Celebrating Life - Surviving Cancer

Robert Neroni Photography

"It is so good to be here and see so many smiling faces." – Rosemary Bocia

"Today is more than a celebration of surviving cancer; it’s a celebration of life."

So Anne L. Rosenberg, MD, Clinical Associate Professor of Surgery, Jefferson Medical College (JMC), told a rapt audience of 290 survivors of cancer and their family members at “A Celebration of Life – 2002.” The event was the third annual celebration by Jefferson’s Kimmel Cancer Center (KCC) in conjunction with National Cancer Survivors Day. Attendance each year has steadily climbed, from 180 in 2000, to 200 last year and 290 this year.

Keynote speaker, Dr. Rosenberg was introduced by Walter J. Curran Jr., M.D., Clinical Director, KCC, and Chairman of Radiation Oncology, who described her as “one of our top cancer health specialists and an outstanding surgeon specializing in the care of patients with breast cancer.”

Dr. Rosenberg told the group that a person who survives cancer is better described as one “who lives, prospers, functions and develops after facing a major life crisis.” She then went on to describe the several phases a survivor progresses through, including “going forward one step at a time” following treatment, “reaching out to each other” as survivors, and “most of all, taking care of yourself through courage, strength, help and humor.”

Dr. Rosenberg also pointed out the benefits of exercise, diet, medications and support groups.

Wawa RewsreN AsthmaBUS Support

Wawa, Inc., the well-known regional chain of food markets that has grown from a dairy operation begun in 1902 in Delaware County to a future along the roads of five states, has again made a charitable gift to support the AsthmaBUS. The grant was made through the Wawa Charities Program – Associates in Action, a philanthropic fund composed of employee payroll contributions and matching corporate support.

"Asthma is the number one cause of hospitalizations, prescribed therapy, loss of school days and poor academic performance among schoolchildren," reports pulmonologist and asthma researcher Salvatore Mangione, M.D., Clinical Associate Professor of Medicine at Jefferson Medical College. Dr. Mangione serves as a consultant for the bus and its affiliated program, AsthmaBUSters.

On giving this gift, Wawa’s President and CEO, Dick Wood, said, "Being a good neighbor and recognizing our responsibility to the communities in which we live and work is an important part of our business." The AsthmaBUS, developed by The Philadelphia Asthma Task Force in partnership with The Philadelphia Asthma Task Force, is a highly mobile classroom to educate the city’s public middle school children. Both those who know they have asthma and those who may not be aware they have this condition. The bus offers valuable information about the availability of treatment and the avoidance of disease “triggers” as it carries out its mission: “See it, treat it, beat it.”

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In accepting Mr. Farber’s portrait for the University, Paul C. Brucker, M.D., University President, said in part: "The size and warmth of this audience provide real testimony to the impact of Jack Farber on Jefferson and the Philadelphia community.” Dr. Brucker remarked on the effectiveness of Mr. Farber’s "Socratic style of management.” In accepting the portrait for the Board of Trustees, Douglas J.

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‘Surviving and Thriving’ Stories

Cancer survivors treated at Jefferson’s Kimmel Cancer Center told their stories of “surviving and thriving” at “A Celebration of Life – 2002.”

Vince Papale, former Philadelphia Eagles wide receiver and colon cancer survivor, had the audience roaring with laughter as he wove anecdotes and humor through his personal stories and medical history. Diagnosed a year to the date of this year’s celebration, Mr. Papale said, “If I had put off the colonoscopy another two or three months, time would have run out for me in the final quarter.”

In praising his doctors and nurses, Mr. Papale called “Jefferson absolutely the best team there is.” And in speaking directly to the gathering of survivors, he said, “You’re all winners here. Yours is the best team I’ve ever been on.”

Hope Benson, an educator from Hamilton Township, N.J., diagnosed four years ago with colon cancer, described her “Cancer – Certainly Can” concept of how you “certainly can” beat the odds with cancer. “I am not only a survivor, I thrived,” she told the group in recounting how she was voted “Teacher of the Year” by her students, earned two graduate degrees, was promoted to assistant principal, and successfully completed a 14.5-mile triathlon – all after being treated.

