S.T.A.R. – More Than Making a Wish!

With so many employees being honored at the Annual S.T.A.R. Celebration in late January, it reminds us all that keeping our colleagues, customers, and our patients, satisfied is an important part of everyone’s job. One way for you to accomplish this goal is to keep in mind the four components of the S.T.A.R. Program:

Sensibility: Continuing to show compassion toward patients, visitors and each other.

Teamwork: Acknowledging coworkers who have a part in getting the job done. A thank you or a pat on the back is always appreciated, and can be especially rewarding during very busy times.

Understanding: Awareness that you represent Jefferson to patients, families and visitors. The quality of your work, your style, and how you interact with our patients and with each other has a direct bearing on our reputation.

Respect: Treating patients, visitors, and coworkers with sensitivity, dignity and respect. Everyone deserves to be treated as you would want to be treated.

Let S.T.A.R. guide you. Encourage your colleagues to do so as well. And watch Jefferson’s satisfaction rates climb!

What’s the Attraction?

Jefferson Hospital and its Nursing Department have taken the first steps toward magnet designation by the American Nurses Credentialing Center’s (ANCC) Magnet Recognition Program for nursing excellence. As a result, Jefferson Hospital will have access to ANCC’s proven strategies for coping with the many issues that face healthcare organizations today.

And Jefferson nurses will be recognized for their quality care.

The initiative has been approved by President and Chief Executive Officer Thomas J. Lewis and Chief Operating Officer Alan Brechbill who authorized formation of the Magnet Steering Committee chaired by Trish Hushen, RN, Vice President for Nursing Resources, Recruitment and Retention, to initiate the rigorous credentialing process.

The evidence-based Magnet Recognition Program is designed to recognize healthcare organizations that provide excellent nursing care and uphold the nursing tradition that supports professional nursing practice. The program also enables dissemination of successful practices and strategies among nursing systems.

What will Magnet Hospital designation mean for nurses and for Jefferson?

For nurses, Jefferson’s accreditation involves commitment and cooperation in bringing “the forces of magnetism” into their practice. These forces involve leadership qualities, empowerment for the staff nurse, support for education and professional development. Many of these forces are already in place at Jefferson. Others will be defined and put in place by councils composed of nursing staff members and will lead to an improved and more satisfying working environment.

For Jefferson, accreditation involves supporting nursing’s commitment and the credentialing process. Administration is committed to supporting the involvement of Jefferson nurses in their journey towards magnet recognition for nursing excellence.

Ultimately, magnet recognition will be an important indicator of safety and quality care, giving nurses additional reasons to remain at Jefferson Hospital and encouraging others to join Jefferson’s ranks. It also will give patients another reason to choose Jefferson Hospital for their care.

For Jefferson’s patients, magnet designation means better care. Jefferson’s patients will be treated as you would want to be treated.

Keep Jeff ‘Number One’ – for 16 Years – In Daffodil Days’ Fight Against Cancer

For 15 straight years, Thomas Jefferson University has been Number One in “Daffodil Days” sales in Philadelphia County. “You can help make this happen again,” says Jefferson Kimmel Cancer Center’s Dorothy Wyszynski. “By volunteering to coordinate sales in your area or department. Feel the joy of participation by joining by joining the campaign.”

This is the 51st year that the American Cancer Society has sponsored “Daffodil Days” to raise funds to fight cancer. In those 31 years, Daffodil Days have raised more than $40 million nationally to support ACS programs and services. In 2003, more than $73,000 was raised in Philadelphia County alone. With more than 200 companies and organizations taking part, Jefferson sales of $10,461 accounted for more than 15 percent of funds raised.

Jefferson’s top sellers:

• Kimmel Cancer Institute – $1,230
• Continuing Medical Education – $644
• Center City Imaging – $620
• Rodine Cancer Treatment Center – $535
• The ’Site Sale’ in the Hospital Atrium by the Jefferson Medical College AOA Honor Society raised $445.

Order deadline is Friday, February 20, with delivery of flowers the week of March 15. A bunch of ten flowers is $7, and the potted 3-bulb plants are $9.

A list of coordinators and an order form can be found at www.kimmelcancercenter.org or you can call 215-503-4685 or email Dorothy.Wyszynski@mail.tju.edu.

