

JeffNEWS

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'Big Walk for Little Feet' to Highlight 26th Annual Jefferson Hospital Philadelphia Distance Run September 21



Hugely successful in its first two years, the "Big Walk for Little Feet" is returning for a third year as a special feature of the 2003 Jefferson Hospital Philadelphia Distance Run – the 26th anniversary of the annual world-famed half-marathon run. This is the sixth straight year Jefferson Hospital will be the run's title sponsor.

The "Big Walk for Little Feet" is a fun way for all to take a giant step to help save babies' lives. The three-mile walk will again raise funds to benefit Jefferson's Labor and Delivery suite and the Neonatal Intensive Care Unit (NICU), Transitional and Well-Baby Nurseries, explains Jefferson University Hospital President and CEO Thomas J. Lewis.

"The walk benefits all babies born at Jefferson," says Mr. Lewis. "Last year, the event raised \$35,000, mostly from individuals, especially parents involving their friends and families. We are thrilled with that success, and equally thrilled to repeat the walk this year."

Grateful Parents

Adds Glassboro, NJ, Police Corporal Ray Giordano and his wife Tracey, who credit doctors, nurses and staff of Jefferson's NICU with saving the life of their newborn son, Anthony, now 18 months:

"Jefferson Administration should be very proud of their employees in the NICU. They are truly our heroes. For all parents of what I like to call 'Jeff Babies,' you've taken our same journey and you know the value of Jefferson's NICU. For everyone else, I hope our story makes you realize how incredibly talented and professional the staff is, and how very important it is to support this NICU."

Last year, the Giordanos raised \$5,500 for the "Big Walk," with 60 fellow police officers, friends and family members participating in the "Big Walk" or Distance Run.



Ray and Tracey Giordano

A Big Family Fun Walk

The "Big Walk for Little Feet" on Sunday, September 21, is a fun walk 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. It finishes at 16th and Benjamin Franklin Parkway, near

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Don Walker Photography

Ready to Step Out – Last year's walkers wait to take their "Big Walk for Little Feet" to benefit all babies born at Jefferson.

Paul C. Brucker, MD, Announces Intention To Retire as University President June 30, 2004

At the July 28, 2003 annual meeting of the Board of Trustees, Paul C. Brucker, MD, President of Thomas Jefferson University (TJU) since 1990, and founding Chair of the Jefferson Health System (JHS) Board of Trustees, announced his intention to retire from both positions effective June 30, 2004. Speaking at the TJU Board meeting, Dr. Brucker said that announcing his decision to retire at this time would allow the Board to begin a deliberate and systematic search for a new president and provide for an orderly transition.

TJU Board Chair Douglas J. MacMaster Jr., Esq. stated that the Board has accepted Dr. Brucker's resignation with regret and said "the Trustees are deeply appreciative for all that Dr. Brucker has accomplished academically, administratively, and financially to strengthen the University. TJU has prospered under his leadership, and we are fortunate that Dr. Brucker has agreed to serve the University as President Emeritus whereupon the Jefferson community will be able to draw upon Dr. Brucker's substantial expertise and experience."

Dr. Brucker stated that since assuming the Presidency in 1990, he has been honored to have worked with an exceptional Board, students, faculty, administrators and alumni who have shared their talents and energy, particularly during an extremely critical and challenging period of Jefferson's history. "I am proud of our efforts to reaffirm the University's mission," Dr. Brucker said, "and I have every confidence that the strength of my administrative colleagues, the dedication of our faculty and alumni, and the strong leadership and clear vision of our Trustees will enable Thomas Jefferson University to continue its exceptional legacy. I look

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U.S. News & World Report Ranks Jefferson Hospital Among Nation's Best in Nine Patient Care Categories

In its annual "Best Hospitals" national rankings, *U.S. News & World Report* has ranked Thomas Jefferson University Hospital as among the best hospitals in the nation for nine patient care categories, up from seven categories in last year's rankings. The hospital achieved top ranking in Philadelphia for orthopedics and rehabilitation medicine.

U.S. News & World Report determined that Jefferson

University Hospital was among the best in the nation in cancer, digestive disorders, geriatrics, gynecology, neurology/neurosurgery, orthopedics, otolaryngology-head and neck surgery, rehabilitation medicine and urology.

