



David W. Eisele, MD
Professor and Chairman

Grand Rounds
Mondays 5:00pm
Room S-214, Parnassus

Head & Neck Tumor Conference
Wednesdays 7:30-9am
H3805, Mt. Zion

Challenges in Facial Plastic Surgery Conference
2nd Friday of every month
8-9am, 2330 Post St, 5th Floor

Morrison Lectureship
Dr. Robert Ossoff
April 12, 2007, 5-6pm
Herbst Hall, Mt. Zion

6th UCSF Minimally Invasive Aesthetic Surgery Conference
May 17 – 19, 2007
San Francisco Hilton

For more information about upcoming courses and lectures please contact Holly Wong:
(415) 885-7471



Christoph E. Schreiner, MD, PhD
Prof. and Research Vice Chairman

Moving Forward Chairman's Address

We are pleased to present the Winter 2007 edition of *Heads Up!*, the UCSF Otolaryngology – Head and Neck Surgery Newsletter. In this edition, we focus on exciting improvements for our referring physicians, discuss the expansion of our Rhinology division and welcome Steven D. Pletcher, MD to the faculty. We also highlight our new Department Manager, Deborah Samii, and our clinical Administrative Director, Jonathan Hecht and wish a fond farewell to Louisa Burgio and Candler Gibson. In addition, this issue includes an update on current research developments and priorities in our department from Research Vice Chairman, Dr. Christoph Schreiner and a "Resident Spotlight" section featuring Amol Bhatki, MD, Chief Resident, and winner of the 2006 inaugural Kelvin Lee Award.

Progress on the Schindler Temporal Bone and Microvascular Dissection Classroom is continuing at a rapid pace. After finalizing the lab design plans in late spring of last year, the contract went

out to bid over the summer. Construction on the classroom which is in the Mission Center Building has begun, with an anticipated completion date in the spring of 2007. We are eagerly awaiting this exciting addition to our resident and post-graduate educational experience and expect to host our first temporal bone dissection course this summer.

This is a time of remarkable growth for our department as we move forward with the expansion of both our patient services and medical education offerings. We hope to see you at the upcoming Lewis Francis Morrison, MD Endowed Lectureship on April 12, 2007 with featured speaker Robert Ossoff, MD, Professor and Chairman of the Department of Otolaryngology at Vanderbilt University. Announcements will be mailed shortly. We hope you will join us.



David W. Eisele, MD
Professor and Chairman

Research News Fulfilling our Mission

Maintaining a vigorous research program is a fundamental prerequisite for fulfilling one of the department's academic missions, namely "to conduct the highest quality biomedical research education for medical students, physicians, and medical scientists". This mission requires an appropriate mix of clinical, translational and basic science research activity. One important indicator of significance and quality of the department's research enterprise is successful acquisition of extramural funding to support research projects. Over the past year, two new research initiatives with leading

departmental participation received outstanding evaluations and funding from the National Institutes of Health. The current climate for major extramural funding is highly competitive.

In a clinically oriented project, Dr. Susan Langmore was awarded an R01 research grant to study the impact of new methods in the treatment of swallowing problems in head and neck cancer patients. Dr. Langmore is Associate Professor and Director of the Swallowing Rehabilitation Program in the Department. She is a speech-language pathologist with expertise in swallowing, speech, and voice disorders. Treatment of head and neck cancer with chemotherapy and radiation can leave devastating side effects, including inability to

You Oto Know News and Events

Congratulations!

The Haile T. Debas Academy of Medical Educators named Andrew H. Murr, MD the first Roger Boles, MD Endowed Chair in Otolaryngology Education, and granted Andrew N. Goldberg, MD academy membership in 2006

Assistant Professors Ivan H. El-Sayed, MD and Eric J. Kezerian, MD were named Fellows of the American College of Surgeons.

