



# VIEW*S* & VISIONS

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## A New Level of Health Care

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Anthony P. Zelenka is the president and CEO of WVU Medicine University Healthcare, Berkeley Medical Center and Jefferson Medical Center. Zelenka joined University Healthcare in March 2008 with more than 30 years of health care management experience.

Prior to joining University Healthcare, he was president and COO for Berkeley Medical Center. Previously, he served in administrative posts at Sistersville Hospital and Washington Hospital.

Zelenka received his undergraduate degree from Marietta College and his Master of Health Administration from Ohio State University. He holds a certificate in Health Care Financial Management from Ohio State University. He is a Fellow in the American College of Healthcare Executives, and serves as president of the Berkeley County Development Authority. He is also a member of the Berkeley County Chamber of Commerce.



# UNIVERSITY HEALTHCARE

*"In health care if you're not progressing you are falling behind."*

The Eastern Panhandle is home to several of the fastest growing counties in West Virginia. That's why West Virginia University Medicine University Healthcare, the region's premier not-for-profit health care system, has invested millions of dollars to expand facilities and services at both Berkeley Medical Center in Martinsburg and Jefferson Medical Center in Ranson.

The merger of WVU Hospitals in Morgantown with City Hospital (now Berkeley Medical Center) and Jefferson Memorial Hospital (now Jefferson Medical Center) in 2005 made it possible to realize major improvements in our health care delivery system here in the Eastern Panhandle.

For the past 10 years, the leadership at University Healthcare has worked to redefine quality health and wellness services in the Eastern Panhandle.

With \$100 million invested in improvements, strong physician recruitment efforts and the addition and expansion of services, we have made significant improvements to the quality of care offered and, ultimately, the patient experience.

Since I joined University Healthcare in 2008, we have undergone many facility and service expansions including a \$33 million building project at Berkeley Medical Center that included a new cath lab, 20-bed Intensive Care Unit, and 40-bed emergency department that will accommodate up to 65,000 patient visits annually. In 2014, we opened a Neonatal Intensive Care Unit at Berkeley Medical Center and, earlier this year, we rebranded our regional cancer program as part of the WVU Cancer Institute.

Jefferson Medical Center has experienced a total interior redesign including a special care unit, all private patient rooms, remodeled radiology area and new emergency department able to accommodate 30,000 patient visits annually. The hospital's women's imaging center was the first in West Virginia to offer 3D breast tomosynthesis for breast cancer screening when it opened in 2011.

Most recently, Jefferson Medical Center was named one of the Top 100 Critical Access Hospitals in the nation. And, both Berkeley Medical Center and Jefferson Medical Center received the distinction of "Most Wired" in the American Hospital Association's 18th annual HealthCare's "Most Wired" survey. Both hospitals use the Epic electronic medical record





*Berkeley Medical Center in Martinsburg, West Virginia*

In planning for the future, University Healthcare leadership remains focused on the goal to bring health and wellness services to an entirely new level for the benefit of Eastern Panhandle residents. WVU Medicine University Healthcare looks forward to a bright future as work continues to bring area residents the high quality health care that is needed and deserved. ▽

system, which allows patients easy access to their health information and health care providers through MyWVUChart.

Highmark QualityBLUE Award, and Joint Commission Top Performer Designation, just to name a few.

**Clearly, this strategy has already paid off in better technology, more physician specialists, improved facilities and a strong affiliation with a leading teaching medical institution.**

Health care is changing today and we will change with it. Providing services that will keep people healthy such as smoking cessation, weight reduction programs, diabetes education and behavioral health screenings is the future of health care. My philosophy is that if you aren't progressing, you are falling behind. At University Healthcare, we are committed to making sure health care in this community is always advancing.

Just like Ford Motor Company, University Healthcare's motto is "Quality is Job One." This focus on quality has been recognized by numerous national organizations through awards and distinctions including Healthgrades' 2015 Patient Safety Excellence Award, Joint Commission Accreditation for Stroke Center/Hip & Knee Replacement/Chest Pain Center, Designated Trauma Center, National LeapFrog "A" Rating,

Clearly, this strategy has already paid off in better technology, more physician specialists, improved facilities and a strong affiliation with a leading teaching medical institution. We have successfully elevated the care and experience that our patients receive through a commitment to sustainable growth and total dedication to improving access to needed health care services.