In addition, Wills Eye Hospital, which serves as the Department of Ophthalmology for Thomas Jefferson University Hospital and Jefferson Medical College of

Thomas Jefferson University, again ranked tops in Philadelphia for ophthalmology.

Jefferson Hospital President and CEO Thomas J. Lewis said the hospital and its staff are very proud of this recognition.

"We strive to provide the best care and treatment possible for our patients and it's gratifying to know that *U.S. News & World Report* continues to recognize that year after year," Mr. Lewis said.

It's Almost Time for the 2003 Employee Service Recognition Program

Jefferson recognizes the contributions of its valued employees through several programs, including the Hospital's S.T.A.R. and High Five! Programs and various department-based initiatives.

In 2002, the Employee Service Recognition Program was reinstated as part of the ongoing acknowledgement of the

accomplishments and commitment of Jefferson employees. Again this year, this Program will be highlighted by a special celebration to honor employees who celebrated five-year (5, 10, 15, etc.) anniversaries in the year ending June 30, 2003.

The annual Service Recognition Celebration will be held on Wednesday, October 8, from 4:30

to 7:30 p.m., at the Ballroom of the Benjamin Franklin House. The event will include a reception, entertainment and gifts.

Further details will be provided in the September issue of *JeffNEWS*, and honorees will receive invitations within the next month. For more information, call Randy McLaughlin in Human Resources at 215-503-8373.

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VITAL SIGNS:

JUNE 2003

TJUH, Methodist,
Geriatric Psychiatry,
Jefferson Hospital for
Neuroscience

	Budget	Actual	Prior Year
Admissions	3,255	3,309	3,269
Length of Stay	5.66	6.27	5.83
Patient Days	18,438	20,968	19,799
TJUH, Methodist Outpatient Visits	38,569	37,380	37,515
Patient Satisfaction Overall Mean Score (Apr-June) 83.0			

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Cataldo Doria, MD, International Transplant Surgeon, Joins Hospital Transplantation Team



Multi-organ transplant surgeon Cataldo Doria, MD, has joined the transplantation team of Thomas Jefferson University Hospital and has been named Assistant Professor of Surgery, Jefferson Medical College.

Dr. Doria has extensive expertise in liver transplantation, as well as kidney transplantation and numerous other hepato-pancreatico-biliary surgical procedures.

He also organized and participated in the first laparoscopic nephrectomy with ureterectomy for living-related kidney transplantation ever performed in Italy.

Dr. Doria comes to Jefferson from the Mediterranean Institute for Transplantation and Advanced Specialized Therapies (IsMeTT – UPMC Italy) – a partnership between the University of Pittsburgh Medical Center and the Italian National Government – where he most recently served as Assistant Professor of Surgery and Chief of Abdominal Organ Transplant.

He also served as Assistant Professor of Surgery at the University of Pittsburgh School of Medicine and at the Thomas E. Starzl Transplantation Institute, Children's Hospital of Pittsburgh and the U.S. Department of Veterans Affairs Medical Center, Pittsburgh.

His research interests include issues in liver transplantation, developing alternative strategies for living-related organ procurement and transplantation, usage of artificial liver and treatment of pancreatic tumor.

Dr. Doria is the recipient of the American Medical Association Physician's Recognition Award and has been listed in Who's Who in Medicine and Healthcare.

The Jefferson surgeon was instrumental in the development of the partnership between the University of Pittsburgh Medical Center and the Civico and Cervello Hospitals of Palermo, Italy, which resulted in the creation of the Mediterranean Institute for Transplantation and Advanced Specialized Therapies.

The transplant surgeon is a member of numerous professional and scientific societies and is author of 72 publications.

Dr. Doria completed a clinical fellowship in multi-organ transplantation at the University of Pittsburgh and a research fellowship in transplantation at the Pittsburgh Transplantation Institute.

He received an MD magna cum laude in 1990 from the University of Perugia, School of Medicine, Perugia, Italy, where he also completed his residency in general surgery. He received a BA in 1983 from F.S. Cabrini in Italy.

