Hospitals Chinese Health Center Provides Bilingual Books, Video to New Mothers

Thanks to an innovative public service effort by the Chinese Health Information Center and the Thomas Jefferson University Hospital, new and expectant Chinese-speaking mothers now receive easy-to-understand bilingual information on prenatal and infant health care. For many young women newly arrived in the United States from the Far East, access to the latest information on infant care is rarely available in bilingual format. To help solve this problem, Jefferson University Hospital collaborated with the Chinese Community Partnership for Health of NYU Downtown Hospital in New York City to develop the bilingual education materials.

The materials include two bilingual Chinese English publications, "Preparing For Your Baby's Birth" and "Caring For You and Your Baby" and a companion video in Cantonese and Mandarin.

Meeting Critical Need

The clearly written and simply illustrated books were developed by teams from both hospitals directed by Philip T. Su, MD, Director of Jefferson's Chinese Health Information Center and Instructor of Pediatrics, Jefferson Medical College, and Eric Poon, MD, a leading New York pediatrician and Chief of the NYU Downtown Hospital Division of Pediatrics. The books are described by obstetrical physicians and pediatricians as meeting a critical public health need.

As a public service, the books and video are given free to Chinese-speaking obstetrical patients at both hospitals and are vital tools in Chinese-language childbirth and newborn classes. They help new mothers answer their many questions about baby care, breast feeding and how to care for themselves and their baby after delivery.

Serving the Chinese Community

Jefferson University Hospital's Chinese Health Information Center serves the growing Chinese-speaking community.

Thomas Jefferson University Hospital Named One of 100 Top Hospitals for Patient Care, Teaching and Management

Thomas Jefferson University Hospital has been recognized by the H-CIA-Sachs Institute as one of the top 100 hospitals in the United States and the Philadelphia region, as well as one of the top major teaching hospitals in the nation.

H-CIA-Sachs also cited Jefferson University Hospital as being among the top 100 hospitals in the nation providing cost-effective stroke care and treatment.

H-CIA-Sachs identified Jefferson University Hospital as one of the benchmark hospitals that overall provide high-quality care, operate efficiently and produce superior financial results.

Thomas J. Lewis, President and CEO, Jefferson University Hospital, called the survey's listing a great distinction for the medical center. "Our staff truly earned this recognition because they strive to provide superior and cost-effective care and treatment for our patients," Mr. Lewis said.

Integrated Approach to Stroke Care

Jefferson University Hospital's Stroke Center works to improve the odds for stroke patients by offering an integrated approach to evaluating, treating and investigating acute stroke.

The center offers a wide variety of services, Center specialists including neurosurgeons, vascular surgeons, neurologists, anesthesiologists, neuroradiologists, nurses, psychologists, rehabilitation, allied health personnel and research scientists coordinate their efforts to offer the most appropriate patient care. Neurology and neurosurgery are an important part of Jefferson University Hospital's commitment to the community.

H-CIA-Sachs created the 100 Top Hospitals' Benchmarks for Success program in 1993 as one facet of its mission to improve health care through improved information. Each year, H-CIA-Sachs evaluates facility performance, revealing previously unknown information on how a hospital performs against peer groups and benchmark hospitals across the country.

Link to additional resources related to this article at www.jeffersonhospital.org/news
Sidney Cohen, MD, Named Gastrointestinal Research Director

Dr. Sidney Cohen, MD, has been appointed Director of the gastroenterological Research Program and Center of the Digestive Disease Institute of Thomas Jefferson University Hospital, announced Anthony J. DiMarino, Jr., MD, Chief of the Division of Gastroenterology and Hepatology, Department of Medicine, and Director of the Jefferson Digestive Disease Institute.

Dr. Cohen comes to Jefferson University Hospital from Temple University Hospital, where he was the Richard L. and Ida Evans Professor of Temple University School of Medicine and Chairman of the Department of Medicine since 1986. He was also the Assistant Vice President for the Health Sciences Center and Physician-in-Chief. In 1999, he was named a Distinguished Professor.

A New Jersey native, Dr. Cohen received his BS degree from Rutgers University and his MD degree from the State University of New York. He completed a fellowship in gastroenterology at Tufts University School of Medicine and New England Medical Center Hospitals in Boston. In 1989, Dr. Cohen joined the faculty of the University of Pennsylvania School of Medicine, where he has been a member of the faculty of the University of Pennsylvania School of Medicine since 1989.

Until his appointment as Division Chairman, Dr. Cohen served as Director of the Division of Gastroenterology and Hepatology, professor of gastroenterology at Jefferson Medical College, Leeds Professor of Medicine at Temple University School of Medicine, and Director of the Digestive Disease Institute.

Dr. Bolognese, Director of the Division of Gastroenterology and Hepatology, who will succeed Dr. Cohen, received his BS degree from Temple University and his MD degree from the University of Pennsylvania. He completed a fellowship in gastroenterology at the Beth Israel Medical Center in New York City. He was also the Assistant Vice President for the Health Sciences Center and Physician-in-Chief. In 1999, he was named a Distinguished Professor.

Ronald J. Bolognese, MD, has been named Gastrointestinal Research Director at Thomas Jefferson University Hospital, announced Anthony J. DiMarino, Jr., MD, Chief of the Division of Gastroenterology and Hepatology, Department of Medicine, and Director of the Jefferson Digestive Disease Institute.

