Our practice continues to experience positive growth in a highly competitive and ever-changing health care field. The strategic expansion of our provider network beyond campus boundaries is making it possible to more effectively meet health care needs of diverse patient populations and broaden our patient base in new areas. In addition to clinical growth, OU Physicians continues to gain recognition, locally and nationally, for achievements in both clinical and non-clinical categories.

We have also experienced success in strengthening the OU Medicine culture throughout the enterprise. We uphold the highest standards of patient care and practice the disciplines that promote personal health and well-being.

The goals we identify in any given year set a high bar for accomplishment. Yet determination and commitment made the difference, as we met or exceeded many key goals, including patient satisfaction and employee engagement.

OU Physicians is making significant contributions to health care that benefit people in our local communities, throughout the state and in national arenas. Annual Report 2014 is a snapshot that cannot in these few pages capture the full depth and dimension of organizational influence and impact. However, the report serves to keep us mindful of foundations laid and groundwork accomplished. We are mobilized to meet the future and its challenges, and to more fully realize our mission and our success.
OU Physicians

OU Physicians, the state’s largest physician group, plays a unique role in the Oklahoma health care arena. With more than 800 providers, the practice encompasses almost every adult and child specialty, and many of our providers have expertise in the management of complex conditions unavailable anywhere else in the state, region or sometimes even the nation.

As part of the state’s largest academic medical campus, OU Physicians does much more than provide care and treatment to patients. In their roles as faculty members at the University of Oklahoma College of Medicine, our providers conduct lifesaving research and prepare future generations of health care professionals. They also give back to their community through volunteer clinics and other charitable missions.

The footprint of OU Physicians is truly statewide. Our providers see patients in their offices at the University of Oklahoma Health Sciences Center near downtown Oklahoma City and in satellite locations across the metro area and the state. With telemedicine, many OU physicians provide care to patients in rural communities where doctors and health services are limited.

OU Physicians also puts its expertise to work at OU Medicine centers of excellence, including Stephenson Cancer Center, Harold Hamm Diabetes Center and Dean McGee Eye Institute. Its physicians see patients at OU Medical Center in Oklahoma City, home of the state’s only Level One trauma center, and at the state’s most comprehensive pediatric hospital, The Children’s Hospital.

At OU Physicians, our mission is leading health care.
OU Physicians 2014 Year in Review

Total Credentialed Providers as of June 30, 2014

- M.D./D.O.: 619
- ALLIED PRACTICE PROFESSIONALS: 265

Credentialed Providers by Age

- 21-30: 335
- 31-40: 163
- 41-50: 308
- 51-60: 118
- 61+: 77

Credentialed Providers by Gender

- Male: 433
- Female: 451

New Credentialed Providers for Fiscal Year 2014

- M.D./D.O.: 99
- ALLIED PRACTICE PROFESSIONALS: 61

Specialists

- Pediatrics
- Medicine
- Anesthesiology
- Obstetrics and Gynecology
- Radiology
- Surgery
- Neurology
- Family Medicine
- Orthopedics
- Pathology
- Otolaryngology
- Neurosurgery
- Psychology
- Urology
- Dermatology
- Geriatrics
- Radiation Oncology
- Special Clinical Services
- Breast Institute

Total Credentialed Providers: 884

New Credentialed Providers: 160

Number of Credentialed Providers

- Pediatrics: 229
- Medicine: 160
- Anesthesiology: 107
- Obstetrics and Gynecology: 57
- Radiology: 46
- Surgery: 45
- Neurology: 37
- Family Medicine: 29
- Orthopedics: 27
- Pathology: 26
- Otolaryngology: 24
- Neurosurgery: 21
- Psychology: 20
- Urology: 18
- Dermatology: 13
- Geriatrics: 10
- Radiation Oncology: 8
- Special Clinical Services: 4
- Breast Institute: 3

Total Providers by Age:

- 21-30: 335
- 31-40: 163
- 41-50: 308
- 51-60: 118
- 61+: 77
Other adult and child specialty clinics and primary care clinics accounted for almost 300,000 additional patient visits in fiscal year 2014.
Evidence of Quality
The OU Physicians Commitment

A key measure in the success of any organization is quality, and health care is certainly no exception. OU Physicians works continuously to ensure quality at all levels, using training and education to ensure providers and staff are skilled in the use of advanced treatments and technology. The practice continues to implement new quality initiatives designed to enhance preventive care and address health issues before they trigger chronic conditions and become more serious.

