Procedure to Treat Chronic Sinus Problems

Live Webcast September 17 Shows State-of-the-Science

The procedure uses sophisticated “stealth” or image-guided surgery to treat sinusitis or sinus infection. One of the first hospitals in the Philadelphia area to offer stealth surgery, Jefferson Hospital will provide an in-depth demonstration of this innovative procedure during a live webcast at 4:30 p.m. A replay version will be available beginning September 19.

Leaders in Their Field
Performing the procedure will be William M. Keane, MD, and Marc R. Rosen, MD, Jefferson’s ENT surgeons who have advanced the use of, and helped refine, endoscopic sinus surgery. They train others in their field in this procedure and are helping to make image-guidance a standard of care for endoscopic sinus surgery. The surgeons use this advanced, image-guided, outpatient procedure to remove obstructions in the sinuses of a patient who experiences chronic sinus infections. This stereotactic surgery improves the results of sinus surgery and the safety of this increasingly popular endoscopic approach. Physicians may sign up at www.JeffersonHospital.org/webcast to receive CME credits for viewing this web cast. Physicians who wish to discuss a case or refer a patient to a Jefferson otolaryngologist, please call 215-955-8215. The activity has been approved for 0.50 AMA Category 1 credit. Jefferson Medical College of Thomas Jefferson University, as a member of the Consortium for Academic Continuing Medical Education, is accredited by the ACCME to provide continuing medical education for physicians.

Service Recognition Program Returns to Jefferson October 9

As part of Jefferson’s efforts to recognize the contributions of our valued employees, it was recently announced that the annual Service Recognition Celebration will return to Jefferson this fall. On Wednesday, October 9, employees who celebrated five-year (3, 10, 15, etc.) anniversaries in the year ending June 30, 2002, will be honored at the Ballroom of the Benjamin Franklin House. The event will include a reception from 4:30 to 7:30 p.m., with presentation of gifts and awards. Through various forums, including employee roundtables and the employee survey, Jeffersonians have clearly voiced the importance they place on being acknowledged for superior performance, individual acts of merit and loyal service. Jefferson administration shares the belief that such recognition is an integral part of workplace quality, and is therefore pleased to have this opportunity to acknowledge more than 900 employees who have recently celebrated a service anniversary. Included in the group are 122 employees marking 25 or more years of service to Jefferson. Invitations to all honorees will be distributed during the week of September 2. For more information about the Service Recognition Celebration, call Randy McLaughlin in Human Resources at 215-955-8371.

Always a Family Affair

The annual Jefferson Hospital Philadelphia Distance Run always provides fun and bonding for individuals and families who participate. That was especially true at last year’s half-marathon run, five days after September 11.

You can participate in the 25th Annual Jefferson Hospital Philadelphia Distance Run – if you register now for the September 15 event.

Or – sign up for the “Big Walk for Little Feet” and take a giant step to help save babies’ lives. All funds raised by this newly popular event will benefit all babies born at Jefferson.

Walkers and runners can register online at www.JeffersonHospital.org/pb. Or, you can pick up brochures with registration forms at several campus locations, including the Women’s Health Source, 1900 Gibbon Building, where you can also register online.

Voluntarios Needed
Volunteers are needed for both events. Those who come out to help know it’s always a fun time. Call Volunteer Services at 215-955-6222.

Meet New Members of Our Leadership Team
Jefferson Announces Appointments of Drs. Erdmann, Rao, Schall and Wender.

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Kicks Off United Way Campaign 3

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SEPTEMBER 1, 2002

Budget Actual Prior Year

| Admissions | 3,260 | 3,407 | 3,300 |
| Length of Stay | 6.05 | 5.93 | 6.20 |
| Patient Days | 13,728 | 20,260 | 19,469 |
| Outpatient Visits | 39,720 | 42,530 | 40,136 |
| Patient Satisfaction Overall Mean Score (Apr. June) | 84.9 |
The Jefferson College of Graduate Studies (JCGS) has introduced a new Master of Science Program in Emergency Medical Services (EMS) and a new Master of Science Program in New Majors Offered by JCGS.

