Take Home a Stuffed Bear – Support United Way 2002

For only $1 per paycheck, you can both support United Way 2002 and take home your choice of:
- "Patriotic Bear" (boy or girl)
- "Biker Bear" – Bear, Dog or Pig
- "Cattle Baron Bear" (boy or girl)
- "Patriotic Bear" (boy or girl)

That’s right. For the first time, employees who contribute $24 or more through payroll deduction or direct payment to this year’s United Way drive will receive one of the cutest stuffed animals ever to grace our campus.

“We decided to do something different this year and directly reward employees who contribute,” explains Robert Bartosz, Chair of Jefferson’s United Way Campaign in 2002.

“When our supply of 1,000 stuffed animals came in early October, we took one look and knew they’d be very popular,” he adds.

Each employee who contributes at least $24 will receive one of the seven varieties of cute plush animals. Or for a minimum gift of $250, you can receive the entire set of seven!


The Campaign will run from November 8 to 22. Timekeepers will begin distributing Pledge Forms on November 7. The goal is to raise $200,000.

Other Campaign Highlights

You can also receive Frequent Flyer miles for your gift. Check out the Air Miles flyer or the Campaign website, another new feature this year.

"Our web site is your One-Stop Place for all information about the Campaign, photos of all the gifts, answers to your Frequently Asked Questions and much more," says Mr. Bartosz.

"On behalf of Jefferson and the United Way's Community Impact Agencies of your choice, you have the opportunity to support the United Way's Community Impact Agencies of your choice.

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Edwards J. Benz, M.D., to Deliver 39th Annual Reuhns Lecture November 7

Edwards J. Benz, M.D., President of the Dana-Farber Cancer Institute in Boston, will deliver the 39th Annual Martin E. Reuhns Lecture November 7 at 4 p.m. at Connolly Conference Hall in the Blumenthal Life Sciences Building. He will speak on “Thalassemia Syndromes: Lessons from Molecular Medicine’s Index Case.”

Currently Professor of Pathology and Professor of Pediatrics at Harvard Medical School, Boston, Dr. Benz is internationally renowned for a lifetime of clinical and research accomplishments in internal medicine, with an emphasis on hematology. He is also the President, The Center for Blood Research, Inc., Harvard Medical School, and serves on the Board of Directors of the American Cancer Institute. From 1995 to 2000, he served on the Advisory Board of the Medical Faculty of Johns Hopkins University. A member of the American Society of Hematology since 1980, he served as its President in 2000.

University Choir Rehearsing for Fall Concert

Now in weekly rehearsals, the Thomas Jefferson University Choir consists of students, nurses, physicians, employees, spouses and other members of the Jefferson family. No audition or previous singing experience is necessary. The fall concert on December 6, marking the choir’s 33rd season, will include a performance of Joseph Haydn’s Mass in Time of War with full orchestra as well as carols of the season.

If you are interested in performing in the choir or orchestra, please call 215-746-5146 or 215-396-5404.

Nora Kramer, RN, MNS, Honored as One of “Hardest-Working Mother of Southeastern PA”

The Pennsylvania Partnerships for Children (PPC) has honored Nora Kramer, RN, MNS, as a “Hardest-Working Mother of Southeastern PA.” PPC so honored 30 working mothers this year recognizing 10 years of children’s advocacy. Mrs. Kramer is Nurse Manager, Neurosurgical Intensive Care Unit (NICU), Immediate Neurosurgical Intensive Care Unit (INICU), and Acute Stroke Unit (ASU), Thomas Jefferson University Hospital.

In nominating Mrs. Kramer, PPC said, “A dedicated and compassionate nurse and supervisor to nearly 100 employees, Nora is highly respected by her peers, especially for her creative problem-solving abilities. She is the mother of two children, ages 12 and 14, adopted from South America, and in her off-hours, she coaches youth basketball and volleyball teams. PPC Board Chair Lucy D. Hackney, who founded PPC as a prevention-based research and advocacy organization, said in her introduction: ‘Today, I am especially pleased that Jefferson University Hospital saw fit to nominate Ms. Kramer and support the Hardest-Working Mother of Southeastern PA event because it demonstrates a commitment to helping employees meet their family responsibilities.”

