Personal hobbies, interests and relationships can also inspire satisfaction and goals in a career. Jones is no exception, as her parents, husband and three children play a huge part in her life.

Her husband is an urban planner with an expertise in creating walkable, safe communities. “All of my kids see the world so sweetly,” Jones said, inspiring her to do good and pay it forward on a daily basis. Her youngest daughter, at 4 years old, has even started following in her footsteps, building a sense of empathy and seeing the best in each person she meets.

When asked about her greatest accomplishment, without hesitation Jones said, “My parents have been married for 46 years. Though that's not my personal accomplishment, it is a gift for our family. They've taught me persistence, patience and unconditional love.”

And all of that is why Kimberly Jones will continue to listen more, say “yes” and stay persistent.

Want to help make a difference?

Visit UFHealthJax.org/giving, email development@jax.ufl.edu or call 244.1090 to learn how you can volunteer and support UF Health Jacksonville and the University of Florida College of Medicine - Jacksonville.

GETTING A SECOND CHANCE AT LIFE

Karen Kaunitz found herself sitting with pen and pad, writing her own obituary on May 15. Convinced her recent medical struggle would not end well and unable to sleep most of the night, she mentally caved to planning an advanced directive on the same day she scheduled an appointment with a UF Health cardiologist to discuss her options.

The office visit with Daniel Soffer, MD, never happened. Instead, she was admitted to the emergency room, gasping for breath.

Three months earlier, Kaunitz's lifelong battle with lung disease hit a peak. Starting with asthma as a young adult, progressing to oxygen support in 2000, and developing into pulmonary hypertension, the 67-year-old now spent most of her days in bed, finding it difficult to walk even a few feet. Quality of life diminished to occasional visits from friends and family, and time at home with her husband, Andy, and beloved red poodle, Mickey.

"I have frequent bouts of pneumonia and infection," Kaunitz said, attributing the breathing difficulty to lung abscess. "My go-to is to take medication and usually, within days, I would feel better. But in February, I kept getting worse and worse."

Kaunitz pushed her oxygen levels higher and higher. Nothing helped, and she wasn't sleeping.

"I was exhausted all the time," she said. "I never wanted to do anything."

UF Health physician James Cury, MD, who specializes in pulmonary and critical care medicine, knows Kaunitz's symptoms better than anyone. He's been with her through every stage of her disease. He ordered a CT scan, which revealed wet lung. Also known as pulmonary edema, it feels like trying to breathe while drowning. He needed to figure out what was causing it.

Martin Zenni, MD, Karen Kaunitz and Daniel Soffer, MD, look over Kaunitz's heart videos.

The UF Health Approach

Enter Martin Zenni, MD, a UF Health interventional cardiologist who has been keeping Kaunitz's husband's heart in check as long as Cury has been doing the same for Kaunitz's lungs. When Cury ordered an echocardiogram, they asked Zenni to read the results.

"I was just expecting bad lungs, and I thought, oh my goodness," Zenni said. "The valve was blown. It was pulmonary edema from the blown mitral valve."

Zenni pointed at the two mitral valve leaflets on his computer monitor. On the video, the right strip of connective tissue pumped up and down with purpose. A structured, systematic movement.

Zenni pointed to the leaflet on the left while explaining it should be moving in tandem with the other to create a synchronized swinging door effect, ensuring blood flows in one direction. Instead, the tissue flailed in wild confusion. No rhyme or reason to the rhythm. Blood exploded past the open gap each time the two sides don't connect, filling Kaunitz's lungs with fluid.

"There are these strings that keep the leaflets moving in place," Zenni said. Her tendinous chords were broken off on one side, creating a loose hinge effect and allowing the uncontrolled leaflet to flap recklessly.

The interventional cardiologist recommended Kaunitz get in right away to see Soffer, who specializes in structural heart interventions.

The MitraClip Procedure

Soffer described the MitraClip procedure, a minimally invasive alternative to opening the chest and stopping the heart. Instead, under a much lower dose of anesthesia, doctors guide a catheter through a vein in the leg to the mitral valve and, in Kaunitz's case, attach the rogue posterior leaflet to the stable anterior leaflet, so they can pump in tandem.

"This is a procedure that was designed for patients like Kaunitz," Soffer said. "Opening her up would not have been an option because she would not have been able to come off the ventilator."

Three months prior, Kaunitz listened to Soffer's MitraClip suggestion. Overwhelmed by the news, she went home to think. However, at that point in February, fear of the unknown was winning. All that could go wrong weighed on her brain as heavily as an anvil on her chest.

The lung disease scared Kaunitz. She didn't want to end up on a ventilator. In addition, she feared if anything went wrong and chest compressions were required, "every bone in my body would break from osteoporosis."

As May approached, the risk-versus-reward gap got a lot smaller.

"I guess I got to the point where there was really no decision to be made," Kaunitz said. "It

was either live or not live. I had to do it for my granddaughter and for any future grandchildren I might have."

She scheduled an appointment with Soffer, but her body betrayed her before she got ready to leave that afternoon. Holding her chest, through gasps of air, she pushed out the words, "I don't think I'm going to make it." Panicking at her feet, a graying red Poodle howled uncontrollably.

"Mickey made sounds I've never heard from him. He sensed I was in bad shape." Fearing an ambulance would take her to another hospital, her husband, who is an obstetrician at UF Health Jacksonville, drove her straight to the main campus emergency room at her request.