**New Majors Offered by JCGS**

- The Jefferson College of Graduate Studies (JCGS) is introducing two new programs. The first is a Bachelor of Science in Business Administration, majoring in health services. The second is a Master of Science Program in Health Services Administration, majoring in epidemiology, health services administration to social and behavioral sciences. The program will be offered at the Thomas Jefferson University Hospital Atrium, beginning in September.

- The new majors offer an interdisciplinary approach to the study of health services, with courses offered in the evening on the Jefferson Campus. For more information, contact JCGS at 215-503-8415.

**Security Starts with You!**

**A Reminder from Your Security Department**

- Keep your personal belongings in a locked area at all times, especially if you leave your area.
- Keep any department keys out of sight and in a secure area.
- Do not leave expensive items exposed where thieves can see them.
- Reimbursement and related record keeping. Those successfully completing the program will be able to pursue a career in health information management, a profession growing in both size and importance to medical and health services. Courses are offered in the evening on the campus center city campus of Thomas Jefferson University.

**Employee Benefits Hosting Brown Bag Lunches September 19 and 26, October 10**

The Benefits unit of Human Resources will sponsor three brown bag lunches in September and October. For more information, contact JCGS at 215-503-8416.

**Commemorating September 11**

At press time, the University Activities Office was preparing several ways for employees, students and visitors to commemorate September 11:

- Broadcasting national memorials through the day via large-screen TV in the Jefferson Alumni Hall (JAH) cafeteria and TV monitors in Edison, Scott Library and the Hospital Atrium.
- Offering an ecumenical prayer service at 12:30 p.m. in JAH.
- Designating a quiet place on campus for people to meditate, pray and reflect. The center is located in the Garden Dining Room at the Kimmel Center for Science Education and Research (KVCR), 215-955-1160.
- Listing of local events and meeting places on campus for those interested in attending with fellow Jeffersonians.
- Watch for a broadcast message to find out why it was left open so that the area was not unlocked. Be sure that you follow up to find out why it was left open so that the necessary steps to lock the area will be taken.
Meet New Members of Our Leadership Team

James B. Erdmann, PhD, Named Dean at Jefferson College of Health Professions (JCHP)

James B. Erdmann, PhD, has been appointed Dean of Jefferson College of Health Professions (JCHP), Paul C. Brucker, MD, President, Thomas Jefferson University, has announced. Dr. Erdmann has served as the College’s Acting Dean since December 2001 and has been a vital part of the Thomas Jefferson University administrative team for the past 15 years.

Dr. Erdmann joined Thomas Jefferson University as Jefferson Medical College’s (JMC) Associate Dean for Administration and Special Projects in 1987. Continuing his role as Associate Dean of Administration, Dr. Erdmann also became Registrar of the Medical College in 1990 and then University Registrar in 1997. Dr. Erdmann is also the Senior Associate Dean for Faculty Affairs, JMC, and a Professor in the Departments of Medicine and Psychiatry and Human Behavior. Before coming to Jefferson, Dr. Erdmann was the Director of the Division of Educational Measurement and Research at the Association of American Medical Colleges, Washington, DC, and Clinical Associate Professor at George Washington University School of Medicine and Health Sciences. Dr. Erdmann received his PhD and master’s degree in Psychological Measurement and Cognition from Loyola University, Chicago.


Mary G. Schaal, RN, EdD, Named Chair of Nursing at JCHP

Mary G. Schaal, RN, EdD, has been named Chair of the Department of Nursing, Jefferson College of Health Professions (JCHP), Paul C. Brucker, MD, President, Thomas Jefferson University, has announced. For the past year Dr. Schaal has served as Acting Chair and has been instrumental in enriching a program that has already earned a national and international reputation for educating leaders in the nursing profession.

Dr. Schaal joined the College as Associate Professor, Vice Chair and Director of the Graduate Program for Nursing in 1997. Prior to her appointment at Jefferson, Dr. Schaal was an Associate Professor and Director of Graduate Studies at Allegheny University of the Health Sciences. She also held an administrative position in graduate studies at Rutgers, the State University of New Jersey.