In the photo above are: Front row, from left, Tiffany Peskind, RN, Kathleen Quine, RN, Roberto Sohans, RN, Amy Louis, RN. Second row, from left, Jennifer Canness, RN, Amy Barth, RN, Stephanie Kornitzer, RN, Angela Fruin, RN. See Page 2 for more photos.
Ed Barr, Manager, Support Services, Thomas Jefferson University Hospital, was selected as the 2003 Phoenix Award winner by the American Society for Healthcare Environmental Services (ASHES). The highest honor bestowed upon an ASHES member, the Phoenix Award recognizes an individual who has made a lasting impact through outstanding contributions to the growth and professionalism of the Society and to healthcare environmental services.

An ASHES member since 1989, Mr. Barr has worked in the environmental services field for more than 20 years. A founding member of the ASHES local society, he has served in numerous positions at the national level. As President of the Philadelphia chapter, he also received the 2003 Excellence in Communication Award.

The award announcement cited as “unparalleled” Mr. Barr’s “enthusiasm for ASHES, environmental services profession, waste management and recycling” and his ability “to translate this enthusiasm into innovative ideas.”

Light Therapy Study Could Brighten Your Day

Dark winter days got you down? If so, a current Jefferson study may be just the tonic to lift your “glums.”

Women and men at least 18 years old are needed to participate in a study of light treatment for winter depression or Seasonal Affective Disorder (SAD). Symptoms of winter depression, which occurs during fall or winter, include:

- Feelings of depression and/or fatigue
- Withdrawal from social activities
- Loss of energy and/or motivation
- Increased need for sleep
- Carbohydrate cravings
- Weight gain

All office visits, medical evaluations and treatment related to this study will be provided at no cost to patients. To learn more about participating in this Jefferson study, call 215-955-9400 or 1-800-674-4808.

Surgeons’ Holiday Ball – Just in Time for Valentine’s Day!

Handbag and Accessory Sale Feb. 12

Come to Jefferson Alumni Hall February from 10 a.m. to 5 p.m. for the third Handbag and Accessory Sale to benefit the Advocacy and Survivorship Program at Jefferson’s Kimmel Cancer Center. Two similar sales in the fall were so successful a third one is being held two days before Valentine’s Day! Stop over for a fabulous selection of handbags and accessories by Crankly’s, located at 234 South St. Call 215-955-1715.

Bequests Support Thomas Jefferson University Programs

Three bequests will benefit Thomas Jefferson University through support for scholarships, rehabilitation medicine programs and unrestricted use where the need is greatest. Three women, each with a different tie to Jefferson, named the University as a beneficiary in their wills.

Louise M. Stout, a great admirer of Jefferson’s role in the community, also placed a high value on education. A teacher, Miss Stout felt a commitment to helping others to complete their educations. She chose Jefferson Medical College (IMC) as a beneficiary of her estate, through a bequest valued at $1.5 million, to establish The Louise M. Stout Memorial Scholarship Fund.

Mary Belle Chappel, widow of Merwin R. Chappel, MD, a 1935 graduate of JMC, made a 1935 bequest valued at $860,000 for unrestricted use in fulfilling the College’s mission. A general practitioner with a specialty in pediatrics, Dr. Chappel died in 1994, and through this bequest, Mrs. Chappel made certain that her husband’s alma mater received significant support after her death.

A bequest from the estate of Anna K. Sternberg, valued at $500,000, will support programs in the Department of Rehabilitation Medicine. Mrs. Sternberg, a loyal and generous donor to Jefferson during her lifetime, suffered complications from diabetes while her son Seymour Sternberg had multiple sclerosis. Both were treated for many years at Jefferson.

“Bequests of any size are greatly appreciated because they help us to provide today’s care as well as lay the groundwork for the future,” says Lisa Watson Repko, Director of Planned Giving for the Jefferson Office of Institutional Advancement. “We are very grateful to these loyal donors for remembering Jefferson in their wills.”