Clara A. Callahan, MD, Elected Chair of AAMC's NEGSA Group on Student Affairs



Clara A. Callahan, MD, Vice Dean for Academic Affairs at Jefferson Medical College (JMC), has been elected to the position of Chair for the Northeast Group on Student Affairs (NEGSA), part of the Association of American Medical Colleges (AAMC). Her term runs from the spring of 2003 to the spring of 2004.

The mission of the GSA is to advance medical education and to represent the interests of medical schools and medical students in the areas of admission, financial aid, minority affairs, student affairs and student records.

Alfred Salvato, University Treasurer, Named Endowment Officer of the Year



Alfred C. Salvato, Treasurer, Thomas Jefferson University, has been named Endowment Investment Officer of the Year in the third Annual Awards for Excellence program by Foundation and Endowment Money Management (FEMM).

In announcing the award, FEMM said:

"As treasurer, Mr. Salvato has found numerous ways to cut expenses without having to decrease staff. He has been able to cut fees by going with a manager-of-managers program with Frank Russell Co. and employing a fund-of-funds strategy to diversity risk while tapping good managers."

Mr. Salvato said that turning the fund away from separate portfolio management and making its first investments in alternative strategies have enabled the fund to grow.

"Al Salvato employs cutting-edge thinking when it comes to saving and managing resources wisely," a colleague said.

Grateful Patient Renews Hospital Support with Second Gift

John S. Wilson Sr., who credits his treatment at Jefferson University Hospital with helping him fight his lifelong battle with asthma, has made a charitable commitment to purchase equipment that will assist other asthma patients. This gift will give patients free Peak Flow Meters to self-monitor and manage their condition, as recommended by Jefferson physicians from the Division of Critical Care and Pulmonary Disease.

"Mr. Wilson's gift goes beyond philanthropy," says Jonathan E. Gottlieb, MD, Associate Professor, Critical Care/Pulmonary Medicine, Department of Medicine, Jefferson Medical College. "It empowers patients and involves them in their own care."

"Because of Mr. Wilson's generosity, we can give this important device to our asthma patients without charge," adds Dr. Gottlieb, who is also Senior Vice President for Clinical Affairs and Chief Medical Officer for the hospital. "Jefferson is the only local program I am aware of that provides this important bridge between inpatient and outpatient asthma care. We are very grateful to Mr.

Wilson for funding it."

Peak Flow Meters are portable hand-held devices that measure how well air flows from the lungs.

Although relatively inexpensive, they are not generally covered by insurance. The use of Peak Flow Meters also helps avoid emergency visits to the hospital because patients learn how to measure their breath and adjust their medications accordingly. They are strongly endorsed by the American Lung Association and other professional groups.

This is Mr. Wilson's second gift to the hospital. His first gift supported stroke prevention and education, which was motivated by the impact that disease had on members of his family. This new gift is also close to his heart.

"I was diagnosed with asthma when I was a year old. Jefferson was where my family turned for my treatment, and I will always be thankful for that," says Mr. Wilson.



Jonathan E. Gottlieb, MD, at left, shows John S. Wilson Sr., who is funding the purchase of Peak Flow Meters for distribution to asthma patients at Jefferson University Hospital, how the device works.

"I was given emergency care several times a month. I know how difficult it is to be in the ER so much, and I want to do what I can to avoid that trip for other patients."

Mr. Wilson also knows how important it is for asthma patients to feel some control over their illness. "It is a helpless feeling to have trouble breathing," he says. "I am glad to help my fellow asthma sufferers help themselves."

Visit the Thomas Jefferson University Hospital Development Office at www.jeffersonhospital.org/giving

Rheumatology's Scleroderma Center Marks 30th Year

The Scleroderma Center of Thomas Jefferson University



Hospital marked its 30th year of operation in July.

Says Sergio A. Jimenez, MD, Director of the Center and of the Division of Rheumatology, Department of Medicine:

"We began with a handful of

patients in July 1973 at the Hospital of the University of Pennsylvania. Now we actively follow more than 1,200 patients, many of them from abroad, including Europe, South America and Asia."

The Center has been at Jefferson since 1987 when Dr. Jimenez came here. He is The Dorrance H. Hamilton Professor of Medicine, Jefferson Medical College. *Philadelphia Magazine* in its Top

Hospitals issue, May 2003, cited the Center's international reputation, adding that Dr. Jimenez, "... an international expert, probably knows more about the disease than anyone in the world ..."

