

Heroes All – All Winners in a Race for Life



Robert Neroni Photography

From left, Raymond Kitchens, Security; Amy C. Wu, MD, JMC '00, resident, Pediatrics; Maggie Trush, RN, Labor and Delivery; Anthony Santello, Security.

Thanks to magnificent teamwork of instant response and life-saving expertise, 3-month old Dreqwon Hall will celebrate Valentine's Day at home in North Philadelphia with his mother, brother and sister.

Dreqwon is safely home because of an extraordinary chain of human events by perhaps two or three dozen Thomas Jefferson University Hospital staff members, especially 19-year-veteran Security Officer Anthony Santello.

Says Thomas J. Lewis, hospital President and CEO:

"With a newborn's life at stake, all of us can take pride in how well this team responded, representing in deed and spirit the best of what it means to work at Jefferson. While

several individuals can be identified for their singular heroic actions, all who played a role can rightfully also be called heroes."

Race for Life Begins

The race to save a new life began when a young woman burst into the 10th St. lobby of the Gibbon Building screaming, "My mother's having a baby in our van."

Like all University security officers, Mr. Santello, staffing the lobby security desk, is trained to react instantly to any emergency. He immediately radioed for medical help and dashed out to 10th Street.

Through an open side door of a parked van he saw Sekeitha Hall, 27, on the van floor with a newborn baby boy lying motionless beside

her. The umbilical cord was wrapped around the infant's neck. Reacting quickly, Officer Santello carefully removed the cord, and proceeded to clean the tiny face and mouth.

Next, Officer Santello says, "I gently pressed the baby's chest. The baby coughed, spit out some blood and began to move his arms and legs. I then focused my attention on the woman, who was crying."

More Help Arrives

At this point, more help arrived in the person of several JeffSTAT staff members and Amy C. Wu, MD, JMC '00, a 1st year Pediatrics resident at duPont Hospital for Children. Dr. Wu was walking home following clinic rounds when she spotted the commotion.

"I heard the baby crying, and saw he was still attached to his cord, so I asked people to get a blanket and clamps, and oxygen and a breathing mask, because his heart rate was starting to fall. Just then, a resident stuck her head into the van. We recognized each other from having done deliveries before. I said the baby was cold so we needed to clamp and cut the cord."

Michelle Morrill, MD, a 1st year resident in Obstetrics and Gynecology, picks up the story.

"I was doing my rotation in the Emergency Department (ED) when a man rushed in, saying a woman was about to deliver outside. He led me and a few other residents out to the van, where Amy Wu was working with the baby. Because I'm with Ob/Gyn, I felt comfortable stepping in. I clamped and cut the cord, delivered the placenta and got the mother out onto a stretcher."

JeffSTAT Alerts

Meanwhile, alerted by JeffSTAT, Megan Heyer, RN, the ED charge nurse, and Heather Malandra, RN, ED triage nurse, ran to the van. Despite being 7½ months pregnant, Megan Heyer raced back to the ED entrance to call Larisa Lightstone, RN, at Labor and Delivery (L&D). "There is a baby being born on 10th Street!" Ms. Lightstone and Pat Constanty, RN, Clinical Specialist, raced to the ED rear, while Maggie Trush, RN, and Sara Haverty, MD, 4th year Obstetrics/Gynecology resident, raced to the ED front.



Robert Neroni Photography

Center City skyline provides dramatic backdrop as Philadelphia firefighters rush to lay down hose during simulated helicopter crash on the Foerderer Pavilion helipad. See story, other photo on Page 3.

New Chief Information Officer Named To University Senior Officer Level

After an extensive national search, Wayne I. Thompson has been named Chief Information Officer (CIO) and a senior officer of Thomas Jefferson University, effective February 1. Mr. Thompson comes to us from the University of Southern Florida (USF) Health Sciences Center in Tampa, FL, where he served as CIO.

Paul C. Brucker, MD, University President, said, "To stress the importance of the role of information technology, the University has elevated the Chief Information Officer position to the senior officer level reporting directly to me. Mr. Thompson's broad experience in information technology and his success in structuring USF's information technology system make him an excellent choice for this post."

The CIO is the principal administrative officer for planning, developing and managing information technology (IT) for the University, and advises senior officers on all matters involving computer technology and voice, video and data transmissions and networks.

Mr. Thompson said he looks forward to meeting faculty, staff and students to better understand their IT needs. He welcomes the opportunity to oversee the University's information system as well as to build key relationships with his counterparts at Thomas Jefferson University Hospitals and the Jefferson Health System.