Kimberly Everette, a breast cancer survivor, told her experience “shugged me into an incredible network of other survivors, aspiring nurses and healthcare professionals. They are so caring, they become your community.”

In helping her make a commitment to thrive, she credited Lora Rhodes, Coordinator, Advocacy and Survivorship Program, KCC, and the Mindfulness Based Art Therapy Program, which combines meditation and art-making to enhance coping with a cancer diagnosis. She then asked her 9-year-old daughter, Elia, to recite an original spiritual she had composed for a school project.

The Department of Nursing presented the fifth annual Janet C. Hindson Award to Ely Fitzpatrick, RN, MSN, and Cynthia Giordano, RN, MS, to highlight the hospital’s Nurse’s Week activities.

Ms. Fitzpatrick serves as a Clinical Nurse Specialist of the ICU and ISCU. She has worked at Jefferson since 1987 and is “a positive role model with a wonderful blend of highly technical experience, sensitivity and humor.” She currently teaches in the critical care and trauma care courses, is frequently called upon to educate others on behalf of nursing and presents lectures at outside conferences. Mrs. Giordano serves as the Nurse Manager of Star Pavilion and 10 Thorn. She has worked at Jefferson for more than 40 years and is “dedicated to supporting the values of the nursing profession as demonstrated by her daily actions.” She has been a mentor to many aspiring nurses and embodies all of the qualities of an outstanding nurse, leader and person.

In other Nurses’ Week activities:

- Emotions abounded at the keynote speaker sessions as Dr. Shapiro presented “Giggles & Tears, Hopes & Fears: Why We Do This Work” to nursing staff members. All Nursing Students were recognized at a Jefferson Hospital folding beach chair as their Nurses’ Week gift this year.
- Eighteen professional posters displaying the talents and innovative care strategies of Jefferson nurses were displayed on the Mezzanine level of the Atrium throughout the week. Staffs of the Jefferson Pharmacy, Jefferson Apothecary and Jefferson Pharmacy were sponsored by a grant of Philadelphia Gas Works.

Methodist Hospital Foundation Honors Richard W. Hynen

The Department of Urology is pleased to announce that Paquale Casale, M.D., is the 2002 Pfizer Urology Award recipient. Dr. Casale presented his prestigious Dr. Scott Stewart Founder’s Award to Richard W. Hynen, Financer Chairman for Thomas Jefferson University Hospital’s Board of Trustees. Mr. Hynen also serves on the boards of the Methodist Hospital Division of Thomas Jefferson University Hospital and the Methodist Hospital’s fundraising arm, the Methodist Hospital Foundation.

The Founder’s Award recognizes Dr. Scott Stewart (1802-1881), whose practice was in Philadelphia and whose estate formed the nucleus of what became Methodist Hospital. The award commemorates “an individual or organization whose achievements best exemplify Dr. Stewart’s qualities of enlightened forward-thinking, generosity, dedication and commitment to the Philadelphia area.”

Mr. Hynen brings a wide business experience to his role on the boards of the Methodist Hospital Foundation. He serves also on the boards of the Methodist Home for Children and the Moore College of Art and Design. His past board service includes the Center for Juvenile Studies at the University of Pennsylvania, St. Peter’s School, Drexel College and the Annenberg Research Institute.

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Richard M. Hynen stands with his portrait upon receiving the Dr. Scott Stewart Founder’s Award from Methodist Hospital Foundation. Hynen honored him many years of “constant community service,” the Methodist Hospital Foundation presented its prestigious Dr. Scott Stewart Founder’s Award to Richard W. Hynen.

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JeffNews
July 1, 2002

Sign Up for the Second Big Walk for Little Feet!