OU Physicians’ commitment to quality was underscored this year by two national, independent organizations that set standards for care and conduct reviews of health care providers. The practice earned re-accreditation from the Accreditation Association for Ambulatory Health Care after a site team visited the campus and conducted an extensive review. The three-year accreditation designation puts OU Physicians in elite company. During its 35-year history, the AAAHC has awarded accreditation to only a handful of academic practices. OU Physicians was one of the first, achieving its initial certification in 2008.

Another highly-respected health organization, the National Committee for Quality Assurance, also honored OU Physicians. Eight primary care clinics earned recognition under the organization’s Patient-Centered Medical Home program, which emphasizes easy access to care, working partnerships between physicians and patients, and the use of health information technology to coordinate care and communication, among other things. Research indicates that medical homes can lead to higher quality, lower costs and better overall patient experiences. OU Physicians continues to expand its work with the medical home model in an effort to improve health care across the board.

OU Physicians Receives National Award for Patient Care

OU Physicians was honored with another national award at the 12th annual What’s Right in Health Care conference in Chicago. The Studer Group, a national health outcomes performance company, recognized the practice for patient care achievement, improvement and overall outstanding performance during quarterly time periods from 2012 to 2014.

The Studer Group is a national Malcolm Baldrige Award-winning company that works with health care organizations to improve outcomes-based performance. Over the past five years, Studer has awarded OU Physicians several commendations recognizing the quality care and customer service delivered to patients.
Fitting Expertise
Children Aren’t Small Adults

When families face difficult health decisions, they often turn to OU Children’s Physicians for help. With almost 200 specialists dedicated to pediatric care, the practice serves as a comprehensive resource for parents and community physicians across the state.

Many of our doctors are board-certified in their pediatric specialties and have the depth of experience and sensitivity to address children’s emotional needs as well as their physical challenges. Our providers treat children in the OU Children’s Physicians clinic and other satellite locations in Oklahoma City. When the next level of care is needed, they see patients at The Children’s Hospital at OU Medical Center, the state’s most comprehensive pediatric hospital.

Dr. Charles Sperrazza, a pediatric cardiologist, visits with a young patient.

The spacious Children’s Village is a rooftop play space where children can enjoy a sheltered outdoor environment that stimulates imagination and activity.
Patient-Focused
Collaborative Medicine

As clinicians, researchers and educators, our physicians play many roles in health care, but patients are at the center of everything we do. We seek to heal and give comfort, but also to provide a positive experience from the moment someone walks through our doors.

To make sure our patients receive the customer service they deserve, we provide continuous training to physicians and staff through our Excel performance program. As a result, OU Physicians clinics routinely log patient satisfaction scores that rank among the best in the nation.

As part of an academic medical system, OU Physicians has providers who perform procedures not found anywhere else in the state or region. We practice team-based medicine, bringing multiple specialists to the table to diagnose and treat complex conditions.

Quality care and customer service combine for a better experience for patients and families.
When Madison Lenhart was a junior at Mount St. Mary Catholic High School, she was excited that she had earned a position on the varsity soccer team. She had high hopes for the first game of the season. But during the game, she made a move to kick the ball and heard a pop – every athlete’s worst nightmare.

Lenhart’s parents immediately took her to The Children’s Hospital emergency room, where she was diagnosed with a torn ACL. She was seen by a team of children’s orthopedic specialists, who decided the best course of action would be to perform ACL reconstruction surgery.

“I was really nervous that my recovery would take forever – that I’d maybe never be able to play soccer again. But the children’s specialists helped me recover quickly, and I was able to come back to my team my senior year,” Lenhart said.

James Kunkle

James Kunkle, a retired ophthalmologist, and his wife are retired, and in general enjoy a quiet life in Midwest City; playing music and volunteering at church. But one day, Kunkle collapsed while in the kitchen, experiencing what he and his family would later learn was a stroke. Kunkle’s wife immediately called an ambulance.

“The ambulance driver asked where I wanted to go, and I said OU Medical Center,” Kunkle said.

Kunkle was treated with a cutting-edge stroke treatment, which resulted in a complete resolution of his symptoms.

Denise Armstrong

Midwest City native Denise Armstrong suffers from a genetic kidney condition. Maintaining a relationship with her primary care physician is more important for Armstrong than it is for most people, and she’s been with her primary physician, Dr. Kathryn Reilly, for more than 20 years.

