'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 Neonatal Intensive Care Unit (NICU). Transplantation 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 participating in the 'Big Walk' or Distance Run.

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 Philadelphia Museum of Art.

Grateful Parents
Addie 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 $3,500 for the "Big Walk," with 60 fellow police officers, friends and family members participating in the "Big Walk" or Distance Run.

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 reinitiated 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-, 20- and 25-year 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.

Budget Actual Prior Year

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JeffNEWS
August 1, 2003

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 in consultation with the Division of Critical Care and Pulmonary Disease.

"Mr. Wilson's gift goes beyond philanthropy," says Jonathan E. Gottlieb, MD, Associate Professor, Critical Care 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 medications accordingly. They are strongly endorsed by the American Lung Association and other professional groups.

"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 asthma 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."

"I am 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.

Rheumatology's Scleroderma Center Marks 30th Year

The Scleroderma Center of Thomas Jefferson University Hospital, formed to review the condition of the disease, has marked its 30th year of operation. Says Sergio A. Jimenez, MD, Director 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 Fleming Forberg, PhD Earns $541,200 Dodd Award for Prostate Cancer Research

The United States Department of Defense (DOD) Prostate Cancer Research Program has awarded a $541,200 grant to Fleming Forberg, 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 Material Command, is to further innovative research concepts to prevent, detect and treat prostate cancer. This is the fourth grant Dr. Forberg has received from the DOD since 1997. The others were in breast cancer detection and diagnosis.

Paul C. Brucker, MD, Announces Intention to Retire

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create a position description and timetable 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, Jr. as Chair-elect to take office on January 1, 2004.
Jefferson Wins Two ‘George Bailey Awards’

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). TRF’s Sustainable Development Fund provided low-cost financing so Energy Services could install equipment that will conserve $127,000 worth of electricity annually. Jefferson-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.

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.

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 inheritable 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. Chumack, 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, 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 collagen affect extracellular and intracellular interaction of these proteins with other molecules, alter the extracellular matrix, and change the spatial arrangement of cells.

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 family 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 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 215-955-4177. University employees should call 215-955-8480, hospital employees should call 215-955-4177.
For Neuroscience needs participants for a research study about living with MS.

For the Distance Run and the Walk, all numbers and t-shirts will be distributed Friday and Saturday at the Distance Run Expo, at the Wyndham Franklin Place Hotel at 17th and Race streets. Registration for the races will close at 6 p.m. on Saturday, September 20, from 10 a.m. to 6 p.m., at the Wyndham Franklin Plaza Hotel. The expo will feature special workshops by Jefferson’s orthopedics, sports medicine and nutrition specialists and exhibits by hospital departments and centers as well as leading merchants and manufacturers.

Last year’s event drew nearly 10,000 entries for the half-marathon. Competition and awards will again be held for corporate and running clubs.

In addition to this year’s half-marathon, the Philadelphia Festival of Races will feature the 3rd annual Philadelphia Children’s Run on Saturday, September 20, and the 5K Classic Run on Sunday, September 21.

First 35 Jeffersonians Register Free
Registration for either the Distance Run or the 5K Classic is free to the first 35 Jeffersonians who register for either event. For free registration, contact the Office of Volunteer Services at 215-590-6222.

Volunteering Is a Fun Family Event
With the added popularity of the “Big Walk for Little Feet,” volunteering for the Distance Run and Walk is more of a fun family event than ever before, says Patricia Wallace, Director, Volunteer Services, Jefferson University Hospital.

“We encourage employees to bring family members, including children. It’s a great Sunday activity for all ages. Everyone is given a special Jefferson Hospital T-shirt.”

Volunteers will be needed Sunday morning to help distribute water, assist at the start line and, on Friday and Saturday, to generally lend a hand in organizing and directing participants and visitors.

Mark the date now: Sunday, September 21. To sign up, or for more information, call Volunteer Services at 215-590-6222.

Patients 65 and Older Needed for Research Study
The Department of Psychiatry and Human Behavior at Jefferson Hospital for Children has an ongoing study investigating the effects of medication on children with autism.

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