



April 5, 2011

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Referring MD
<Address 1>
<City, State, Zip>

RE: NICU Referral Process Improvements

The Cincinnati Children's Perinatal Institute is reviewing our support and communication with physicians and healthcare organizations who refer patients to our Newborn Intensive Care Unit (NICU). We recently retained Gelb Consulting Group, a professional healthcare consulting firm to conduct individual interviews with a selected group of referring physicians. The confidential feedback compiled by Gelb has led to several enhancements in our Referral Process as outlined below.

1. Physician Liaison

We have created a new Physician Liaison role, filled by Sandra Evans, RN, BSN. Sandra is an experienced NICU nurse who will coordinate communication with referring physicians and institutions on the clinical status of the infants referred to our NICU. She can be reached by phone at 513-636-5636 (or 513-636-5NEO) or via email at NICU@cchmc.org.

The process to transfer an infant to our NICU remains the same. The best way to contact us for a transfer is through Physician Priority Link at 513-636-7997 or 1-888-636-7997.

We appreciate your trust in us to provide the very best care for your patient. If you need an urgent update on the status of your patient, you can contact the NICU 24 hours a day, 7 days a week at 513-636-4466 or 1-800-227-5560.

2. Guidelines for Attending Deliveries

In certain circumstances our Transport Team will attend deliveries. Guidelines for delivery attendance are attached. You should feel free to contact Sandra Evans, Physician Liaison, or Dr. Beth Haberman, NICU Medical Director with any questions.

3. Reverse Transfers

We are happy to consider reverse transfers to your facility whenever possible. Cincinnati Children's NICU Care Coordinator and Physician Liaison will work with you to assist in this process and address insurance coverage issues.

4. NICU Information Packages

We are developing NICU information packets that will provide helpful information for the referring physician and families. These packets will be distributed by July 1st. In the interim, a listing of the NICU Attending Physicians and Fellows is attached for your reference.

We are grateful for the confidence you place in us when you refer your patients to our care. We appreciate your input and welcome additional recommendations as we work to improve the Referral Process.

James M. Greenberg, M.D.

Director, Division of Neonatology
Associate Director, Perinatal Institute
Professor of Pediatrics