Dr. Schaal’s most significant contribution to nursing has been her educational expertise in curriculum design, development and evaluation, distance learning and health promotion. At Jefferson, she was instrumental in revising and redesigning the graduate and undergraduate nursing programs as well as developing a one-year accelerated program for second degree students and a web-based nursing program format option.

Dr. Schaal has been active in numerous national and local health nursing, education and community organizations and currently serves on the IHS Health Policy Forum, Nursing Shortage Task Force, Faculty Club, Board of Directors, Graduate Council, and Awards and Fellowships Committee.

Dr. Schaal received her diploma and BS in nursing from the College of Allied Health Sciences (now Jefferson College of Health Professions), an MS in Community Health Nursing from the University of Pennsylvania and her EdD in Education from Rutgers, the State University of New Jersey. Last year she received an Alumni Special Achievement Award from JCHP. Dr. Schaal’s office is located at 1251 Edison Building. You may reach her at 215-503-8089.

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Making Sure Her 91st Is Special

Not only is Mrs. Florence Russell the oldest volunteer at Thomas Jefferson University Hospital, she’s no doubt the most beloved.

That’s why nurses, doctors and volunteer staff teamed up to make sure Mrs. Russell’s 91st birthday was specially recognized.

A hospital employee for 46 years, starting as a secretary in 1950 until she retired in 1976, Mrs. Russell began volunteering 10 years ago, shortly after her husband died. When Mrs. Russell revealed that she had living relatives, “We kind of adopted her,” says Mary Vergara, RN, Clinical Charge Nurse, one of the organizers of a surprise birthday party. “She is such a sweet person, so lovable, we wanted her to have a special birthday.” Ms. Vergara adds.

More than two dozen well wishers showed up for the celebration held on 5 Gibbons' cardiac care unit about a month before Mrs. Russell’s actual birthday, August 29. “Oh, this is the nicest thing anyone ever did for me,” she exclaimed, beaming with surprise and delight. “I don’t even know what to say.”

With so many hugs, smiles and tears of thanks and affection by all present, not too many words were necessary.
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GRAND ROUNDS

Wednesday, September 4

• Scientific Center; Bruce Rosen, MD, PA-C, and Charles B. Steinman, MD (Northwestern University, Chicago, IL). Complicating Factors in Immunology.

Monday, September 9

Attention: Dr. Jeffery M. Kreutzberg, Surgery, Thomas Jefferson University Hospital. 8:30 a.m., 220 College. Call 215-955-8370 to register.

Wednesday, September 11

• Scientific Center; Stephen W. Buller, MD, MS, CWRU, Moderator, Philadelphia VA Medical Center. "Chronic Fatigue Syndrome: Definition and Placement of Research in the Research Community." 8:30 a.m., 220 College.

Thursday, September 12

• Science College; Student Organization Fair, 3:30 to 5 p.m., 197 BLSB.

Friday, September 13


Activity Office Information

Office hours are 8:30 a.m. to 4:30 p.m., Monday through Friday. Questions can be directed to Jennifer Brown, Office of Administration, Room 103 Orlowitz Hall, 215-955-8400.

Jefferson News Online

www.Jefferson.edu/jeffnews

To place an ad or sell or rent property, contact Communications Office, Suite 505, 125 S. 9th St. or at 215-955-9735. For more information or to advertise your event online, contact Communications Office, Suite 505, 125 S. 9th St. or at 215-955-9536.

For classified ads, text is $1.25 per word under 50 words. Both printed and online ads are accepted. You may abbreviate copy.)

If you haven’t got blood for two months, you can call 215-955-4518 for more information.

Chinese Egg Donors Wanted

The Thomas Jefferson University Hospital is currently conducting a pilot program recruiting women who are Chinese and are 16 to 50 years of age to donate eggs to eligible couples.

If interested, please call Ann or Lori at 215-955-4518 for more information.

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