While at USF, Mr. Thompson was responsible for restructuring college and department IT staff into a central support group with an enterprise-wide focus and upgrading the computer security system.

Before USF, Mr. Thompson served as manager of information services and chief information officer for the Hernando County School district, Brooksville, FL, and as director of systems design and technical support for Tingley Systems, Inc., San Antonio, FL.

Mr. Thompson has also served as director of technical services at ROI Consulting, Nesconset, NY, and was a technology consultant to usmedix.com, a healthcare Web portal.

He has served as chairman of the Bay Area Teaching Hospital CIO Summit, and was a member of the advisory board of the Moffitt Cancer Center Information Technology Group.

Newly Designed Apothecary Serving You

Review Your Prescription Plan Benefits on Page 3



Robert Neroni Photography

When you step up to the counter of the newly designed and renovated Jefferson Apothecary on the ground floor of the Gibbon Building, you'll find its staff as eager as ever to serve you. At counter, from left, are Pharmacy Technicians Quanda Manley, Cynta Hill and Allison Hurst. At rear, from left, are Staff Pharmacists John Pisiechko and Robert McNutt. Not shown are Manager Bill Balas, Staff Pharmacist Kim Hogarth and Biller Kevin Cannava. The staff fills 500 prescriptions daily.

VITAL SIGNS:
DECEMBER 2000
TJUH, Geriatric Psychiatry,
Jefferson Hospital for
Neuroscience

	Budget	Actual	Prior Year
Admissions	2,606	2,570	2,371
Length of Stay	5.60	5.98	5.96
Patient Days	14,599	15,892	13,925
Outpatient Visits	33,615	30,601	32,899

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Notables

Dean Lawrence Abrams, EdD, Honored with Portrait Presentation

Lawrence Abrams, EdD, Dean, College of Health Professions (CHP), Vice President for Student Affairs, Thomas Jefferson University, and Professor of Education, Department of General Studies, CHP, was honored with a portrait presentation in McClellan Hall for his 35 years of service. Dr. Abrams is also the founder of the University's Health Careers Guidance Clinic. In 1988, he initiated the Jefferson-based, toll-free "National Health Careers Information Hotline." A national leader in allied health education, he also served, from November 1988 to November 1990, as President of the Association of Schools of Allied Health Professions, and is Project Coordinator of the federally funded Allied Health Data Collaborative Project.

Linda G. Kraemer, PhD, Senior Associate Dean, CHP, chaired the Dr. Abrams portrait committee and presided over the presentation ceremony. Also participating in the ceremony were Lewis W. Bluemle Jr., MD, former University President and



Joining Dean Abrams, fifth from left, at the unveiling of his portrait are, from left, Dr. Watson, Ms. Haas, Dr. Kraemer, Ms. Carto, Dr. Brucker, Mr. MacMaster and Dr. Bluemle.

Senior Vice President, The Connelly Foundation, who presented a biographical sketch of Dr. Abrams; Pamela G. Watson, RN, ScD, Chairman and Professor, Department of Nursing, CHP, who accepted the portrait for the faculty; Paul C. Brucker, MD, University President, who accepted for the University;

Douglas J. MacMaster Jr., Esq., Board Chairman, who accepted for the Board of Trustees; and Vicki Carto, Executive Associate to the Dean, CHP, and Patricia S. Haas, MBA, Director, Activities Office, who unveiled the portrait.

Area Gifts Support Jefferson's Rheumatology Division

Generous regional donors have provided major support for the Division of Rheumatology in the Department of Medicine. The gifts target scleroderma research and education programs.

"Private philanthropy such as this is critical to accomplish the goals and fulfill the broad mission of the division," says Sergio A. Jimenez, MD, The Dorrance H. Hamilton Professor of Medicine and Director of the Division of Rheumatology, Jefferson Medical College. "These gifts enhance our research, bolster the exchange of information and ideas and lead to new and improved treatments for patients everywhere."

The Scleroderma Research Foundation
Through the Scleroderma Research Foundation of Columbus, NJ, Meg

Susan Silver, RN, Women's Board President, Honored

Susan Silver, RN, President of the Women's Board of Thomas Jefferson University Hospital, was recently honored as Jefferson's Philanthropist of the Year at the 2000 National Philanthropy Day Luncheon. Under



Ms. Silver's leadership, the Women's Board raised over \$300,000 last year for obstetric and neonatal care at Thomas Jefferson University Hospital.

and Emanuel A. Coronis Jr., have committed \$147,000 to the Scleroderma Center at Thomas Jefferson University. Mr. and Mrs. Coronis, who serve as Chairman and Secretary-Treasurer of the Foundation, founded the organization in 1978 after learning that two of their friends were being treated for scleroderma, which has no known cause or cure. One of the friends was a patient of Sergio A. Jimenez, MD, Director of Jefferson's Scleroderma Center. Dr. Jimenez assisted Mr. and Mrs. Coronis in establishing the Scleroderma Research Foundation and is a member of its Medical Advisory Board. The Coronises' philanthropy funds studies aimed at developing more effective treatment protocols and offering new hope to patients with this chronic and often fatal disease.