David N. Schindler, MD, was named President of the UCSF Medical Alumni Association for 2006-2007

Resident Travel Awards:

Andrea Yeung, MD
AAOA Basic Allergy Course
Jul. 6-9, 2006

Amol Bhatki, MD
Andrea Yeung, MD
AAO-HNS/F Annual Meeting and Oto Expo
Sep. 17-20, 2006

David Saito, MD
5th Annual Masters Course in Skull Base Surgery
Jan. 18-21, 2007

Theresa Gurney, MD
AAOA Resident Forum
Feb. 2-3, 2007

eat and swallow. Conventional therapies for swallowing disorders (dysphagia) yield only minor benefit, with little impact on the quality of life of cancer survivors. Recently, a new therapeutic approach has been introduced for dysphagia involving Neuromuscular Electrical Stimulation of the neck muscles. In a randomized clinical trial, Dr. Langmore

Continued on back page

Introducing Steven Pletcher, MD

Dr. Steven D. Pletcher, a specialist in sinus surgery and rhinology, was recruited to the UCSF Department of Otolaryngology – Head and Neck Surgery in August 2006 as an Assistant Professor of Clinical Otolaryngology. Dr. Pletcher is no stranger to UCSF since he completed his residency training here in the Department of Otolaryngology - Head and Neck Surgery.

After his residency, Dr. Pletcher pursued his interests in rhinology and sinus surgery with fellowship training at the Massachusetts Eye & Ear Infirmary. During this busy year, Dr. Pletcher had the opportunity to complete more than 200 endoscopic sinus cases. Along with primary and revision surgery for chronic sinusitis, transnasal endoscopic surgery of the orbit and skull base was also featured. During his fellowship, Dr. Pletcher spoke at multiple national meetings and published numerous articles on topics including surgery of the frontal



Steven D. Pletcher, MD

sinus, orbital and optic nerve treatment of epistaxis.

At UCSF, Dr. Pletcher sees patients and operates at the Parnassus campus and also serves as attending physician at the resident clinics and surgeries at San Francisco General Hospital and the San Francisco VA Medical Center. While his Parnassus practice focuses primarily on diseases of the paranasal sinuses, Dr. Pletcher maintains a general otolaryngology and head and neck surgery practice at both SFGH and VA Medical Center.

Along with his clinical activities, Dr. Pletcher is pursuing several clinical research projects at UCSF. As the newest member of

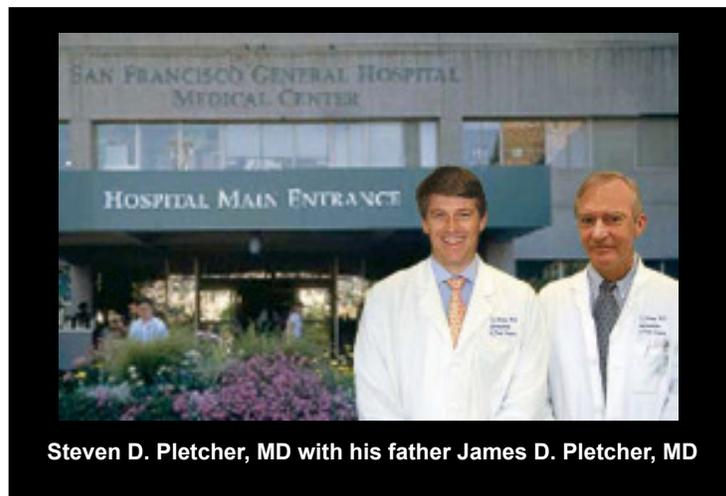
the Adult Cystic Fibrosis Center at UCSF, Dr. Pletcher is actively involved in research to evaluate the treatment of sinus disease in this challenging population. These studies will focus on the impact of treatment of sinus disease on quality of life in adult patients with cystic fibrosis.

