The Division of Otolaryngology-Head and Neck Surgery in the Department of Surgery is part of the University Surgical Associates, PSC practice that will be located in the Faculty Practice Building. Our Division of Otolaryngology-Head and Neck Surgery offers a full range of adult and pediatric Otolaryngology services. Our specialty services include evaluation and management of benign and malignant tumors of the head and neck including the thyroid and parathyroid, diseases of the salivary glands, sinus and nasal disorders, diseases of the hearing and balance organs, trauma of the facial skeleton, airway disorders of children and adults and diseases of the ear, nose and throat specific to infants and children.

Areas of specialty expertise include cranial base surgery such as minimally invasive endoscopic surgery of the pituitary gland, cochlear implant surgery for pediatric and adult deafness, implantable hearing aids, harmonic scalpel tonsil surgery, and surgical approaches for sleep apnea. Our faculty have subspecialty training in head and neck surgery, neurotology, pediatric otolaryngology and facial plastic and reconstructive surgery. For a referral or consultation, please call 583-ENTS (583-3687) or visit University Surgical Associates website at http://www.louisvillesurgery.com/usa/default.html.

**CUSTOMER EXPERIENCE UPDATE:**

**MARKETING AND INTEGRATIVE VALUE**

- **Integrative Value:**
  - CIS: All GE Centricity Users will have full PM integration; Go live dates will vary to meet practice needs; UPA IS overseeing IT needs of private practice groups; and thorough review of all computer software programs is being conducted to identify interface needs.
  - GROUP PURCHASING: Presentation from Premier and ULH in December 2007. 12 practices have become Premier Affiliates.
  - SHARED OPERATIONAL VENDORS: Moving Companies (Work A Haulix, OIS & Commercial Works), Red Bag Waste Removal (Darob), Internal Signage (Fast Signs), Cable (Insight) and Laundry (TBD)
  - OTHER SHARED SERVICES:
    - Sterilization: Dentistry, Louisville Women’s Health Care & ULH Outpatient Surgery Center
    - HR Management: UofL, ULH and UPA are beginning discussions around developing an EPO
    - IT services, After Hours Answering and Transcription service: will be addressed in Phase II—after the practices are settled in the building.

**Marketing & Promotion:**

Focus on “University of Louisville Physicians” as the heart of UofL Health Care.

**TO DATE ACTIVITIES:** Commercial shoot, radio production and print production with media placement between 3/15-4/27 designed to reach 65.4% of adults 2.8 times.

**PRESENT ACTIVITIES:** Determining building name for promotional materials and exterior building signage, Louisville Magazine insert, consumer driven web portal, UofL Physician corporate package, Grand Opening planning (Sept 10) & FPB brochure development.

**LINKS:**

- FLOOR PLANS
- TENANTS
- TEAM DIAGRAM
- TEAM CONTACT INFO