“She listens and gives me the feedback. She’s very reassuring. I’ve been there at times when I’ve been incredibly flustered, close to tears, and she just puts me at ease.”

Armstrong saw firsthand how important the relationship could be when Dr. Reilly discovered some issues that led to a kidney transplant recommendation. And with the help of Dr. Reilly and the OU Medicine team, she got the transplant she needed.

“I trust Dr. Reilly to help keep me going a long time,” Armstrong said.
An Ever-Evolving Landscape
Facilities Enhance Care

Oklahoma City, particularly its downtown, has drawn national headlines in recent years for its remarkable growth and economic recovery. Positioned on the edge of the downtown business and entertainment districts, OU Medicine has been part of that renaissance, expanding and improving its vast health campus with more than $1 billion in renovations and new construction in the past decade.

Private partners also have pitched in, building support facilities like the new Toby Keith OK Kids Korral for families of pediatric cancer patients. The latest addition to the growing health center is an academic building, which will serve as the new front door to the OU College of Medicine. With more projects on the drawing board, the health campus will continue to grow and evolve to better serve patients.

Construction of the OU College of Medicine Academic Office Building. Completion is scheduled for 2016.
A vast complex dedicated to a better quality of life.

Matthew Placzek’s “Spirit,” composed of bronze statues and brightly colored kites, in front of The Children’s Hospital.

Adjacent to the Children’s Atrium and The Children’s Hospital, the OU Children’s Physicians Building houses clinics that provide a full range of pediatric-specific care.

Stephenson Cancer Center

A 40-ton accelerator is lowered into a vault at Stephenson Cancer Center during installation of the Mevion S250 Proton Therapy System.
In keeping with its trends of the past 10 years, OU Physicians posted another year of solid growth in fiscal year 2014. Clinic visits and revenues increased, and a number of new physicians were added to address needs in key specialty areas. Meanwhile, facilities were renovated to better serve patients, and practice locations were added to improve service to the community.

- To enhance the care available to expectant mothers statewide, OU Physicians reopened the OU Prenatal Diagnostic Center in conjunction with its move to the first floor of the Children’s Atrium. Strategically located in the same building as the state’s most comprehensive pediatric hospital, the new center gives expectant mothers with high-risk pregnancies quick access to a wide variety of specialized services if the need arises. These include pediatric surgeons, cardiologists, urologists, neonatologists and a Level IV NICU.

- The addition of OU Children’s Physicians Southwest Pediatrics, an established primary care practice, expanded the OU Physicians presence in this quadrant of the metro area.

- A fourth community health clinic gives patients in south Oklahoma City greater access to a broad range of primary care services.

- A new genetics lab is being used to conduct genetic testing and research to advance the diagnosis and treatment of diseases in children. The new site in the O’Donoghue Research Building is more than twice the size of the former space, allowing researchers to expand their work accordingly.

- Successful physician recruitment resulted in the addition of nearly 100 new physicians, improving patient access in a number of key specialty areas.

- Edmond-based Breast Imaging of Oklahoma recently joined OU Medical System, and its five board-certified radiologists became a part of the OU Physicians family.

- An advanced catheterization lab is a key component in the fully comprehensive services now available to OU Medicine Cardiovascular Institute patients. Combining new facilities, upgraded technology and enhanced clinical integration, the institute delivers high-quality care and a positive, seamless experience for patients and families. Its creation is the result of years of collaborative effort among leaders representing OU Physicians, OU Medical Center, the OU College of Medicine and the University Hospitals Authority and Trust.
A significantly larger space will allow the new genetics lab to advance and expand the research projects conducted here.
OU Physicians plays a vital role at Oklahoma’s largest medical research campus, the OU Health Sciences Center. In addition to providing world-class care, our providers conduct groundbreaking research, searching for clues to advance the practice of medicine. Hundreds of research projects are underway at any given time, including Phase I clinical trials that put patients directly in touch with new potential treatments and cures.

The findings of a study conducted at OU Medicine recently were featured in local, national and international media outlets. Broad exposure cited new research that offers relevant insights into the low vaccination rate among teens. Dr. Paul Darden, chief of general pediatrics, along with the Department of Pediatrics and a team of six additional researchers, analyzed survey data submitted by parents to identify primary reasons adolescents aren’t being vaccinated at levels that meet national goals.

Colleagues say the study underscores the need for continued education of families and health care providers about the benefits, safety and effectiveness of vaccines.

