

**Speeches/Launch of UF Health
Monday, May 20, 2013 (noon)
Atrium, UF Health Shands Hospital**

**Tim Goldfarb, M.S.
CEO, UF Health Shands Hospital**

Good morning,

Dr. Guzick has described our journey together ... from two affiliated organizations to one with a shared identity. David led this transformation and has believed in it from his first day in Gainesville.

As I scan the Atrium, I see colleagues and friends...and I'm sure there are a few patients and family members here as well. I would like to take you on a brief tour of our State ... and if I can, create an image of how others see you and me. To see us through the eyes of those we serve. I have the honor to be part of a team that represents you, both Shands and the College of Medicine clinical faculty in public and private settings. As a team from UF Health, we visit hospitals and physicians in nearly every community from Pensacola to Naples, from St. Augustine to Miami. In the last year, we have spent time in each of those communities as well as Tallahassee, Winter Haven, St. Petersburg, Melbourne, Daytona, Ocala, Orlando and Live Oak, to name a few.

What do we hear? Why do these physicians call us and ask us to visit with them? Yes, they have been impressed with how we have cared for patients in the past. Yes, they respect your clinical judgment and your compassion, and they recognize that you represent The State's Educational Flagship. They also willingly share stories of lives saved and futures' altered. They tell of little things that make a difference ... a kind word by a patient transporter at a critical time, the touch and reassuring words from a nurse, a resident or attending physician. They tell of the miracles of modern medicine and the impact of human service.

But what I hear more and more is a buzz ... many times an observation at the end of a conversation about a patient referral ... it goes something like, "you guys have really changed" or "you have gotten it together." In their separate ways, each seem to recognize we have reached a "tipping point." Things have come together and they, our referring physicians and hospitals, feel it. There is a recognition that there is one academic health center in our state and all roads lead to Gainesville. That is what UF Health is all about.

How does it feel here? In the hallways and surgical suites? Yes, we work hard and there are challenges every day. But more than ever before, you ... we ... feel part of a team. A team focused on safe, high-quality patient care. A team increasingly committed to working on improving the patient experience. A team that respects one another and recognizes the obligations of mentorship to our students, residents. A team made up of Dr. Guzick, Dr. Good, Dr. Behrns, Dr. Flynn, Dr. Hromas, Mr. Jimenez, Mr. Robinson, Director of Nursing Alexaitis. But now when we

work together it is David, Mike, Kevin, Tim, Rob, Ed, Bill and Irene. The formality of title ... of organization ... has given way to the excitement and satisfaction gained by working together to benefit our patients and students. That is what UF Health is all about.

So in that spirit, I welcome my colleague and my friend, College of Medicine Dean Mike Good.

Michael L. Good, M.D.
Dean, College of Medicine

Good afternoon! I couldn't be more thrilled to join David, Tim and all of you today as we celebrate our new name, "UF Health." In fact, I'm so thrilled, I feel like dancing. But, I don't think anyone wants to see that happen!

So instead, I share a short story about dancing, practicing medicine and what for me is the full meaning of UF Health.

As many of you may know, diseases that limit people's movement such as Parkinson's disease are some of the most challenging. We have great care teams here that use medications, physical therapies, and implantable devices for treatment. But we also know that people benefit physically and emotionally from exercising. The problem is that when you have Parkinson's disease, the thought of exercising can be even more overwhelming than it is for most healthy people. Too often, you just avoid the struggle.

That's why UF decided to try a different approach: Dancing.

Most doctors in the College of Medicine are hardly experts in dancing ... and that's being kind! But this university is home to some of the best experts in the world. They're part of the UF School of Theater and Dance in the College of Fine Arts. We also have music experts. Across the 16 colleges at the University of Florida, we have hundreds of faculty experts in dozens and dozens of fields. And we even have people who bridge all these worlds, such as the Center for the Arts in Medicine and Shands Arts in Medicine program.

About four years ago, the amazing professionals in these units and the Center for Movement Disorders and Neurorestoration started classes to teach dance to Parkinson's patients. The program is called Dance for Life.

The response from patients has been incredible, as dancing seeming to lessen their tremors and elevate their moods. In fact, results are so encouraging that the national Parkinson's Research Foundation chose UF for one of the largest studies ever conducted on dance and Parkinson's.

That brings me to something David said in his remarks just a little while ago.

He said that there is a simple story at the heart of Shands and the UF HSC. It's a story about how our strengthening partnership has bolstered both of us —and brought us within reach of a profound tipping point.

Like all the best stories, Dance for Life is a metaphor for a much larger and deeper story: The coming together of Shands, the College of Medicine, the Health Science Center and all 16 colleges that make up the University of Florida.

This metaphor represents the incredible creativity behind so many of these UF collaborations, with engineering, agriculture, liberal arts, public health, architecture, business, law, and so many other colleges. It shows how deeply UF's doctors, scientists and artists care about each other. And it reveals how our growing spirit of partnership and collaboration is urging the entire university toward its own tipping point.

Our momentum has been building for a while, but we got a huge boost this spring when state leaders agreed to designate UF as a "preeminent" university and gave us financial support to pursue the national prominence we are indeed ready to achieve.

We owe those historic developments to President Machen's leadership. As you know, President Machen has put us on a path of joining the top 10 public research universities in the nation. And that, I believe, is the grandest dance of them all—and it's one we can't wait to help lead as we move forward now under our new name, UF Health. Thank you and congratulations to all who make UF Health nationally and internationally great!

Irene Alexaitis, M.S.N, R.N., NEA-BC
Vice President, Nursing and Patient Services

Thank you Tim and Dr. Good. Thank you Dr. Guzick for inviting me to be part of today's exciting announcement.

Like Tim mentioned, we've become a single, well-oiled team. As vice president of nursing and patient services, I work with nurses and physicians on a daily basis. And I have seen the importance of the collaboration and teamwork we have here at UF Health.

As a brand, UF Health symbolizes the teamwork we've developed over the past several years. Our collaboration with faculty, residents and physicians reflects compassion for our patients. And that collaboration has helped us accomplish the mutual goals we have for our patients in terms of quality.

The partnership between physicians and nursing is one example of the overall strength of our organization. It aligns our mutual goals and ideals with our joint focus to improve patient outcomes and provide top-quality care.

It's exciting to be in a partnership with UF because of its commitment to exceptional research, education and practice. Our shared interests strengthen our relationship and improve our outcomes.

As a long-term Shands employee, I have seen a lot of changes. But what I like most about the current collaboration between our two organizations is that we've achieved more together than we could have achieved separately. It's a good change. We're headed in the right direction toward improving healthcare for our entire community and everyone UF Health touches.

We've already thought of ourselves as one organization for some time. UF Health as a brand signifies that unity to our community and beyond, which is important to our future success.

Thank you all for your commitment to excellent patient care, and thank you for joining us today. Please welcome Dr. Guzick back for a special presentation.