Dr. Pletcher also collaborates with the Center for Clinical Research in Otolaryngology (CCRO) here at UCSF on projects involving the treatment of chronic sinusitis. Finally, in returning to UCSF Dr. Pletcher

has the unique opportunity to work side-by-side with his father, attending physician James Pletcher, MD while caring for patients at San Francisco General Hospital.

For more information about Dr. Pletcher, or to contact him, please visit our website at www.ohns.ucsf.edu.

To schedule an outpatient appointment at our Parnassus clinic, please call: (415) 353-2757.



Steven D. Pletcher, MD with his father James D. Pletcher, MD

Creating a Patient-Centric Environment

The Otolaryngology - Head & Neck Surgery multi-disciplinary practices at UCSF Medical Center is committed to providing the highest quality of patient service and care. Our goal, in keeping with our role as a tertiary and quaternary care provider, is to offer new patient consultative, diagnostic, and therapeutic treatment. Working with our referring community physicians, we provide treatment plans that transition patients back to their physicians who can best provide them with long-term care management.

An important OHNS responsibility is to provide an efficient and welcoming environment for our referring physicians. We recognize that access to our staff and facilities can be a challenge at UCSF, creating frustration for community physicians attempting to refer patients to our care. In response, we have initiated a series of improvements to ensure that we are providing the care environment that is expected at

UCSF. In September 2006, we reorganized the administrative division of our Faculty Practice and Cochlear Implant Center in several fundamental areas to better serve referring providers, patients and their families.

We have addressed appointment access by redesigning the various access points into the OHNS practices. For administrative functions, we have redesigned our telephone system to present a more streamlined and patient-friendly route to our office staff. For physicians calling about a clinical matter, we have included a nurse's line to our menu, giving providers easier access to our clinicians who are ready to support their urgent clinical needs.

Once connected to the Faculty and Cochlear Implant practices, our patients and their referring physicians are greeted by our reorganized staff; enthusiastic, capable, and ready to assist referring physicians and patients obtain timely and professional service and care. Our skilled Practice Assistants are assigned to specific physicians and provide highly individualized



Clinical Staff at the Parnassus Faculty Practice

service. Each Practice Assistant is well versed with their physicians' cases and is ready to help patients and their referring providers navigate our system. For new patient registration, consult scheduling, insurance authorizations, ancillary test coordination, and surgery scheduling, each patient will be serviced by a single, well trained, and dedicated staff member.

The efforts from these and other service initiatives are paying off in tangible results for our patients and their referring providers. Our patient satisfaction - as measured through Press Ganey Patient Satisfaction Surveys - is at an all-time high. Our 2007 survey by the Joint Commission on the Accreditation of Healthcare Organizations

offered no recommendations for improvement, either in the care provided to our patients or the clinical and administrative processes observed. These indicators suggest that our patients and their referring providers are enjoying the service and care being received through the UCSF OHNS practices.

To reach our office staff, please use the following telephone numbers:

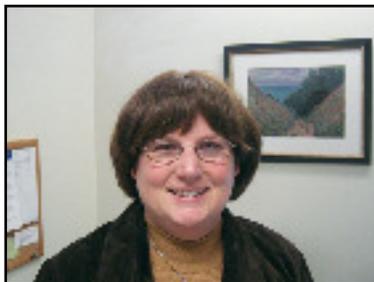
Main Otolaryngology - HNS
Faculty Practice Number:
(415) 353-2757

Patients please use option #1
Providers please use option #2

Referral/Document Fax Number:
(415) 353-2603

Welcome Department Manager Deborah Samii

Department Manager, Deborah Samii, M.A., Ed., has a lengthy career and extensive experience in University administration with the UC System. She completed her undergraduate work at UC Davis and went on to earn her M.A in Education, with a specialization in Counseling Psychology from UC Santa Barbara. Between completing her undergraduate and graduate degrees, Deborah attended the University of Lund, Sweden and graduated with a Candidate of Philosophy degree in Psychology. Deborah began her career at UC Santa Barbara and has served in management positions at UC Davis and UC San Francisco. During her tenure with the University of California, Deborah also was a member of the Business Department faculty at San Francisco City College and taught courses in Accounting part-time. Deborah comes to us from Ambulatory Services Administration, where she performed the duties of Principal Financial Analyst for the UCSF Medical Center. In