Hospital Philadelphia Distance Run festivities this year. So get your walking feet ready for the second annual "Big Walk for Little Feet," which will again raise funds to benefit Jefferson's Labor and Delivery suite and the Neonatal Intensive Care, Transitional and Well-Baby Nurseries.

This fun walk on Sunday, September 15, is for the entire family—parents, children and friends. It begins at 8 a.m. at 12th and Market Streets, just after the last half-marathon runner takes off for the Distance Run, and finishes at 16th and Benjamin Franklin Parkway, near the Distance Run finish line.

To find out how you can help the organizing committee plan the Big Walk for Little Feet and the procedures to raise funds to benefit the Neonatal Intensive Care Unit, call 215-955-4336.

Walkers and runners may register now either online at www.philadistancerun.org or by mail at RunPhiladelphia Festival of Races, P.O. Box 41111, Philadelphia, PA 19129. Your walk fee includes a Big Walk for Little Feet T-shirt.

It was such a success last year that the "Big Walk for Little Feet" will again be added to the Jefferson annual "Big Walk for Little Feet" and the pre-

Thomas Jefferson University Hospital Making Major Changes to Patient Testing Center Process

Thomas Jefferson University Hospital is implementing major changes in how patients are referred to the Patient Testing Center (PTC) by their physicians.

The changes, effective July 1, were described in a message to all physicians of the hospital’s Medical Staff from Mary Ann McGlinley, RN, PhD, Senior Vice President for Patient Services and Chief Nursing Officer for the hospital. They are caused by “one of the most difficult budgetary processes the hospital has ever experienced,” Dr. McGlinley wrote, citing “astron" rocketing medical malpractice rates that jumped from $36 million to $33 million this year” as a key contributing factor.

In identifying $25.4 million in major cost reductions, the hospital has been forced to eliminate 179 positions, including three full-time Nurse Practitioner positions and one part-time Phlebotomist position. In July from mid-August, the program shifts to heat stroke and exhaustion, and from mid-August through October it offers a “happy face” display, which proved very uplifting and popular with patients.

Nurses Use ‘Sun Days’ to Teach Sun Protection to Patients, Staff and Children

In an innovative spring and summer program, Medical and Oncology nursing staff at 3 Center Gibbon reach out to help staff, patients and children to teach the hazards of overexposure to the sun. During “Sun Days” from Memorial Day through June, the unit shines mini-hand-crafted miniature suns, sun balloons, sunglasses, beach pails and the like. Nurses dress in bright colors.

“We try to introduce a serious topic in an appealing way,” explains Barbara Lineham, RN, MSN, Clinical Nurse Specialist. An educational display provides the serious focus with ample information about sun protection, about which patients are taught when discharged, especially if they have cancer, are elderly or on sun-sensitizing medications. Nursing staff also uses the educational material for in-service training and for field trips to schools in Philadelphia and New Jersey.

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Great Ideas at Work

JeffNews
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The success and failure in the Hanging of Six of the Nation’s Leading Teaching Hospitals, as revealed by John A. Kastor, MD, captured the attention of the full-house audience gathered at the Canonsville Conference Hall for the Sixth Annual Paul C. Brucker, MD Lecture. Dr. Kastor is who is Professor of Disaster Medicine, University of Maryland School of Medicine, presented a thoughtful analysis of why some mergers have proved to be successful and others have not. His talk stimulated lively audience participation in this Department of Family Medicine sponsored event. Shown here, from left, are John L. Randolf, MD, Alumni Professor and Chair of the Department of Family Medicine, Jefferson Medical College (JMC); Thomas J. Nasca, MD, FACP, Senior Vice President and Dean, JMC; Dr. Kastor; Paul C. Brucker, MD, President of Thomas Jefferson University; and Howard K. Katzin, MD, Professor of Family Medicine, JMC.

Cost-savings involve much more than gathering dollars. At Jefferson Hospital, they come from ideas reflecting more efficient ways to do things, teaming up with colleagues to streamline a process and, in some cases, by contributing “your two cents’ worth” when you are asked for your expert opinion.

