Helping Young Children to ‘Reach Out and Read’

What better chance to encourage young children to read than while they and their parents wait in the waiting room, thus promoting a love of books while modeling read-aloud techniques for parents. Children between 6 months and 5 years receive new, developmentally appropriate books at each healthy checkup, providing a home library to take home.

At each checkup, pediatricians, residents and nurse practitioners stress the importance of shared reading activities to enable their children to reach full potential.

• Children between 6 months and 5 years receive new, developmentally appropriate books at each healthy checkup, providing a home library to take home.

Dr. Lane cites ROR’s three simple steps:

• Trained volunteers read to children in the waiting room, thus promoting a love of books while modeling read-aloud techniques for parents.

• Parents are students from all three of Jefferson’s colleges, working through the student group, SEAL, or Students Educating and Advocating for Literacy.

• Children between 6 months and 5 years receive new, developmentally appropriate books at each healthy checkup, providing a home library to take home.

Dr. Lane says ROR has also helped “reach out” to a Steering Committee, composed of school and administrative leaders in a number of areas.

The success of the Reach Out and Read program has created a serious need for more children’s books.

SEAL is organizing a year-end book drive. During December, watch for “gift boxes” with SEAL signs at three drop-off points:

- Scott Library lobby
- Jefferson Alumni Hall lobby
- Gibson Building (site to be determined)

To help us, please drive or volunteer as a reader for or other SEAL activities.

For more information or to volunteer, contact SEAL co-coordinator – Ms. Miller at sjm001@jefferson.edu or 570-617-7249 or Melissa.McManus@jefferson.edu or Lisa.Cole@jefferson.edu.

Donate Children’s Books! Give A Child the Gift of Literacy!

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Save the Date Now – Hip Replacement Webcast January 15

Save the date! Thomas Jefferson University Hospital’s next live Webcast will be at 4:30 p.m. on Wednesday, January 15, when Jefferson orthopedic surgeons Richard H. Rothman, MD, PhD, and William J. Hotack, MD, will perform small incision total hip replacement surgery. Visit orthopedics.tju.edu/today for more information, to download a free copy of ReadPage and to view replays from our library of prior Webcasts.

Hospital Intranet Adding Sites, Varied Resources for All Employees

The Jefferson Hospital Intranet – ijkjeffersonhospital.org – continues to add links to numerous sites, putting a variety of resources just a mouse click away for employees.

The Intranet is an initiative of Thomas Jefferson University Hospital and the Information Systems Department. It facilitates access to information needed by hospital employees and staff, in support of the hospital’s mission. In addition to Hospital and Nursing Policies and Procedures, and the Jefferson Telephone Directory, links most recently added to the site include:

- Jefferson Physician Directory
- Jefferson’s United Way Campaign
- Building Jefferson’s new “spine” in the “admin” tab
- FirstCALL Healthy Exchange: Employee Assistance Program Newsletter
- HealthStream – Health Education System (HES) (under the “admin” tab)
- Service Standards
- Jefferson Health System Intranet

Additional links will continue to be added as they become available.

Holiday Doings

Come to University Choir Concert December 6

The Thomas Jefferson University Choir’s winter concert will feature seasonal cards and a performance of Joseph Haydn’s Mass in Time of War with full orchestra. The Thomas Jefferson University Choir consists of students, nurses, physicians, employees, spouses and other members of the Jefferson family.

The free concert Friday, December 6, at 8 p.m. at First Baptist Church, 17th and Sansom Streets, Philadelphia, marks the choir’s 53rd season. For more information, call 215-790-5195 or -5194.

Women’s Board Sponsoring Jewelry Sale December 5 and 6

The Martha Jefferson Department of the Women’s Board of Thomas Jefferson University Hospital is sponsoring its annual Jewelry Sale on December 5 and 6 in the West Atrium (11th Street) of the Gibbon Building. Proceeds benefit patient care. Hours each day are 9 a.m. to 3 p.m.

Need a New ID?