Dr. Bolognese, who joined the Jefferson faculty in 1988, has been responsible for the Division’s clinical and research programs, which include the Division’s most productive research laboratories.

For the 25th year in a row, 200 patients who have benefited from kidney dialysis and transplants will be honored and celebrated at the February 15, 2001, Annual Fundraiser and Research Dinner at the Jefferson Inn.

Dr. Bolognese has received several awards and grants for his contributions to the field of gastroenterology, including the American Gastroenterological Association’s Outstanding Young Investigator Award in 1999 and the American Gastroenterological Association’s Outstanding Investigator Award in 1998.

For more information on the Jefferson Gastrointestinal Research Center, please contact Anthony J. DiMarino, Jr., MD, at 215-955-3444 or Anthony.Dimarino@tju.edu.
Jeff's Findings and Publications

Jeff, a renowned world-renowned physician and scientist, delivered a talk titled "Inhibitors – A New Class of Drugs." The talk was held at the Annual Martin E. Rehfuss Lecture, endowed by the Percival E. and Ethel Brown Foerderer Conference Hall. The lecture was delivered on "The Discovery of Angiogenesis" and its implications in the new and exciting field of cancer research.

Dr. Folkmann's decades of pioneering work have created a new and exciting field of cancer research based on the premise that cancers cannot grow or spread without a blood supply to feed them – a process known as angiogenesis. In recent years, he and his colleagues, in conjunction with a Maryland biotechnology company, have been developing and now testing two anti-angiogenesis drugs in human clinical trials in the hopes of finding new treatments for cancer.

Dr. Folkmann is a member of the National Academy of Sciences and the Institute of Medicine. The Martin E. Rehfuss Lecture honors the late Martin E. Rehfuss, M.D., who was an internist specializing in gastroenterology.

Third Annual Women's Health Retreat Set for Feb. 9-10

Women's Health Source at Thomas Jefferson University Hospital will hold its third annual Women's Health Retreat on Friday, February 9 and Saturday, February 10 at the Renaissance Philadelphia Hotel, on Route 291 near Essington. All women are invited to attend this overnight retreat for the renewal of body, mind, and spirit.

The retreat's Friday evening dinner speaker, humor therapist Yvonne Kaye, PhD, will discuss "Laughing at Life: The Woman's Spirit at Work." Saturday keynote speaker, Robert Bulgarelli, DO, cardiologist, Maimonides Health Care Center, will address stress management. Also scheduled are a morning exercise session, pampering services and workshops ranging from safety tips and harmonic living through the ancient Chinese art of Feng Shui.

For a detailed brochure or to register, call 1-888-MEU-223.

S.T.A.R. TIP - Speaking Positively

How you phrase a message can make all the difference.

Framing your words in positive terms is always best. First, people understand what you are saying more clearly. Secondly, positive statements are more likely to encourage the desired response.

Are any of the following negative phrases in your vocabulary? If so, consider the alternatives.

"I can't" - Instead of saying, "I can't schedule a delivery until Friday," substitute this more helpful-sounding response: "I can schedule a delivery on Friday"

"I'm only the... " - Instead of commanding, "You have to be at the meeting," try to get the person's personal commitment. "It's important that you come to the meeting."

"I'll be honest with you." - Please eliminate this phrase entirely! It suggests you are usually not honest.

"I'm only the... " - The words "only" and "just" imply inadequacy and inferiority. Instead, "I am the... (your position) and I'll be glad to connect you with the person best able to help you."

From Brazil's Intermedica

Mary Ann McGinley, RN, PhD, and Alan R. Brechbill, center, lead Intermedica visitors from Brazil touring Jefferson Medical College, who were hosted by Jeffrey L. Lenow, MD, JD, Medical Director, JeffCARE, and Clinical Assistant Professor of Family Medicine, Jefferson Medical College, who recently pleaded guilty to a federal charge of wire fraud for allegedly using a doctor's password to download confidential details of the singer's medical condition from a computer database. He then sold the information to two supermarket tabloids. According to a news service, the researcher accessing country singer Tammy Wynette's medical record and selling the information to two supermarket tabloids. According to a news service, the researcher and the hospital also would have been put at risk of prosecution under the privacy provisions of the Health Insurance Portability and Accountability Act (HIPAA) by contacting the Compliance Officer directly or by using the hospital's web site. Instead of saying, "I can't schedule a delivery until Friday," substitute this more helpful-sounding response: "I can schedule a delivery on Friday"
The publications and video are produced with support of the Commonwealth of Pennsylvania, the Robert Wood Johnson Foundation, Edward S. Moore Foundation, the Jacob and Valaria Langeloth Foundation and Office of Minority Health, United States Department of Health and Human Services.

For more information on the publications and video, or about childhood and newborn classes, please call the Chinese Health Information Center at 215-955-8282.

Jeffnews 1-000-382-2377

Your Employee Assistance Program

JeffNews 1-000-382-2377

JANUARY 1-7 is Diet Resolution week. Awareness month.

GIVE THE GIFT OF LIFE January traditionally a time of new local donations and high
December.M. 5-3890.

January 5 is New Year’s Day (Official)

January 18 is Dr. Martin Luther King Jr. Day.

BROWN BAG LUNCHEONS

Tuesday, January 9

Wednesday, January 3

Wednesday, January 10

Tuesday, January 23

CONFERENCE AND SEMINARS

Monday, January 8

Monday, January 15

Monday, January 22

Monday, January 29

Monday, January 29

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