Holiday Bazaar to Benefit Women’s Board November 19 to 21

The Little House Shop invites Jeffersonians to a Holiday Bazaar to benefit the Women’s Board of the Thomas Jefferson University Hospital, November 19, 20 and 21 at Village Hall, Spread Eagle Village, 503 W. Lancaster Avenue, Wayne. Featured will be a wide selection of clothing, accessories, antiques, blankets, stockinette, evening and bridal wear, pearled necklaces, jewelry, garden ornaments, decoupage and needlepoint. Hours are 10 a.m. to 6 p.m. on the 19th; 10 a.m. to 8 p.m. on the 20th and 10 a.m. to 5 p.m. on the 21st. For more information, call 215-488-3222.

Students and Top Chefs Raise $50,000 to Aid Infant Care

Nearly 15 students from the Jefferson African American Student Society (JAASS) teamed up with 30 of Philadelphia’s best-known chefs to raise more than $50,000 to improve babies’ health and prevent premature birth and infant mortality.

The students teamed with the March of Dimes of Southeastern PA and the chefs to present the sixth annual Star Chefs of Philadelphia. Natalie Hunt Owens, PhD candidate in developmental biology and teratology, Jefferson College of Graduate Studies, served as volunteer coordinator. A March of Dimes volunteer for several years, Ms. Owens is 2002-03 President of JAASS.

Marge Honoring Paul C. Brucker, MD

With Annual Humanitarian Award

Paul C. Brucker, MD, President, Thomas Jefferson University, and Chairman of Jefferson Health System, will be honored with Marge Honoring’s Humanitarian Award at the Hospital’s 15th Annual Humanitarian Award Dinner on Tuesday, November 19, at the Four Seasons Hotel. Dr. Brucker will be honored for his commitment to the medical community and for his efforts as an advocate for patients. University President since 1990, Dr. Brucker is the only family physician in the United States to hold such a position. As President, he provided the institutional leadership that resulted in the formation of the Jefferson Health System. A member of numerous community service roles, Dr. Brucker, a native Philadelphia, is a Director of the Greater Philadelphia Urban Affairs Coalition and a member of the Board of Directors of Muhlenberg College, Gwynedd Mercy College and The Philadelphia First.

National Institutes of Health Awards $5.2 Million Grant To Sergio A. Jimenez, MD, Research Team

Sergio A. Jimenez, MD, the Donald H. Hamilton Professor of Medicine and Director of the Division of Rheumatology, has been awarded a $5,197,503 for a 5-year period from the National Institute of Arthritis and Musculoskeletal and Skin Diseases of the National Institutes of Health (NIH) for his project entitled “Molecular Biology of Osteoarthritis.”

The multidisciplinary project involves the Division of Rheumatology of the Department of Medicine and the Departments of Orthopaedic Surgery and Dermatology and Cutaneous Biology. The project will help to better understand how alterations in genes involved in the structural organization and regulation of cartilage may lead to certain disease conditions, such as osteoarthritis and early osteoarthropathy.

They also hope to learn more about the effects of such genetic mutations on the structure and biochemical make-up of cartilage and how cartilage itself develops. In addition, Dr. Jimenez is working with Dr. Charlene Williams, David Stokes, Reza Saghately, Andrew Fortini, Kureen McPeak and John Klement are Project Leaders or Core Directors in this Program Project.

Generous Taxpayers Fund Cancer Research by JMC’s Susan Lanza-Jacoby, PhD

In 2001, nearly 27,000 Pennsylvanians chose the “Make Their Mark” for breast and cervical cancer research with an average donation of nearly $8 per donor. Contributions through the donation line totaled $202,257. Breast cancer is the leading cancer diagnosed among Pennsylvania women.

For more information about cancer programs, call the Disease of Health’s toll-free helpline, 1-877-8-mylNCI.
In a First, Jefferson’s CIM, Free Library Initiate Community Health Education Lecture Series

The Center for Integrative Medicine (CIM) at Thomas Jefferson University Hospital and the Free Library of Philadelphia have initiated a series of four community health lectures, “Mind and Body: Complementary and Alternative Approaches to Medicine.”