In the Holiday Spirit . . . Replace Your ID

Free December 9 to 13

The Service Improvement Task Force is sponsoring an ID Amnesty Week when all hospital employees wanting to replace or exchange their ID can have one – free of charge and no questions asked! Hospital administrators and managers are asked to encourage their staffs to take advantage of this program.

Simply walk into 2210Z of the Gibbon Building between 7 a.m. and 5 p.m. from December 9 to 13 – and walk out with a new ID!

Employees having questions should contact Margaret Newkirk at 215-955-1521 or mnewkirk@tju.edu

Holiday Stocking Drive to Bring Toys for Kids

Fill a stocking with toys and help the Salvation Army bring a brighter holiday season to the families of disadvantaged children through the “Toys for Kids” program. Last year, generous Jeffersonians filled more than 1,000 stockings plus several carolers with toys for local children. This year a 1,500 Pack of stockings at Volunteer Services, 2180 Gibbon Building. 215-955-0222. They must be returned by December 11.

Weather Emergencies – Know Your Status, Call 1-800-858-8806

It’s time again for all of us to get ready for winter cold, snow and ice.

Although the last few winters have been relatively mild, we must be prepared for whatever may develop,” says Brian P. Bowie, Associate Vice President for Human Resources.

- Department Heads will advise all faculty and employees of their status as either “designated” or “nondesignated” employees.
- Nondesignated personnel are required to report in the event of a declared weather emergency.
- Absences of designated personnel during a weather emergency are without pay, but are not charged under the employee’s lost-time rate under the attendance policy.
- Nondesignated personnel, while expected to make every effort to report as scheduled, may use a vacation or personal day if transportation or other weather-related problems result in lost time during a weather emergency.
- 1-800-858-8806, will provide complete weather-emergency information.

Students can also obtain weather-emergency information from the hotline. The dean of each academic division will decide about class cancellation.

Scheduled classes for MD and PhD students will take place regardless of weather conditions. All third- and fourth-year medical students are expected to report for their scheduled clinical assignments.

Any questions about the policy may contact the Office of Employee Relations at 215-955-7758.

Mary Ann McGinley, PhD, RN, Honored with PSNA 2002 Administration Management Award

Mary Ann McGinley, PhD, RN, Senior Vice President and Chief Nursing Officer, Thomas Jefferson University Hospital, is the recipient of the Pennsylvania State Nurses Association (PSNA) 2002 Administration Management Award. Dr. McGinley was presented with the award at the PSNA Awards Banquet, part of the PSNA 99th Annual Summit, in Harrisburg. The PSNA award recipients have “rendered distinguished service to the nursing profession and have improved the quality of patient care for Commonwealth citizens.” Dr. McGinley’s award citation read, in part:

“A member of the hospital’s executive team, Dr. McGinley participates in the formulation of hospital-wide goals and objectives and recently served as a member of the steering committee for a state of the art information system.

As a result, she was able to extend the boundaries in nursing documentation by successfully introducing an online documentation system.”

For more information, visit www.pensa.org.

Transplant Surgeon Joins Jefferson’s Program

Transplant surgeon Lizie Kayler, MD, has joined Thomas Jefferson University Hospital’s Department of Surgery. She is one of the first women surgeons to join Jefferson’s transplant faculty.

Dr. Kayler was also named Assistant Professor of Surgery, Jefferson Medical College.

Dr. Kayler most recently completed a transplant fellowship at the University of Michigan, and before that, a general surgery residency at Maricopa Medical Center in Phoenix, AZ.

President’s Club Dinner continued from page 1

Lloyd Lilly’s sculpture of Thomas Jefferson

President’s Club Dinner continued from page 1

It ever received. It launched a major research initiative that will lead us to greater success in the treatment of devastative neurodegenerative diseases such as Alzheimer’s and ALS.” Dr. Brucker said as he introduced the Farbers. “It gives us the resources to make our vision a reality.”

Dr. Brucker thanked the Farbers for their philanthropy as well as their longtime service to Jefferson. Mr. Farber is a University trustee and former Board Chairman; Mrs. Farber is a member of the Women’s Board of Thomas Jefferson University Hospital.