Philip G. and Florence D. Steel

With their \$25,000 gift to Thomas Jefferson University in December 2000, Philip G. and Florence D. Steel have created a lasting memorial to their daughter, Robbie Dawn Steel. Their



Sergio A. Jimenez, MD, Director of the Division of Rheumatology, right, expresses thanks and congratulations to Meg and Emanuel A. Coronis Jr. at the unveiling of a plaque recognizing the Scleroderma Research Foundation's support of Jefferson's scleroderma research program.

contribution established The Robbie Dawn Steel Lectureship in Scleroderma Research, an endowed fund supporting a lecture series on scleroderma research and patient care that will remain at Jefferson in perpetuity. The Steels' gift will help physicians in general practice to learn more about scleroderma, which is often misdiagnosed or diagnosed too late for proper care. It also will keep physicians up to date on the latest research and provide opportunities for them to interact and exchange ideas with their colleagues. In choosing to honor their daughter's memory in this way, Mr. and Mrs. Steel are making a difference for many other patients with scleroderma.

John L. Abruzzo, MD Named Master of American College of Rheumatology

John L. Abruzzo, MD, Professor of Medicine, Division of Rheumatology, Jefferson Medical College, has been named a master of the American College of Rheumatology (ACR).

Recognition as a master is one of the highest honors the ACR can bestow on a member who has set the highest professional standards in advancing rheumatology.

In addition to beginning a rheumatology fellowship training

program at Thomas Jefferson University, Dr. Abruzzo established the Jefferson Osteoporosis Center, the first such center in the Philadelphia area. Engaging in both laboratory and clinical research during his career, he is author of 80 publications. Dr. Abruzzo serves as the ACR's representative to the American College of Physicians-American Society of Internal Medicine (ACP-ASIM) Council on Subspecialty Societies.

Steven E. McKenzie, MD, PhD Named Director of Cardeza Foundation

Steven E. McKenzie, MD, PhD, Professor of Medicine and Pediatrics at Jefferson Medical College (JMC), has been named the new director of



the Cardeza Foundation for Hematologic Research at JMC.

At duPont Hospital for Children, Dr. McKenzie had been the laboratory head

of Hematology/Oncology Research since 1996 and Director of the Molecular Imaging Core Facility since 1998. He has been an attending physician in Pediatric Hematology/Oncology at duPont Hospital for Children and at Thomas Jefferson University Hospital since 1996. He is also a member of Jefferson's Kimmel Cancer Center.

Dr. McKenzie was Assistant Professor of Pediatrics at the University of Pennsylvania from 1991 to 1996 and Associate Professor of Pediatrics at JMC from 1996 to 2000.

He received a BSE in chemical engineering from Princeton University in 1978. In 1985, he earned his MD from the University of Pennsylvania as well as a PhD in bioengineering.

Tracing How Cancer Begins

Among his research projects, Dr. McKenzie is co-investigator on a \$2.4 million National Cancer

Institute grant in which scientists will use state-of-the-art microarray technology to watch patterns of gene expression, hoping to uncover the molecular signatures of how cancer begins and thus evaluating potential cancer prevention agents. Dr. McKenzie is also supported by the National Heart, Lung and Blood Institute for studies of platelet disorders and blood clotting disorders.

Dr. McKenzie's clinical and research activities at the Cardeza Foundation will include collaboration with new faculty members Saul Surrey, PhD, Professor of Medicine and Pediatrics and Associate Director for Research; Margaret Keller, PhD, Research Assistant Professor of Medicine; Diana Cassel, PhD, Research Assistant Professor of Medicine; and Michael Reilly, PhD, Research Assistant Professor of Medicine. Their research will focus on vascular and stem cell biology.

In addition, Dr. McKenzie will work in the growing clinical area of bleeding and clotting disorders with Sandor S. Shapiro, MD, the Thomas Duke Martinez Cardeza Research Professor of Medicine and Professor of Biochemistry and Molecular Pharmacology and Geno Merli, MD, Professor and Acting Chairman of the Department of Medicine and with the Cardeza Foundation Special Hemostasis and Hematology Laboratories.