For more information about the Center, 1015 Chestnut St., 15th floor, or to refer a patient, call **1-800-JEFF-NOW** or **215-955-8430**.

Radiology's Flemming Forsberg, PhD Earns \$541,200 DOD Award for Prostate Cancer Research

The United States Department of Defense (DOD) Prostate Cancer Research Program has awarded a \$541,200 grant to Flemming Forsberg, PhD, Professor of Radiology, Jefferson Medical College, for his research proposal

to improve prostate cancer detection by use of ultrasound-activated contrast imaging. The focus of the DOD program, part of the U.S. Army Medical Research and Materiel Command, is to further innovative research

concepts to prevent, detect and treat prostate cancer.

This is the fourth grant Dr. Forsberg has received from the DOD since 1997. The others were in breast cancer detection and diagnosis.

Paul C. Brucker, MD, Announces Intention to Retire continued from page 1

forward to continuing to contribute to the growth of Thomas Jefferson University in any way that I can be of service."

Dr. Brucker came to Jefferson in 1975 as the first Alumni Professor and Chair of the Department of Family Medicine of Jefferson Medical College. In the 16 years prior to his presidency, Dr. Brucker's devotion to the Jefferson family and his desire to work

collaboratively with members of the University community to build upon its long history and strong traditions encouraged him to pursue the presidency in 1990. "I want to thank all of my colleagues who have made this a most rewarding experience," Dr. Brucker said.

A search committee will be formed to review the responsibilities of the president, and

create a position description and timeline for a nationwide search.

Also at the Annual Meeting of the TJU Board of Trustees, Mr. MacMaster announced his intention to step down as Chair at the end of his term on December 31, 2003. The Trustees nominated and enthusiastically elected Ben Burke Howell, Esq. as Chair-elect to take office on January 1, 2004.

Hospital Sponsors Multi-hospital Disaster Drill

Thomas Jefferson University Hospital sponsored a multi-hospital emergency drill to address the readiness of participating hospitals, and of emergency medical services personnel, to care for victims in times of emergency. The drill, which kicked off National Emergency Medical Services Week, served as a training device to better ensure Philadelphia's preparedness in the event of disaster.

The drill activities at Jefferson University Hospital involved more than 250 Jefferson Medical College student volunteers portraying victims who were transported to Jefferson's Emergency Department by ambulance or who arrived by car or on foot. The mock incident involved many fatalities from a bomb explosion during a concert at the Electric Factory on North 7th St.

The accompanying photos show typical scenes inside or just outside of Jefferson's Emergency Department.



Don Walker Photography



Robert Neroni Photography

An audience of healthcare professionals intensely interested in his topic posed many questions to Troyen A. Brennan, MD, JD, MPH, after he delivered "Safety, Quality, and Litigation: Understanding the Malpractice Crisis," the 11th annual Paul C. Brucker, MD Lecture. Of particular audience interest was the outcome of Dr. Brennan's work with the Pew Charitable Trusts on the Pennsylvania Malpractice Crisis. Dr. Brennan is Professor of Medicine, Harvard Medical School; Professor of Law and Public Health, Harvard School of Public Health; and President of the Brigham and Women's Physician Organization. Here, after the lecture, which honors Dr. Brucker's many accomplishments, are Dr. Brucker, President of Thomas Jefferson University (TJU), center, and, from left, Thomas J. Nasca, MD, FACP, Senior Vice President, TJU and Dean, Jefferson Medical College (JMC), Richard C. Wender, MD, Alumni Professor and Chair of Family Medicine, JMC, Dr. Brennan and Howard K. Rabinowitz, MD, Professor of Family Medicine, JMC.

Three JMC Researchers Awarded NIH Grants

Three Jefferson Medical College (JMC) researchers have received grants from the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS) to help shed light on heritable diseases of connective tissue.

NIAMS is a component of the National Institutes of Health (NIH) within the U.S. Department of Health and Human Services.

Heritable disorders of connective tissue are rare diseases that result from mutations in genes responsible for building tissues.

The new grant awards support individual research projects as well as collaborative exploratory and

developmental grants that investigate the cause of one or more of these disorders and novel treatment pathways.