Douglas J. MacMaster Jr., Esq., Chairman of the University’s Board of Trustees, added that the gift “expresses tremendous faith in Jefferson and a confidence in our future that is inspiring.” He presented Mr. and Mrs. Farber with the Cornerstone Award Resolution and the traditional silver replica of Lloyd Lilly’s sculpture of Thomas Jefferson.

MacMaster also acknowledged Past President and Chief Nursing Officer, Thomas Jefferson University Hospital, is the recipient of the Pennsylvania State Nurses Association (PSNA) 2002 Administration Management Award. Dr. McGinley was presented with the award at the PSNA Awards Banquet, part of the PSNA 99th Annual Summit, in Harrisburg. The PSNA award recipients have “rendered distinguished service to the nursing profession and have improved the quality of patient care for Commonwealth citizens.” Dr. McGinley’s award citation read, in part:

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Medical Liability Insurance Crisis Continuing

Pennsylvania’s hospitals continue to struggle with the medical professional liability insurance crisis, according to a member survey conducted by The Hospital & Healthsystem Association of Pennsylvania (HAP).

The new HAP survey has found that insurance costs are continuing to rise, critical services are being closed, medical residents are fleeing Pennsylvania and hospitals are having increasing difficulty filling physician openings.

“Pennsylvanians’ access to the world’s best health care remains very much at risk,” says Carolyn F. Rendell, HAP President and CEO. “This survey is a snapshot of the crisis as it existed in October. The headlines over the past month tell us that the situation continues to deteriorate.”

“The findings of this new survey underscore the gravity of this critical issue,” says Thomas J. Lewis, hospital President and CEO. The HAP survey collected data from 150 hospitals and health systems in Pennsylvania. Among the survey’s findings:

• Nearly two-thirds of hospitals report that some physicians are retiring early, curtailing practices or relocating as a result of increasing liability costs.
• One-third of hospitals report closing, temporarily closing, or otherwise limiting the volume of services available due to physicians leaving or because of rising liability insurance costs.
• More than 75 hospital services have been closed over the past 12 months. The most severely impacted specialty services are obstetrics, orthopedics, general surgery and neurosurgery.
• More than half of hospitals report having difficulty recruiting physicians to fill vacant positions because of rising liability insurance costs.
• Nearly two-thirds of medical teaching programs report that their medical residents are choosing to continue their practices outside Pennsylvania.
• Half of hospitals report that members of their active medical staffs were denied coverage by commercial insurers and were forced to find alternative coverage in the past 12 months.
• The total cost of medical liability insurance coverage for Pennsylvania’s hospitals has increased 215 percent over the past 12 months, and 25 percent of hospitals reported premium increases exceeding 500 percent.

“We have made significant progress this year with the enactment of three laws that provide structural changes to the state’s insurance and tort systems,” Mr. Scanlan said.

“But the job is not finished. Our hospitals and physicians still need short-term financial relief, and we will continue to advocate for reforms that fully protect insured patients’ rights to be fully compensated for their economic losses while placing reasonable limits on the excessive noneconomic damage awards that threaten to cripple our healthcare delivery system.

For more information, visit www.haponline.org.

Reach Out and Read

of at least 10 new books before they start school.

Aldo M. Miller, M.D. “Through book drives run by SEAL, we obtain many donated, gently-used books for our waiting room volunteers to read and for older children, siblings and children seeing the doctor for a sick visit to take home.”

Dr. Lane sums up: “This clinical project establishes a commitment to the importance of family literacy in fostering a child’s healthy cognitive development, especially within lower-income urban families.

“By giving out books and concrete advice to parents, we give them the tools to help them spark their child’s emerging literacy and better prepare them for school. At the same time, we’re involving future healthcare professionals in this important partnership.”

For more information about ROR, contact Dr. Lane at jlane@jeffmed.edu or 215-595-7800.

