Dinner Event Celebrates Hospital’s 125th Anniversary, Honors Bernard Segal, MD, and Myrna and Ira Brind

Invited guests celebrated the 125th anniversary of Thomas Jefferson University Hospital at a festive dinner event honoring three outstanding Jeffersonians.

Bernard L. Segal, MD, received the hospital’s inaugural Achievement Award in Medicine, presented to honor “individuals who have achieved and maintained excellence in their profession and who have actively contributed to the growth and development of their field.” Dr. Segal is Professor of Medicine and Director of the Division of Cardiology at Jefferson Medical College and the hospital. Among his numerous accomplishments, he is author or co-author of 12 books and more than 375 scientific papers, including the earliest papers on echocardiography, cardiac catheterization, exercise stress testing, valvular heart disease and patient follow-up after coronary bypass surgery.

Jefferson Students Reaching Out to Serve Community

Studying and training for a profession in health care is surely a fulltime commitment. That’s why it always boggles the mind to hear many of our community service efforts, but it’s always brings a special emphasis.

Among his numerous contributions to the Jefferson community, the Brind Center participated in the creation of the Center for Integrative Medicine at the hospital, where Mr. Brind is Board of Trustees. In addition, it was announced that the Center now carries the Brind name. The Jefferson Myrna Brind Center of Integrative Medicine is the only Center in our region that is part of an academic medical center.

Cornerstone Award Given to Connelly Foundation at President’s Club Dinner

The prestigious Cornerstone Award of the Jefferson President’s Club was presented to the Connelly Foundation at the President’s Club Dinner held at The Crystal Tea Room on October 24.

The festivities, attended by 280 people, were hosted by University President Paul C. Brucker, MD, and his wife Joan, to thank major donors to the University and Hospital. In addition to awarding the Cornerstone Award, Jefferson named 16 donors of The President’s Club in recognition of cumulative giving of $50,000 or more. Another 14 benefactors became members of The Winged Ox Society, having contributed $10,000 or more during the last fiscal year.

Cornerstone Award Video Presentation Features Foundation’s Gifts

Paying tribute to the Connelly Foundation’s contributions to Jefferson programs, Dr. Brucker introduced, “A Legacy of Giving,” a video highlighting the Foundation’s commitment to Jefferson’s mission.

“The Cornerstone Award is a way for us to honor those who have made the most significant contributions to Jefferson,” Dr. Brucker explained. “On behalf of the University, I want to thank the Connelly Foundation and other donors who have supported Jefferson’s Medical College and Hospital.”

Among their many contributions to the University and Hospital, the Connelly Foundation has provided support for the Connelly Scholars Program, a unique scholarship program for undergraduate students.

Jefferson Welcomes CAHOO December 1 – 5

On behalf of the communities we serve, Thomas Jefferson University Hospitals welcome the representatives of the Joint Commission on Accreditation of Healthcare Organizations (CAHOO) visiting us the week of December 1 through 5. All staff and employees understand the importance of the CAHOO survey and know that the standards set forth by CAHOO clearly foster safe, high-quality care. We thank CAHOO for helping us to continually improve patient care and safety.

In This Issue:

Matthew DeCaro, MD Oversees Project CARE 3

Weather Emergency Hotline 1-800-958-8806 Employee Appreciation Day 3

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

The month of November was ushered in by balmy, spring-like weather, but within little more than a week overnight temperatures had dipped to the teens. It remains to be seen if those two extremes will prove the more accurate predictor of the winter season ahead.

“We must be prepared for whatever may develop,” says Brian P. Bowie, Associate Vice President for Human Resources. He adds, “After several mild winters, last year’s blizzard was a vivid reminder of the challenging weather conditions which can confront the Delaware Valley.”