Stephen E. Strup, MD Named Fellow of American College of Surgeons

Stephen E. Strup, MD, Assistant Professor of Urology, Jefferson Medical College, has been named a Fellow of the American College of Surgeons (FACS).

The College is the largest organization of surgeons in the world. By meeting stringent membership requirements, Fellows earn the distinguished right to use the designation of "FACS" (Fellow, American College of Surgeons) after their names.

Through the Kimmel Cancer Center at Jefferson, Dr. Strup is involved in clinical and basic science research, with a special interest in

urologic oncology focusing on molecular biologic techniques to investigate new diagnostic and therapeutic modalities.

Dr. Strup is a member of a small group of urologists nationwide who perform a minimally invasive kidney surgery known as laparoscopic nephrectomy, offered at Thomas Jefferson University Hospital. Sometimes called "keyhole" surgery, the technique involves relatively small incisions, an endoscope (a narrow telescope) and small "ports" through which are passed miniature instruments.



University Telephone Directory Goes Online February 1

Telecommunications/Information Systems announces the rollout of a new online telephone directory on February 1.

How you can reach the directory:

From the Hospital Intranet, <http://tjuh.jeffersonhospital.org/> – click on the Directory tab.

From the University intranet, <http://physres2.uns.tju.edu/admin-support.services> – click on the Online Telephone Directory link under Computing and communications.

You can also access the directory through the URL <http://telephonedirectory.tju.edu>

For those who are not able to access the online directory, a printed version will be available Spring 2001. The online directory has many features to make it user-friendly.

For example:

- You can search by last name, department name, phone or pager number.
- You can submit changes in

“real-time” by using an online change form.

- You will find links to supplemental sections of the directory, such as the Administrative and Hospital listings, directions, area codes and maps with zip codes.

After using the new online directory, if you have a comment or suggestion contact Terry Kempf at terry.kempf@mail.tju.edu or by telephone at 3-5039.

Hospital Simulates Helicopter Crash

To test Thomas Jefferson University Hospital’s emergency preparedness, several key departments organized a disaster drill simulating the effects of a medical helicopter crashing on the helipad atop the Foerderer Pavilion roof.

The response, coordinated by the hospital’s Emergency Preparedness Committee, involved many personnel from Security, JeffSTAT, Telephone Room, Emergency Response Team, Rehabilitation Nursing (Thompson 3), Hospital Administration, Public Relations and Transportation, in addition to members and equipment from the Philadelphia Fire Department.

Under the mock scenario, a medical helicopter approaching the helipad lost control and crashed when a trauma patient being transported became combative with the flight crew. In addition to



Philadelphia firefighter and JeffSTAT employees aid mannequin “victim” of mock helicopter crash on Foerderer Pavilion helipad. JeffSTAT staff (all hatless) from left are, Nim Schowgurow, EMT-P; John Davidson, RN; Michael Davidson, EMT; and Evillissa O’Connor, EMT.

injuring four transport patients on the helipad, the crash ignited a small fire and spilled debris down the side of Foerderer, causing evacuation of rehab and spinal cord injured patients from Thompson 3.

Besides helping ensure that hospital personnel are prepared for any emergency, the exercise ensured compliance with JCAHO and CARF (Commission on the Accreditation of Rehabilitation Facilities) disaster drill requirements.

Jefferson Celebrates BLACK HISTORY MONTH

Performances by the Arpeggio Jazz and Music Ensemble, left, and Frank Bey, far left, & His Swing Blues Band highlight Black History Month events at Jefferson. For details of specific Black History Month events, see listings marked ❖ in JeffCALENDAR on Page 4.

Good Time to Review Your Prescription Benefit Options

With the reopening of the renovated Jefferson Apothecary on the ground floor of the Gibbon Building – 215-955-8845 – now is a good time for all employees to review the various prescription benefit options available to you at Thomas Jefferson University Hospital outpatient pharmacies.

Says Howard Cohen, RPh, MS, Director, Pharmacy Services, of the newly reopened Apothecary: “We encourage all employees to visit our state-of-the-art renovated facility, designed with patients as the Number One priority.”

Mr. Cohen reminds employees, “Your Jefferson University Hospital NPA prescription benefit plan offers you the opportunity to obtain your prescription medications at any of the three Jefferson Pharmacy locations.”