Employee Appreciation Day 2002

Great Ideas at Work

In recognition of Latin Heritage Month, the Office of Diversity and Minority Affairs (ODAMA) of Jefferson Medical College (JMC), presented the First Latin Heritage Month Celebration for the Jefferson community. Following the second in the Distinguished Lecture Series was, announced from left, Dr. Reyes, MD, Assistant Professor, Department of Emergency Medicine, University of Pennsylvania Medical Center, speaking on “Cultural Competency in Healthcare: The Latin Patient.” Joining her for the event were, at left, Edward B. Christie, PhD, Associate Dean for Diversity and Minority Affairs, JMC; Luz Ortiz, MD, Assistant Dean for Diversity and Minority Affairs, JMC; and Alon Edwards, MD, Assistant Dean for Diversity and Minority Affairs, JMC. The event was sponsored by Latin Heritage Month Cultural Dinner Dance. All Latin Heritage Month events were open to students, faculty staff and friends.

Spotlight:

Kenneth R. Epstein, MD, MBA, Clinical Associate Professor of Medicine, Jefferson Medical College, and Clinical Director of the hospital’s Sickle Cell Program.

Dr. Epstein has affected several changes in the way we provide sickle cell care that have quickly ramped many benefits for both the patients and the hospital. Working with colleagues, he created a Same Day Unit at Jefferson to treat patients in the sickle cell disease program who require treatment for acute painful episodes.

“Our patients now previously have had to either go to the Emergency Department (ED) or stay home untreated. In the Same Day Unit, the patient is evaluated by a nurse practitioner and a hematologist. Patients receive rapid treatment of their pain, allowing a patient to usually go home within several hours.

By providing an outpatient setting for less complicated cases, the hospital has reduced both hospital bed days, thus reducing unpleasant beds, and the volume of patients with sickle cell disease coming to our ED.

Not only are patients now receiving direct attention and much more rapid, focused care, they are happier and better served because they don’t have to go through ED triage, and they get to know their caregivers.

Originally, we sought an average daily census of 2 in from 9 to 12 months. We achieved that goal after three months.

Now, the projected benefits to clinical outcomes, medical education, research in sickle cell care and hospital finance are all being realized.

“This unit is a mirror success” says Dr. Ruel.

Says Dr. Epstein in creating colleagues: “Our accomplishments are due to a true team effort, involving Steven McKenzie, MD, PhD, Cardeza Director; Sharon Millinghausen, RN, MSN, Hospital Vice President, Medical Surgery and Women and Children; Sarrie Bally, MD, Sickle Cell Center Director; and Gaye Riddick, MSN, CRNP, BC, Sickle Cell Nurse Practitioner, who have been instrumental in making the unit a positive experience for patients. At Jefferson, the IBEAR, Jie Sia, Chief Operating Officer, and Elton Reuben, Director of Manager Care Operations, helped as achieve the payer contracts for sickle cell care.”

Watch JPEGs for more Great Ideas at Work.

*Holidays are not fun anymore. I exhaust myself in trying to meet everyone’s expectations. I get irritable and hard to live with.*

Find some way to get perspective and manage your time and priorities. Contact FirstCALL, Your Employee Assistance Program – 1-800-362-3277. FirstCALL is a free service to Jefferson Hospital employees and their families.

Don Walker Photography

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**JEFFNEWS**

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**HOSPITAL LAUNCHING WEB-BASED PURCHASING SYSTEM**

Thomas Jefferson University Hospital will implement a Web-based system enabling departments to purchase supplies and equipment electronically.

Omnibuyer will be easily accessed through the browser of any PC and will automonate the requisition process, says Ellen Reid, Director, Supply Chain Optimization, 1800 Gibbon.

For more information, contact Mr. Reeder at 215-955-2489.

**Tips for Safe Winter Driving**

Winter is here! Safely prepare for winter driving by making sure your car is in good working order. Get up, keep a watch on the road and a flashlight, a triaxion tool and a bag of sand or kitty litter in the car along with a flashlight, flares and a blanket. And, of course, be sure to backboard and keep your passengers so no as to do well.

**HOSPITAL PROVIDES WIGS FOR HAIR LOSS**

Thomas Jefferson University Hospital provides wigs for individuals who have lost their hair because of cancer treatment, and for financial reasons are unable to purchase them.

For more information, call 215-955-8330 or 1-800-JEFF-8888.

**New Year’s Day**

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