Some important points from Jefferson’s weather emergency policy:

- Department Heads will advise all faculty and employees of their status as either “designated” or “nondesignated” personnel.
- Nondesignated personnel are required to report in the event of a declared weather emergency. Absence of designated personnel during a weather emergency are without pay, but are not charged to an employee’s last-time rate under the attendance policy.
- Designated personnel, while making 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.
- A toll-free Jefferson hotline, 1-800-858-8806, will provide complete weather-emergency information. Similar information will be available through the Jefferson Pulse campus portal and the TV/Radio intranet.
- 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.
- Anyone with questions about the policy may contact the Office of Employee Relations at 215-503-7178.

IS Taking Two Initiatives to Enhance Customer Service

In responding to department heads and key personnel comments “that it is difficult to navigate Information Systems (IDS) and access our services,” IS announces two initiatives to improve overall service and interaction with IS.

- Information Systems Customer Service Center (CSC), 1837 Gibbon (near the Apothecary). Its main purpose is to bring essential IS services — cell phone, pager, laptop rentals, quick printing — closer to their clients and provide “service excellence” while doing so.
- Client Service Desk (CSD), 901 Sheridan Building, 215-595-7975 (same number as the Technical Assistance Center or “TAC”) option #2. The CSD serves as one entry point for all IS service requests and inquiries including, but not limited to electronic key personnel mailings, conference call services or scheduling, desktop office application support, registration and support for Healthstream and IS training, account creation, and voice mail and telecop service. In addition, clients can now access IS training, account creation, and support for Healthstream or IS training, account creation, and voice mail and telecopy service.

President’s Club Dinner canceled from page 2

Adding his thanks, Mr. Lewis said, “The Connelly Foundation has made a difference in the quality of life for so many people as it has carefully and deliberately provided support for Jefferson’s programs, the education and training of health professionals and to the care of some of our most vulnerable patients.” Mr. Lewis invited guests who participated in the video to join the Award presentation, including Thomas J. Nasca, MD, University Senior Vice President and Dean of Jefferson Medical College; Barry Goldberg, MD, Professor of Radiology, Vice Chairman of Research and Director of the Division of Ultrasound; Mary Ann McGeeley, PhD, Senior Vice President for Patient Care Services and Chief Nursing Officer, Richard E. Eshbach, MD, FACP, Clinical Associate Professor of Pediatrics, and Psychiatry and Human Behavior and Director of the MATER program; Lara Weinstein, MD, Family Medicine, and a founding member of IJHPE, and Seth Hollander, Director of the JIHOPE Gateway Clinic, and a fourth year IJM student.

Special Donors Recognized

Douglas J. MacMaster Jr., Esq., Chair of the University Board of Trustees, assisted in recognizing Fellows of The President’s Club and Winged Ox Society members. New Fellows, who received gold-headed physicians’ canes symbolizing healing, are: Edward Burke, MD, IJM ‘56; Elaine Burdine, MD, IJM ‘53; E. I. Carteron, MD, PhD 2003; Sue Chang, MD, Harry R. Cramer, Jr., IJM, IJM ‘71; James E. Cullbert, MD, IJM ‘57; Jack W. Fink, MD, IJM ‘54; Catherine and William Frankel, Mr. Brian G. Harrison, Nancy A. and Donald F. Jones, Mr. Jerrel K. Ralph; Joseph P. Ravin, MD, IJM ‘56; John P. Salvo, MD, IJM ‘61; Frank J. Starko, MD, IJM ‘66; Richard S. Tonn, MD, IJM ‘50; and James Donald Wentzler, MD, IJM ‘46. New members of The Winged Ox Society receiving special pins were Mr. and Mrs. Harold Baxter; Mrs. Jayne Black; Mr. Bradley and Gibbon (near the Apothecary). She is a graduate of Temple University School of Law.

Mr. Hix’s office is at 925 Chestnut Street, Suite 200, where she can be reached at 215-595-9491.