NIAMS awarded a total of eight grants, three of which went to these JMC researchers:

Paul J. Christner, PhD, Research Associate Professor of Medicine, to study the molecular mechanisms of cutis laxa, a connective tissue disease characterized by sagging skin, premature wrinkling and reduced skin elasticity.

James D. San Antonio, PhD, Assistant Professor of Medicine and Assistant Professor of Pathology,

Anatomy and Cell Biology, to study whether disrupting the interaction of proteoglycans with type I collagen may lead to connective tissue disorders.

Andrzej Fertala, PhD, Assistant Professor of Dermatology and Cutaneous Biology, to test the hypothesis that mutations in fibrillar collagens affect extracellular and intracellular interaction of these proteins with other molecules, alter the extracellular matrix, and change the spatial arrangement of cells.



Eighth Annual 'Taste of The Neighborhood' September 2

Get your taste buds ready! The 8th annual "A Taste of the Neighborhood" restaurant expo sponsored by the University Activities Office will be held Tuesday, September 2, from 11:30 a.m. to 1:30 p.m. on Scott Plaza (rain location is Jefferson Alumni Hall Mezzanine). The always popular event affords employees, students, and volunteers a chance to sample discounted fare from area restaurants. Here are some scenes from last year's event.

Don Walker Photography

Jefferson Wins Two 'George Bailey Awards'



Accepting a 'George Bailey Award' for Energy Services are, from left, John P. Sullivan, University Vice President for Administration, Randolph Haines, Manager, Energy Services, and Ronald E. Bowlan, Associate Vice President for Facilities Management.



Accepting a 'George Bailey Award' for Jeff-IT and its intern program are, from left, Jason Hughes, Associate Director, Andrea Carcella, Desktop Support Manager, John Page, Director of Core Technologies, Wayne I. Thompson, Chief Information Officer, and Ed Hirsch, selected as one of the program's best interns.

Two University departments each received a "George Bailey Award" for their commitment to developing community resources.

The annual George Bailey Awards are conferred by The Reinvestment Fund (TRF) on organizations or individuals who exemplify the commitment to neighborhood building demonstrated by the character played by actor Jimmy Stewart in the 1947 film "It's a Wonderful Life." The 2003 awards honored five community partners for whom TRF has provided financing.

Honored at TRF's 18th annual meeting were Jefferson's Energy Services Department and Information Technologies Department (Jeff-IT). TRF's Sustainable Development Fund provided low-cost financing so Energy Services could install equipment that will conserve \$127,000 worth of electricity annually. Jeff-IT was able to offer 30 community and technical school students IT internships through TRF's BEST (Businesses Educating Students in Technology) program.

TRF is a \$170 million development finance corporation geared to stimulate economic growth of low- and moderate-income people and places.

Says Jeremy Nowak, TRF President and CEO, "These awards reflect the breadth of TRF's financing programs as the company grows to meet our customers' needs, and the strong relationships that impact on TRF's role in the community."

The accompanying photos show staff from both Jefferson departments accepting the awards.



Compliance Corner

Discussing Patient Information With Friends and Family

Families are understandably distressed when healthcare providers decline to answer their questions about a patient's medical condition. This kind of problem has occurred more frequently since the implementation of the HIPAA Privacy Rules. Although HIPAA was not intended to interfere with vital communication, uncertainty about the Privacy Rules has resulted in communication problems, particularly when families and friends request information on the status of patients.

Healthcare providers are faced with the problem of balancing their responsibility to protect patient's privacy against the need to provide vital information to friends and family who are involved in the care of a patient.

The HIPAA Privacy Rules address this problem by allowing healthcare providers to exercise professional judgment when dealing with situations where a patient is unable to identify specific people with whom patient information should be shared. If the patient is not incapacitated, the healthcare provider should always ask the patient for permission to disclose patient information to a friend or family member. But, if the patient is unable to approve of such communications, then the healthcare provider may disclose patient information to a person if the provider is reasonably certain that the patient would want patient information shared with that person. Also, it is important to remember that all discussions of patient information with a friend or family member of a patient should be limited to that information which the person needs to know in order to help the patient make healthcare decisions.

If particularly difficult situations arise, please contact the Privacy Officer for additional guidance. University employees should call **215-955-8585**, hospital employees should call **215-955-4177**.