"Engaged talent, dynamic planning and artful execution inspire an achieving organization!"

her new role, Deborah directs OHNS administrative and clinical operations, including finance, contracts and grants, academic and staff human resources, business planning and information systems support. During her first few months with OHNS, Deborah recruited and restructured administrative positions and realized an annual salary savings of approximately \$80,000 without sacrificing service levels or the quality of administrative support. "I am fortunate to have come into a department with an exceptionally gifted and dedicated administrative team. They have made my transition easy and I appreciate their support".

Welcome Clinical Administrative Director

Jonathan Hecht

Otolaryngology - Head and Neck Surgery Administrative Director for Clinical Operations, Jonathan E. Hecht, MPA/HSA, joins OHNS with eleven years of experience in academic health care management. Jonathan holds an undergraduate degree in Organizational Behavior and a MPA in Health Services Administration. During his nine years at the UCSF Medical Center, Jonathan held several management positions. As Client Services Manager for Medical Group Business Services he was responsible for patient revenue and initiating improvements to capture professional fees. Subsequently, as the Call Center Manager, Jonathan expanded the client base significantly, while surpassing industry benchmarks for patient satisfaction. In his new role as OHNS Administrative Director, Jonathan manages and integrates the overall clinical, business, and revenue



"Leading through energetic innovation, professionalism, and humor."

operations of five dynamic multi-disciplinary practices. He ensures the delivery of high quality, efficient, and compliant patient care services. Jonathan is responsible for the ongoing operational support in the development and enhancement of existing and new clinical programs, and assists faculty leadership in business development, marketing, and strategic planning. Jonathan has already made an impact on clinical operations as described in the article "Creating a Patient-Centric Environment" in this edition of the OHNS Newsletter. His dedication to continuous improvement has served to streamline processes for faculty, referring providers and patients.

Resident Spotlight

The Kelvin Lee Resident Award annually recognizes the outstanding leadership and teamwork of an OHNS resident, as nominated by department faculty, nursing and administrative staff. Chief Resident Amol Bhatki, MD was the winner of the 2006 inaugural award and is currently a resident representative on the department's Resident Education Committee. While Dr. Bhatki did not personally know Kelvin Lee, Dr. Bhatki knew of Dr. Lee's great teaching ability and generous spirit from fellow OHNS residents, faculty and nurses.

Dr. Bhatki graduated from Boston University Medical School and became attracted to Otolaryngology as a career choice through his mentorship with Jeffrey Spiegel, MD, UCSF residency alumnus, and faculty member at Boston University. Dr. Bhatki liked the diversity of patients seen in this specialty including children, men and women, the elderly, as well as the variety of cases including everything from ear infections to cancer. He also knew that there was a broad frontier

in Otolaryngology and many research opportunities in the field. Dr. Bhatki selected the OHNS program at UCSF because of its distinguished faculty and the complexity of cases. He emphasized that while the faculty were talented surgeons, they also had the special ability of sharing that knowledge and expecting residents to be curious, inquisitive and proactive. Dr. Bhatki has also really appreciated the vision and the challenge to the status quo inherent in the department's focus on expanding divisions and the recruitment of outstanding new faculty. When asked what important lessons he had learned from OHNS faculty thus far, Dr. Bhatki commented that the faculty help residents effectively cope with the gravity of the residency experience: being away from family members, working long hours and helping very sick people, all while maintaining a caring and professional attitude. An important aspect of the residency experience is to learn the delicate balance between being an effective, compassionate physician and keeping one's objectivity.