In Memoriam

Allan J. Erslev, MD, ’84

The Jefferson community mourns the death November 12 in Haverford of Allan J. Erslev, MD, ’84, a hematologist researcher and professor at Jefferson Medical College (JMC) for 43 years. Dr. Erslev served as Director of the Cardesa Foundation of Hematology Research Institute from 1963 to 1983, having joined the foundation in 1959 following several years of teaching and research at Harvard University. He retired in 2002 from the foundation and from teaching at JMC. In 1953, Dr. Erslev was the first researcher to prove conclusively that erythropoietin – a natural hormone that resides in the kidneys. Dr. Erslev and Dr. Erslev served as Director of the Cardesa Foundation of Hematology Research Institute at JMC from 1963 to 1983, having joined the foundation in 1959 following several years of teaching and research at Harvard University. He retired in 2002 from the foundation and from teaching at JMC. In 1953, Dr. Erslev was the first researcher to prove conclusively that erythropoietin – a natural hormone that produces red blood cells – resides in the kidneys. Dr. Erslev and other researchers spent 25 years studying this hormone. The hormone is used today to treat anemia in chemotherapy patients, people with kidney dialysis, and those who have renal disease and other ailments.

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Students Serve Community

Continued from page 1

Coat drive sponsored by the student National Medical Student Association (SNMA) in conjunction with United Way.

Every year employees and other members of the Jefferson community support this effort by giving coats and monetary donations to United Way Southeastern Pennsylvania to benefit those in need.

This is the second year SNMA has sponsored the drive: Receiving more than 400 coats last year far exceeded expectations, and the goal for 2003 is to surpass 500.

You can donate until December 5 at the colorful boxes located in lobbies at Jefferson Alumni Hall, Martin Building, College Building, Scott Library or make arrangements through academic or clinical departments. See photo, page one.

Matthew DeCaro, MD, New CCU Director, Oversees Project CARE Implementation

Matthew V. DeCaro, MD, Clinical Assistant Professor of Cardiology, Jefferson Medical College, holds the new position of Coronary Care Unit (CCU) Director. Dr. DeCaro manages the triage of high acuity patients, so that only the most critical are admitted to the CCU.

In addition to his role as CCU Director, Dr. DeCaro oversees patient admissions, flow, and the implementation of new inpatient guidelines that grew out of Project CARE (Coordinated Approaches Redesigned for Excellence). Although his primary responsibility is for patient care, Dr. DeCaro has a number of administrative and teaching duties, which create continuity at the attending level with the house staff. “Part of my role is to support administration issues raised by the nursing and house staff,” says Dr. DeCaro. “Critical to our success have been the efforts of Heather Miller, RN, MSN, the new nurse manager, and Mary Vergara, RN, who is on our implementation team. Their leadership has already made this a very successful team effort.”

The initial stages of Project CARE created detailed but streamlined guidelines for two high-impact diagnoses – acute coronary syndrome and congestive heart failure – that account for a significant percent of CCU admissions. These guidelines have recently been introduced on 5 West, and new order sets are in place. The Project CARE executive committee has begun to plan for the next two diagnoses: atrial fibrillation and community-acquired pneumonia.

Over the next few months, Dr. DeCaro will help to compare outcomes and manage the tracking of statistics from patients treated under the newly developed guidelines.

“Giving Tree” and Literacy Program

“The Giving Tree” and Literacy Program sponsored by Jefferson American Medical Association (JAMA) Community Service in conjunction with Philadelphia Public Schools.

By extending last year’s drive past Thanksgiving Day, mostly because of the very cold weather, the amount collected before Christmas surpassed goals. Volunteers hope to do even better this year. Watch for the large collection box in Jefferson Alumni Hall’s lobby.

Donations for YES shelter sponsored by Jefferson American Medical Association (JAMA) Community Service in conjunction with Philadelphia Public Schools.

Come to University Choir Concert December 12

The Thomas Jefferson University Choir’s winter concert will feature Vivaldi’s Gloria with other music of the season. A full orchestra will accompany the choir composed of students, nurses, physicians, employees, spouses and other members of the Jefferson family.

The free concert Friday, December 12, at 8 p.m. at First Baptist Church, 17th and Sansom Streets, Philadelphia, marks the choir’s 134th season. Call 215-519-5501 or 5194.

Kudos to the Singing Blair Brothers!

