

Recipient of the American Hospital
Association's Living the Vision Award

annual report

2004-2005

Strategic Statement

The Health Improvement Collaborative of Greater Cincinnati, a non-profit subsidiary of the Greater Cincinnati Health Council, is a coalition of community leaders from the hospital, physician, employer, insurer, government, public health, education and consumer sectors. Since its inception in 1992, these diverse stakeholders have joined forces to improve the health of two

million residents in 14 counties throughout Southwestern Ohio, Northern Kentucky and Southeast Indiana.

Our mission is to stimulate continuous, significant, measurable improvement in the health of the people of Greater Cincinnati through collaborative leadership.

Recruiting & Retaining Physicians in Greater Cincinnati

The Collaborative launched Cincinnati MD Resource Center in 2005 after research revealed the area had fewer physicians per capita than comparable Midwestern cities. The establishment of the Center follows the successful August 2004 unveiling of *cincinnatiMDjobs.com*, a complimentary online service which offers area physician employers the opportunity to post physician job listings and practice profiles on a Web site that will be marketed to medical

residents and practicing physicians regionally and nationally.

Cincinnati MD Resource Center, and its Web site *cincinnatiMDjobs.com*, is the first community-based initiative of its kind for a major metropolitan area. It is particularly unique because the services are offered to any physician employer in the area free of charge. The initiative is funded by corpo-

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Encouraging Good Health and Nutrition Through Ohio On the Move

The past year has been eventful for one of the Collaborative's newest projects, Ohio On the Move. The innovative, grassroots initiative provides simple tools to increase physical activity by taking an extra 2,000 steps a day and decrease calorie consumption by 100. The national organization, America On the Move, chose the Collaborative to manage its affiliate in Ohio in 2004.



OOM Kick-Off Event

Ohio On the Move kicked-off its efforts to improve nutrition and increase physical activity in Cincinnati and across the state on August 24, 2004. The event brought together representatives from many local organizations including Procter & Gamble, the Jewish Hospital and the Hamilton County Health District. The kick-off included a walk across the Purple People Bridge and an information session at the OKI Regional Council of Governments.

AOM Day

The community celebrated America On the Move Day on November 5 at Fountain Square with an event that included a fitness fair, inauguration of several downtown 2,000-step walking paths and a 2,000-step walk led by Cincinnati Councilman David Pepper. The Downtown 2,000 Network of walking trails connects businesses, restaurants, shopping and attractions throughout downtown Cincinnati. The goal is to encourage downtown employees, residents

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Ohio On the Move continued

and visitors to walk the trails for activity and to enjoy all the city has to offer.

Walk the World Scavenger Hunt

Ohio On the Move and Jungle Jim's International Market presented a Walk the World Scavenger Hunt on February 26, 2005. About 100 people scouted out healthy foods from around the globe as they followed a 2,000-step trail that went through the six-acre Jungle Jim's store. The event included samples and demonstrations, as well as take-away information and tips on how to buy fresh or prepared ingredients, while maximizing nutrition.

Reds Rally

Through the generosity of Ethicon-Endo Surgery, Ohio On the Move was a presenting sponsor of Local 12's 3rd Annual Reds Rally on the Square on April 4, Reds opening day. It was a great opportunity to get Ohio On the Move in front of thousands of Greater Cincinnatians.

Other successes for Ohio On the Move:

- The University of Cincinnati's Academic Health Center is utilizing Ohio On the Move's tools to help encourage its faculty and staff to get healthier and make smart food choices.
- With the support of affiliate sponsor Ethicon-Endo Surgery and the production services of the Cincinnati Health Department, Ohio On the Move is distributing radio public service announcements to increase awareness of the importance of healthy lifestyles.

In the coming year, Ohio On the Move is planning to establish satellite branches in other regions of Ohio, embark on a direct marketing campaign to businesses and launch public awareness advertising to reach people in Greater Cincinnati and beyond.

For more information, contact Holly Wheeler at (513) 531-0267 or email her at hwheeler@gchc.org.

Physicians continued



rate, insurer and hospital contributions and foundation grants. It is charged with recruiting approximately 100 physicians over a five-year period, and in its first seven months *cincinnatiMDjobs.com* has already yielded promising results. The site has had more than 6,000 unique visitors and 90,000 hits. Sixty local physician employers have listed about 80 jobs, which have resulted in more than 600 automated candidate matches.

Cincinnati MD Resource Center is providing staff to support the recruitment process by marketing opportunities and the region's advantages to job-seeking physicians, especially minority candidates, to reflect the area's growing population. Through a partnership with Star One Realtors, Cincinnati MD Resource Center will offer

relocation services to support both practices and relocating physicians. It also plans to host receptions for new physicians and their spouses to help them settle into the community.

Retention is another key focus for Cincinnati MD Resource Center. Currently, 48 percent of the candidates registered on *cincinnatiMDjobs.com* are practicing or training in the 14-county area. The Center has hosted the first of what is expected to be many Physicians' Forums to identify issues affecting recruitment and retention. The forums are targeted at finding ways to make existing physician practices more successful, thus increasing attractiveness of the area and retaining those currently in practice here.