**2006 Kelvin Lee Resident Award Recipient
Chief Resident, Amol Bhatki, MD**

Dr. Bhatki recalls a patient who had left the greatest impression on him during his rotation as a 4th year Resident at UCSF. He related the story of a 70 year old gentleman, a native of El Salvador, whom he saw at the San Francisco General Hospital OHNS outpatient clinic. The gentleman reported a painful lesion in his cheek which turned out to be cancerous. In preparing the patient for surgery, Dr. Bhatki asked him if he had any questions; the patient replied "My life is in the hands of you and God;

how can I question that?" Dr. Bhatki felt deeply moved by the level of trust that had been placed in him. The patient successfully pulled through the surgery and Dr. Bhatki still has a picture of the patient, his son and grandson. Dr. Bhatki has a great commitment to his patients and we are gratified that he was selected for the Kelvin Lee Award. He plans to pursue fellowship training in Rhinology and we wish him the best in his very bright future as an Otolaryngologist - Head and Neck Surgeon.

Continued from front page

and her colleagues in several centers around the country will compare the new electrical stimulation therapy plus exercise to an exercise with "sham" electrical stimulation. This new treatment represents real hope for improved swallowing in this growing population of cancer survivors and may have a significant impact on the quality of life for many patients.

Two basic science researchers of the Department, Dr. Michael Merzenich and Dr. Christoph Schreiner, are principal investigators of the prestigious Silvio O. Conte Center for Neuroscience Research Grant, which was awarded to seven neuroscience investigators at UCSF by the National Institute of Mental Health. The goal of this center grant is to explore the role of variability (or noise) on the function of brain circuits that participate in hearing and

generating body movements (e.g., - speech production and balance maintenance). These studies should provide key insights into the origins of brain disorders, normal and abnormal control of brain function, and actions of neuro-psychiatric agents that bring abnormal brain function back to normal.

With initiatives like these, UCSF Otolaryngology-Head and Neck Surgery research is well positioned to develop fundamental new understanding into brain disorders and to generate new treatments for our patients.

The Department is grateful to friends, alumni, and philanthropic donors that have supported and continue to support our research programs. We are confident that we will succeed in these and future endeavors.

Farewell to Louisa Burgio

We would like to thank Louisa Burgio, MBA, MA for her outstanding leadership as Department Manager of Otolaryngology-Head and Neck Surgery. Ms. Burgio started with the department in February 2002 and left in July of 2006 to serve as Associate Controller of the UCSF School of Medicine.

During Ms. Burgio's tenure in the Department, she was responsible for many significant improvements including restructuring administrative operations, establishing innovative financial tools and productivity benchmarks, as well as designing and implementing business plans and marketing strategies. We extend our gratitude and best wishes to Ms. Burgio.

Roger Boles, M.D. Endowed Lectureship in Head and Neck Cancer

We graciously thank all of the donors who supported and attended the inaugural lecture presented by Dr. Charles W. Cummings on September 7, 2006.

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Heads Up! Volume 4, Issue 1

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Farewell to Candler Gibson

Much of our progress over the last several years has been made possible by Candler Gibson. Mr. Gibson has served as the Director of Development for Otolaryngology - Head and Neck Surgery for the past three years. His dedication and commitment have helped our department obtain philanthropic support and achieve both clinical and academic growth.

Most notably Mr. Gibson reached out to our alumni, friends and grateful patients to raise money for the Hemming Fellowship, Schindler and Boles Endowed Lectureships, and the much anticipated Robert Schindler, M.D. Temporal Bone Dissection and Microvascular Training Classroom.

During his service, Mr. Gibson consistently sought the necessary

funding to help our staff provide the highest quality of care to our patients and create the most enriching environment for our students and researchers. It is with heartfelt gratitude that we wish him and his wife, Marni, a fond farewell and good luck for their new life in Baltimore, where Mr. Gibson has been appointed the Director of Development for the Johns Hopkins Heart Institute.

If you would like to support the Department of Otolaryngology - Head and Neck Surgery, please contact:

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