Kudos are due the two young sons of Crystal Hunter-Blair of Jefferson College of Health Professions’ Admissions Office for the brothers’ concert appearances with Hezekiah Walker and the Love Fellowship Choir at the University of Pennsylvania’s Irvine Auditorium as well as earlier choral appearances with Philadelphia’s Historic Rockington Ensemble. Kenneth Jr., 12, and Ernest, 11, sons of Rev. Kenneth Sr. and Mrs. Blair, have been singing since they were 4 and 5.
BROWN BAG LUNCHEON
Lutheran and gas pump group for staff, students and community members.
The meetings will be held every third Wednesday of each month, noon to 1 p.m., at the Student Center. Contact at Jeff@jefferson.edu for more information.

CONFERENCES AND SEMINARS
Monday, December 8
• Jefferson Institute of Molecular Medicine, Dermatology and Cutaneous Biology, Medicine/Thurau and Orthopedic Surgery, MD, University of Pennsylvania, "The Cell Signaling to Cancer," noon, 101 BLB.
• Jefferson-Kimmel Cancer Center, Albert Wong, MD, "A little LEAD is a good thing and then some," 4 p.m., 101 BLB.

Wednesday, December 10
• Jefferson HealthCare – Voorhees, Anna Crabtree, MD, Medical Director and Co-Principal Investigator, "All Women Are Not Created Equal: What is the Impact of Gender on Breast Cancer Treatment," noon, 107 BLSB.

Thursday, December 11
• Jefferson-Kimmel Cancer Center, Brian G. Buchholz, MD, PhD, "Hepatitis C Virus and the Liver," 3 p.m., room to be announced, 401 JF.

Friday, December 12
• Jefferson-Kimmel Cancer Center, Research in Progress, noon, 107 BLB.

Monday, December 15
• Jefferson-Kimmel Cancer Center, David Geller, MD, PhD, "The Long-Term Effects on Aging and Optimal Health with Implantable Devices," 4 p.m., 101 BLB.

Thursday, December 17
• Jefferson-Kimmel Cancer Center, Sidney Winstead, Montclair, NJ, "A Social Worker’s perspective on Disease Management from an Employer’s Viewpoint," 12:30 p.m., room to be announced. Call 215-925-9222.

Friday, December 18
• Jefferson HealthCare – Voorhees, DePalma, "Lectures in Neurology," 8:30 to 9:30 a.m., 105 Curtis.

Monday, December 21
• Jefferson-Kimmel Cancer Center, Donald Mezey, MD, "Psychiatry Program Staff Member. For Consultation Appointment, caregivers of older adults," noon, 302 MOB. Call 215-875-3700 ext. 1159 (before 3 p.m.) or 215-875-4500 (evening).

Staff: Carmhiel J. Brown, Senior Vice President, Communications and Managing Editor; Patricia S. McMorrow, Director of Finance; Ruth Stephens, Calendar Editor; Thomas J. Lewis, President and CEO, TJUH

Carmelitta Corniglia Named Hospital Infection Control Manager
Carmelitta Corniglia has been named Infection Control Manager for Thomas Jefferson University Hospital. Jim Gottlieb, MD, the hospital’s Senior Vice President for Clinical Affairs and Medical Chief Officer, has announced.

In a statement, Dr. Gottlieb said: “Ms. Carmelitta has been the Infection Control Coordinator at Methodist Hospital Division for the last 13 years and has achieved remarkable success in working with the medical and nursing staffs to improve care of patients. In her new role, she will work with our Infection Control Practitioners, Helen Miller-DeMettom, Zerba Eijck, Kenneth Sherman and, Claudette Fischall to enhance our ability to monitor, prevent and minimize infections at Jefferson.”

The department will be under the medical direction of Dr. Raymond Flomenberg, MD, Assistant Professor of Medicine, who has assumed the role of Acting Infection Control Officer.

Miss Corniglia’s office is located in the Infection Control Office at 2800 Gibbon and her telephone is 215-955-7166.