The National Cancer Institute recently designated the Stephenson Cancer Center as a Lead Academic Site in its new National Clinical Trials Network. Stephenson is one of only 30 sites nationally selected as a primary location for clinical research.

Awarded through a federal research grant, Lead Academic Site designation will bring in excess of $6 million in funding to Oklahoma over the next five years.

Dr. Robert Mannel, cancer center director, said, “It means that Stephenson Cancer Center will be at the table in the National Cancer Institute’s effort to develop precision medicines based on genetic mutations unique to each person and that target tumors at a molecular level.”

The National Institutes of Health made its largest grant to date for the reproductive health team at OU Medicine. The $1.5 million grant funds a five-year program that will bring important clinical trials to Oklahoma and the region. Karl Hansen, M.D., Ph.D., chairman of the Department of Obstetrics and Gynecology, is principal investigator.

OU Medicine was one of only six sites in the nation, and the only site in the central United States, selected to participate in the Reproductive Medicine Network, a research cooperative created to carry out multi-center clinical trials that otherwise would be too large for a single institution.

Dr. Courtney Houchen, a gastroenterologist specializing in gastrointestinal cancers, and his team of researchers have discovered an important key to understanding the origins and metastasis of pancreatic cancer.

The latest research shows that a specific protein likely is an important regulator of stem cell biology. The protein plays a role in the spread of cancer to other regions of the body.

The discovery is considered groundbreaking in identifying a potential target molecule. These findings may lead to the development of chemical agents that can impede the protein’s activity.
Elangovan Thavathiru, Ph.D., is working to develop new drugs for cancer prevention and treatment with fewer side effects.

Research that begins here may prove invaluable at the clinical level.

Precision, perseverance and unwavering commitment drive OU Medicine research initiatives.
Education, Innovation
Technology Captures National Attention

CBS Showcases OU’s Clinical Skills Education and Testing Center

OU Medicine has long known the value of the training delivered through high-tech robotic mannequins and high-pressure simulations in the Clinical Skills Education and Testing Center. Now, the rest of the world knows, too, thanks to a recent segment on “CBS Sunday Morning.”

David Pogue, reporter for The New York Times, was the guest correspondent for the segment, which highlighted a variety of simulations – a spinal tap on an infant, the delivery of a baby, even a power outage in the operating room.

M. Dewayne Andrews, M.D., senior vice president and provost of the OU Health Sciences Center and executive dean of the OU College of Medicine, said patient safety and quality care are at the heart of better education. “Imagine the difference if you’ve practiced [a skill] on a model or mannequin a dozen times before you encounter a real situation. Your skill level is higher. Your anxiety is lower,” he said.

Using cutting-edge technology to simulate real-life emergencies, OU Medicine leads the way in training the doctors of tomorrow. The CSETC features 22,000 square feet filled with latest-generation equipment where faculty and students work together in a safe, controlled and realistic medical environment that includes both human and computer-simulated experiences. It significantly increases the amount of practice students receive before moving on to work with real patients in a clinical setting, with the goal of enhancing education and ultimately improving patient safety.

The CSETC’s educational programs span the four-year medical school curriculum and the post-graduate training years.
Trans-Radial Heart Catheterization

Trans-radial heart catheterization is an innovation in heart repair being performed by OU Physicians cardiovascular medicine specialists in collaboration with our hospital partner, OU Medical Center.

Cardiac catheterization is a procedure used to detect and identify cholesterol deposits that block blood flow through the arteries to the heart. Until recently, cardiac catheterization procedures routinely used the femoral artery as the entry point for heart catheters or stents. The trans-radial approach utilizes the radial artery in the wrist.

“The radial artery approach can be used in most patients, and many seem to prefer it. It’s more comfortable for them, allows more mobility after the procedure, and there’s clearly a reduction in bleeding risk,” said Dr. Beau Hawkins, OU Physicians interventional cardiologist.

The radial artery approach is especially advantageous in patients who are very obese, as femoral access can be technically challenging. It is also particularly valuable in patients for whom bleeding risk is highest, a complication sometimes encountered in the femoral artery approach. In addition to reduced bleeding risk, patient benefits include shorter recovery times, less discomfort and greater mobility following the procedure.

3-D Mammography

The latest 3-D technology is improving breast imaging for better patient outcomes. Breast tomosynthesis is an advanced mammography system that utilizes multiple images and a high-powered computer software system to build a 3-D view of the breast.