Female

Says Nina Koch, PhD, Director, Ambulatory Clinic, CIM: “We are especially pleased to provide this public service here in the heart of Philadelphia, since we recently moved from Ford Road to new facilities at 6215 Gibbon.”

Says Lee Fishman, Coordinator, Central Public Services, Free Library of Philadelphia, “We are thrilled to be able to join with Jefferson in helping convey important health education topics to Center City residents.”

Two Lectures in November

The two remaining lectures, both on November 6, are:

- November 6 – Anna Tobia, PhD, Clinical Psychologist, CIM: “When Someone You Love is Sick: Coping with Illness in the Family.”

- November 13 – Birgit Rakel, MD, Staff Physician, CIM: “Introduction to Complementary and Alternative Medicine.”

For more information, contact Dianna Smith, CIM, at 215-695-3014, or Lee Fishman at 215-486-5415.

Dedicated to Susan A. Odell

For more information, contact Donna Smith, CIM, at 215-686-5415.

Dedicated to Susan A. Odell

The Free Library has dedicated the lecture series to the memory of Susan A. Odell, Assistant Director of Communications for Thomas Jefferson University’s Office of Institutional Advancement. Mrs. Odell took the initiative to make the preliminary contacts to establish the lectures just 10 days before her sudden death on April 13, 2002.

Congratulations to 949 Jefferson Employees Celebrating Milestone Anniversaries!

A total of 949 employees were recognized for celebrating relative anniversaries in 5-year increments of service from 40 to 5 years. Nearly 700 honorees and their supervisors filled The Ballroom at the Benjamin Franklin House for the gala celebration. Here are just a few scenes from the event that all who attended called a great success.

Great Ideas at Work

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 contributing “your two cents’ worth” when asked for your opinion.

David Reiter, M.D., Associate Medical Director for the hospital, says: “Although savings and improved efficiency are the most obvious results, our new Case Management Information System represents a tremendous accomplishment on several fronts.”

Spotlighting: The hospital’s Information System Department, especially Eddie Jones, Senior Technical Consultant; Dan Drayden, Manager, IT; and Stephen Tranquill, Chief Information Officer for the hospital.

Dr. Reiter explains: “The hospital owes this IS team a hearty ‘attaboy.’”

“The new Case Management System has moved us to the state-of-the-art in support systems for case management. And it’s a completely seamless hospitalwide production from start to finish.

“We’ve saved more than $300,000 to the point of implementation compared with commercial systems, and we did it very quickly. The likely return is $2 million in the first year, and the system will accommodate anticipated future needs for several years.

“Information about our clinical care delivery, our reimbursement for services, our billing for services, our collection of payer information, our case management, our intake of cases, our level of services on an individual patient basis and our interventions on an individual patient basis.”

“The overall cost for the project was $3.1 million, but we ended up with a cost of $2.7 million, and we could have done better. The hospital gained more than $300,000 back.”

“Information about our clinical care delivery, our reimbursement for services, our billing for services, our collection of payer information, our case management, our intake of cases, our level of services on an individual patient basis and our interventions on an individual patient basis.”

“Social Work needs are also being met by the new system. Our case managers and social workers have carried on brilliantly through this year’s redesign, successfully reducing length of stay as well as payer denied dollars. With the new information system, they can concentrate on more on clinical care delivery and less on the mechanics of doing their jobs. Patricia Miller, Director, Case Management, and I can cover more patients in less time.”

“Information about our clinical care delivery, our reimbursement for services, our billing for services, our collection of payer information, our case management, our intake of cases, our level of services on an individual patient basis and our interventions on an individual patient basis.”

“Information Systems is developing a suite of related services. Others include inpatient sites to request, evaluate and introduce new products to the hospital, and a forms server to provide electronic storage and sourcing for our hundreds and hundreds of forms.”

Concludes Dr. Reiter: “In short, we now have an e-ticket to the 21st century!”

Watch JefeNEWS for more Great Ideas at Work.