"We gave her medication to dry out her lungs," Soffer recalled. "Six days later, on May 21, we operated." It was not a completely pre-planned procedure.

Putting her under became the first in a series of sensitive processes. The anesthesiologist worked carefully to make sure Kaunitz was unable to feel anything, but not too sedated for fear of respirator removal complications. Next, Soffer needed transesophageal echocardiography to get detailed internal pictures of her heart valve.

Kaunitz's first echocardiogram, an external view, revealed a 7-millimeter gap between leaflets. Anything wider than 10 millimeters would stop the process.

"Usually you do this as an outpatient first," Soffer said. "But she was too sick. We decided if she was a candidate, we proceed. If not, we abort."

Kaunitz beat the race against time. Barely. She was right at 10 millimeters.

Soffer readied the MitraClip to delicately drop down just as the two leaflets touched the device, gripping them on either side at the exact moment to clip it.

With her posterior and anterior leaflets now safely and effectively connected, Kaunitz wasn't out of the woods yet. Soffer knew the hole he made going in to install the medical device would not heal on its own.

"Years of her heart working overtime to push blood to bad lungs caused severe pulmonary hypertension," Soffer said, pointing to a screen and circling the left side of her heart. "The pressure on the right side was more than three times what it should be."

To ensure the blood would not flow through the hole from right to left under this pressure without passing through her lungs, causing her to turn blue, Soffer installed a seal that resembles a double umbrella in the space.

"The pulmonary pressure makes this case unusual. It's usually done on patients with bad hearts but healthy lungs. The whole thing took maybe 45 minutes."

Looking to the Future

Soffer's precision proved paramount to Kaunitz's recovery. She was only on the ventilator a few hours. Her lungs lit up immediately. She was discharged two days later.

"When I woke up, I already felt better," she said, referencing the disappearance of the crushing pressure on her chest. "Now we go out to dinner and movies. I've even gone to the beach with Andy. I don't remember the last time I did that."

With a smile, Kaunitz thinks back to the obituary she wrote for herself. She says she likely won't need it for quite a while.

"I wanted to share my story so others will know not to be scared," she said. "If I would have known how different my life was going to be, I would have undergone this procedure a long time ago."



▲ Martin Zenni, MD, Karen Kaunitz and Daniel Soffer, MD, look over Kaunitz's heart videos.



LANGUAGE ASSISTANCE SERVICES

Interpretive services are provided each year to patients and their families with limited English proficiency to ensure patient safety and compassionate care. Interpreter services are available through CyraCom 24 hours a day, 7 days a week.

CyraCom is available through the following devices:

- ▶ Blue phone
- ▶ Cordless phone
- ▶ Video remote interpretation

Using any phone:

- ▶ Dial 800.481.3293 to access the interpretation service.
- ▶ When prompted, provide the hospital's nine-digit account number.
 - ▶ Downtown account number is 501014799, then enter the PIN for your unit.
 - ▶ North account number is 50102136, then enter the PIN for your unit.

To request language assistance services for a scheduled appointment:

- ▶ Visit the Bridge, click on "Patient Relations" under Departments and go to Interpreter Request Form. Complete the request and email it to interpreter.request@jax.ufl.edu.
- ▶ Call Patient Relations 8 a.m.–5 p.m. Monday–Friday at 244.4427. For after-hours, weekends and holidays, call 244.5070 or 244.6104.



UF Health Wildlight Opening December 2019

UF Health Wildlight is a planned 40,000-square-foot medical office building for urgent care, primary care, pediatrics, obstetrics and gynecology, mental health services, dentistry, imaging and lab services.

Our health care providers will offer the resources and breadth of knowledge to ensure healthy living is integrated into the fabric of the Wildlight community through healthy habits, education, fitness and recreation programs.



Visit Wildlight.UFHealthJax.org to learn more.

INTRODUCING cheers 4 peers

A whole new way to fuel accomplishment

A report card posted to the family refrigerator. A piece of artwork proudly displayed. Remember how it made you feel? Recognition not only highlights great work, it lights a fire under accomplishment, drives passion, encourages innovation and makes people want to accomplish more.

Starting Dec. 9, visit Cheers 4 Peers by going to the HR page on the Bridge and let a colleague know you value their teamwork, extra effort, great service, inspiring attitude or good ideas.

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1. Go to My Account > Mobile Devices in the top navigation
2. Click on Generate Pairing Code to receive your six-digit code

On your phone or tablet:

1. Open the Great Work app
2. Click "I have a pairing code" and enter your code

Appreciate today with Cheers 4 Peers. For quick access and more information, visit the HR page on the Bridge.

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OPENLINES

NEWSLETTER DEADLINES

March – Dec. 31

April – Jan. 15

Submit your copy and photos via
email to openlines@jax.ufl.edu.

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UFHealthJax.org

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We welcome photos that are taken or submitted by employees. Photos should be at least 3 megabytes (3MB) in image size to be published. Please try to take or submit photos that are clear (camera is held very still); not backlit (flash is used and/or light source is not behind the subject); and framed correctly (feet are not cut off and/or subject is not shown too far away). Employees are encouraged to arrange photography with the Media Center before an event to ensure quality. **Direct questions to openlines@jax.ufl.edu or call 244.9750.**

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