Breast tomosynthesis is similar to a traditional digital mammogram, but utilizes a sweeping arm that uses a low volume of X-ray energy to create multiple breast images in seconds. Exposure is about the same as a patient would experience during a traditional mammogram.

“In a typical mammogram, the breast is compressed and all of the tissue is superimposed on the image,” said Dr. Elizabeth Jett, director of the OU Breast Institute. “Tomosynthesis gives us the ability to scroll through the mammogram one millimeter slice at a time.”

As a result, tumors that might be obscured in a normal mammogram are more visible. Jett said in studies where traditional mammography found four breast cancers in every 1,000 women examined, breast tomosynthesis found seven. Tomosynthesis also reduces false positives.

SoundBite™ Hearing System

The OU Medicine otolaryngology team now offers a new option to patients with single-sided hearing loss. It’s called the SoundBite Hearing System.

The world’s first removable, nonsurgical hearing solution uses the well-established principle of bone conduction, along with advanced wireless and sound-processing technology, to transmit sound via the teeth to the inner ear.

“It’s not a hearing aid. A hearing aid simply amplifies sound. SoundBite is a prosthetic hearing system. It replaces the function of the damaged hearing nerve,” said Dr. Betty Tsai, board-certified otolaryngologist with OU Physicians.

SoundBite transfers the vibrations to the cochlea of the inner ear. The result is restored hearing to the impaired ear. The advanced technology is particularly useful in cases where hearing has been lost as a result of a surgical procedure or trauma.
Mobilized to Make a Difference

Real People, Real Help
More Than 3,000 Volunteer Hours

Our commitment to community runs deep at OU Physicians. We are more than just another health care provider; we are an active member of our community and a positive force for change. Nothing exemplifies this spirit more than Live to Give – the OU Medicine employee volunteer program.

Each month, Live to Give participants donate their time to charitable causes ranging from the Regional Food Bank of Oklahoma to Infant Crisis Services to Habitat for Humanity. Volunteer events have become increasingly popular, allowing our organization to make an even bigger impact in the community. In the past year, Live to Give volunteers donated more than 3,000 hours of service to the community, a 1,000-hour increase over the previous year.

OU Physicians also makes a difference outside of Live to Give. Our providers routinely donate their time to free community clinics and serve on overseas mission trips that bring health care to disadvantaged populations around the globe. Closer to home, the OU Physicians community health program operates four clinics in the Oklahoma City metro area and provides free health screenings to residents of several local communities.

Combating litter of every kind, Live to Give volunteers teamed up in a coordinated effort with OKC Beautiful for Park Clean-Up Day. For the enjoyment of others, they left the environment better than they found it.
“For me, helping others just feels right. It's what I do. Volunteering gives my life perspective – to realize just how fortunate I am to have what I have.”

– VERONICA DEVINE, ORTHOTICS AND PROSTHETICS
At OU Physicians, good health and fitness are stressed for patients and employees alike. To promote healthier lifestyles on campus, the practice has OU Fit, an employee health program that includes fitness classes, health education seminars, health screenings, a wellness portal and other supportive resources.

For the second year in a row, the American Heart Association recognized OU Physicians for its employee fitness efforts, designating it as a gold-level Fit-Friendly Worksite. Gold-level award recipients earn the commendation by creating a culture of health and wellness in the workplace and providing support to employees who take part in fitness activities and education.
Behind the Scenes

Administrative Services
Achievement-Oriented Performance

As excellence and quality shape every aspect of patient care, so, too, are they the benchmarks of administrative efforts. The broad scope of world-renowned medical expertise available at OU Physicians demands no less than achievement-oriented performance at the administrative level.

Clinical Operations
Community Health
Contracting
Credentialing
Electronic Medical Records
Executive Office
Financial Services
Human Resources
Information Systems
Marketing and Communications
Patient Accounts
Patient Safety and Risk Management
Quality
Reporting and Analytics
Training and Development
SUCCESS: 2014 Revenue Summary

CREDENTIALED PROVIDERS

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<tr>
<td>2014</td>
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PAYMENTS AND PERCENT GROWTH PER YEAR

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CHARGE GROWTH / BY PAYER

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<th>Self/Other</th>
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<tr>
<td>2014</td>
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OU PHYSICIANS ARRIVED VISITS, ADULTS AND CHILDREN

<table>
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<tr>
<td>2014</td>
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The first bar in each group of two above represents charges, while the second represents payments.