David Reider, MD, Professor of Otolaryngology-head and Neck Surgery, and Associate Medical Director for the hospital, says, “I’m pleased to share some very impressive success stories about Jefferson Hospital physicians who have identified easy ways to help the hospital better curb costs. At the same time these fiscal heroes’ deliver the outstanding care for which Jefferson Hospital is so widely recognized.”

Spotlighting: Geoffrey A. Gardner, MD, Associate Professor of Radiology, Jefferson Medical College, and Director of the hospital’s Cardiopulmonary and Interventional Radiology Division.

The new PICC service created by Dr. Gardner is an excellent example of how we can successfully bring about an important change.

Peripheral Inserted Central Catheters (PICCs) are usually inserted in an upper arm vein, and can stay in for weeks or months at a time. Their advantage is that all intravenous medicines can be given through these lines, and blood drawn, without patients having to endure frequent insertion of new lines.

PICCs have become so popular the number of requests is overwhelming, causing delays for patients wanting them.

Thanks to Dr. Gardner’s vision, the hospital has funded a new service enabling two nurses to be trained to place PICCs at bedside. Since many patients previously stayed in the hospital, just to wait for PICC placement, Dr. Gardner’s service should save the hospital $500,000 annually and reduce patient length of stay (LOS) by 500 to 1,000 days this year alone.

 Says Dr. Gardner, “We could probably stay all night and all weekend just doing PICC lines. Now our goal is to meet a request within 24 hours to improve service to both patients and physicians.”

Watch JeffNEWS for more Great Ideas at Work.
Visit Eakins Gallery to See Three Portraits

From New York Metropolitan Museum of Art

JeffNews

July 1, 2002

In Memoriam

Simon Kramer, MD

The Jefferson community mourns the death June 17 of Simon Kramer, MD, 83, a leader in radiation oncology and the founding Chairman of the Department of Radiation Therapy and Nuclear Medicine at Thomas Jefferson University Hospital. Dr. Kramer began his 33-year career at Jefferson in 1966, setting up the first Radiation Therapy Department and then heading it from 1969 to 1983, when he stepped down and was named a Distinguished Professor and then Professor Emeritus in 1990. Jefferson established the Annual Distinguished Professor and then the Simon Kramer Lectureship in 1988.

Dr. Kramer earned his medical degree from Temple University School of Medicine in 1948 and subsequently worked at the University of Miami and Duke University before joining the Jefferson faculty. He was an Attending Physician and Medical, Director of the Nuclear Medicine Service for nearly 20 years, as a consultant to Nazareth Hospital in Philadelphia.

His research contributed to the development of modern radiation therapy treatments and he was a frequent and popular speaker at national and international meetings. Dr. Kramer was a member of the American Society of Radiation Oncology and the American Society of Clinical Oncology.

Dr. Kramer was a devoted teacher and clinician. He was known as a Renaissance Woman, and as a professor at Jefferson, she read widely in poetry and children's books, and had published articles in Cosmopolitan and medical journals. She was also an avid painter, with several exhibits of her art, and a talented pianist. She was an avid reader of mystery novels and contemporary literature, and maintained a strong interest in poetry and books.

In her career, she had been a leader in the field of radiation therapy and had been a member of the American Society of Radiation Oncology and the American Society of Clinical Oncology. She was an expert in the use of radiation therapy in the treatment of cancer, and had published extensively in the field.

In cancer treatment, she had incorporated long-term follow-up and quality of life parameters into her practice - a strategy that was ahead of its time. Memorial donations may be made to the Simon K. Kramer Fund at the Radiation Therapy-Oncology Group, 1103 Market St., 14th Floor, Philadelphia, PA 19107.

Darline Croce

Darline Croce, one of the most respected cancer researchers of her time, died recently at age 64 after a long battle with cancer. She was known as a Renaissance Woman, or as a painter, she received awards for her poems and children's books, and had published articles in Cosmopolitan and medical journals. She was also an avid painter, with several exhibits of her art, and a talented pianist.

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