These include the Jefferson Pharmacy, located in the lobby of 833 Chestnut Street, 9th and Chestnut Streets – 215-955-4400 – and the Apothecary in the lobby of the Jefferson Hospital for Neuroscience, Wills Eye Building, 9th and Walnut Streets – 215-928-3031.

Your benefit incentives at these locations include:

- Reduced Co-pay – Your co-pay per prescription will be \$2.50 for each generic prescription filled and \$5 for each brand name prescription filled. This is less than one-half the co-pay that you will be charged at other retail pharmacies.
- Maintenance Medications – Approved maintenance medications may be filled for a 90-day supply with one co-pay.
- No Prior Authorization – Your Jefferson University Hospital pharmacy will not require prior authorization for prescription medications filled.
- No Preferred Drug Alternative List – You will not be required to switch your medication to drugs on the NPA preferred medication list.
- Over-the-Counter Medications at Reduced Cost – Your Jefferson University Hospital pharmacy carries many over-the-counter medications at a reduced cost to you.
- Patient Counseling – A Jefferson pharmacist will provide pro-

fessional medication counseling.

- Service – Your Jefferson University Hospital Pharmacy will provide you with courteous professional service.

“Help Us Help You!”

Whenever possible, please drop off your prescriptions early in the day and pick them up in the afternoon. Mr. Cohen reminds employees. This will reduce your wait time due to heavy volume. Of course, the pharmacies will handle your emergency prescriptions as soon as possible.

“Finally,” Mr. Cohen adds, “we welcome your comments and suggestions on how we can improve our service to you. We wish to thank you in advance for your patience and cooperation in helping us to meet your total family prescription needs.”

Time for You To Give Blood?

If you haven’t given blood for two months, you can give today.

Please call 215-955-7791 to schedule an appointment or to ask any questions.

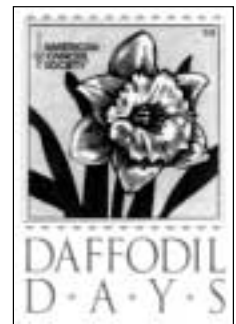
Barry Goldberg, MD Receives Grant To Train African Physicians in Ultrasound

Barry Goldberg, MD, Professor of Radiology, Jefferson Medical College and Director, Division of Diagnostic Ultrasound, Thomas Jefferson University Hospital, and the Jefferson Ultrasound Research and Education Institute, has been awarded a Radiological Society of North America (RSNA) International Program Grant to train African physicians in the use of the latest ultrasound technology.

The “Teach the Teachers” from Emerging Nations grant is designed to provide opportunities to use or develop educational programs for individuals in emerging countries around the world. Its goal is to enhance the education and training of individuals in the radiological sciences from an emerging country who will, in turn, educate and train others from their native land.

Daffodil Day Orders Taken Through February 21

You have until February 21 to place your order for the 28th annual Daffodil Day sponsored by the American Cancer Society. Daffodils will arrive on campus the week of March 19. For 12 straight years, Thomas Jefferson University has been first in Philadelphia County in contributing to Daffodil Day’s fight against cancer. To order, call Marie Maikner at 3-4500.



Official University Holidays in 2001	
New Year’s Day	Monday, January 1
Memorial Day	Monday, May 28
4th of July	Wednesday, July 4
Labor Day	Monday, September 3
Thanksgiving	Thursday, November 22
Christmas	Tuesday, December 25

Compliance Corner

Jefferson Responds to New Federal Regulations Governing the Privacy of Health Information

In recent months, numerous articles have appeared in the news media focusing on public concerns about misuse of the confidential medical information stored in the computers of hospitals and other health-care providers. The media attention to this issue is due in part to new Federal regulations designed to provide greater legal protection for health information. These new Federal standards, often referred to as “HIPAA,” govern the confidentiality, security, uses and disclosure of health information, and significantly impact the administrative activities of every healthcare provider and insurer.

Although complete compliance with the HIPAA standards is not required until 2003, Thomas Jefferson University and Thomas Jefferson University Hospital have already started preparing to meet these new privacy and security standards. Representatives from key departments have formed a committee which is now working on a program to assess the adequacy of Jefferson’s existing methods of protecting patient information and developing additional policies needed to ensure that all confidential information is handled properly. In addition, the committee is planning an educational program to make patients, employees and medical staff aware of their rights and responsibilities under HIPAA. You will be hearing more about these activities in the coming weeks.

In the meanwhile, if you have questions about HIPAA or have concerns about the way Jefferson is currently handling confidential information, contact the Compliance Office directly, or use the Compliance Hotline (1-888-5COMPLY)