Other planned giving options – including annuities, trusts, life insurance policies and contributions to the Pooled Income Fund – can also benefit Jefferson. Some planned gifts offer donors significant tax advantages, and a source of income as well. For more information, call Lisa Watson Repko toll free at 1-877-JEFF GIFT or email jeffeugiving@tju.edu

Visit the Jefferson Office of Institutional Advancement at www.tju.edu/jeffeugiving

A few more details:

- Older Toddlers 5
- Younger Toddlers 2
- Infants 0

Call 215-955-6596 or email jeffclin@jeffersoniana.com

The Jefferson Child Care Center has availability for children in:
Hospital, University Host Annual ‘Shadows of Day’ for Students

Forty-two 9th grade students received an inside view of a variety of healthcare career opportunities, thanks to ‘Shadows of Day,’ a day-long event jointly hosted by the University and the Hospital.

The students were from the George Washington Carver School of Engineering and Science, with the hospital hosting 30 and Thomas Jefferson University and Jefferson University Physicians (TJU/JUP) hosting 22.

The event was coordinated for the hospital by Sarah Palmer, Administrative Resident, Hospital Administration, and for TJU/JUP by Linda Mitchell, Employee Selection and Placement Manager, Hospital Administration.

A panel discussion regarding educational opportunities and employment was held during a lunch on for the students by Alan L. Breachbili, hospital Executive Vice President and Chief Operating Officer; Nicola DiForza, Assistant Director of Admissions, Jefferson College of Health Professions; Eric Williams, Hospital Administration, Patricia Wallace, Manager, Volunteer Services and Community Health, Mr. Palmer and Ms. Mitchell.

Certificates of Completion were awarded each student. TJU/JUP/departments with staff participating as mentors were: Urology, Family Medicine, Central Billing Office, Obstetrics and Gynecology, Otolaryngology-Head and Neck Surgery, Environmental Health and Safety, Jefferson Labor and Delivery staff,” TJU/JUP/departments with staff participating as mentors.

The Fifth Annual Domestic Terrorism Conference sponsored by Thomas Jefferson University Hospital Department of Nursing and the Jefferson Medical College of Thomas Jefferson University drew a capacity audience of nurses, physicians, EMTs, paramedics, emergency response personnel and other healthcare professionals eager to keep abreast of the ever-changing issues surrounding domestic terrorism as well as emergency preparedness and healthcare provider response.

The Third Annual “Arthur D. Blackshaw Award for Courage” was presented to Esther Cherian, MD, MPH, Medical Specialist, and Division of Disease Control, Philadelphia Department of Public Health. The award was created in memory of Mr. Blackshaw, a career nurse and anesthetist at Thomas Jefferson University Hospital, a Naval Reserve Fleet Hospital nurse corps commander and a veteran of the Gulf War. Before he died three years ago, Mr. Blackshaw was content coordinator of the first two successful workshops jointly sponsored by the hospital’s Departments of Nursing, Anesthesia and Emergency Medicine. Dr. Cherian addressed the conference on “Smallpox Preparedness Planning.”

This year’s conference speakers included Edward Jasper, MD, and Thomas Tryon, RN, MSN, from Thomas Jefferson University Hospital as well as experts from the U.S. Naval Reserves, and specialists from the City of Philadelphia Department of Health, and Greater Philadelphia Search and Rescue. Topics discussed included bioterrorism, medical response to mass casualties, smallpox preparedness and hospital and civil preparedness.

This year’s program featured a segment presenting the increasing role since September 11, 2001 of Search and Rescue (SAR) dogs in emergency response to domestic terrorism.

Sweet Story

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“We can’t say enough positive things about the Jefferson Labor and Delivery staff,” both stress.

Thanks to Dad’s expertise, baby Shannon already has her own email address. Friends and well-wishers can send Valentine’s greetings to shannonpionzello@comcast.net

Kimmel Cancer Center and Human Resources. Participating from the hospital were staff from: JEFF NOHIB, Nutrition and Dietetics, SPD, Rehabilitation Medicine, Hospital Administration, Information Systems and Surgical Pathology.

Jay Schneider, PhD, Awarded Parkinson’s Disease Research Grant

Jay Schneider, PhD, Director of the Parkinson’s Disease Research Unit at Jefferson, is one of five researchers internationally to be awarded a research grant from the Michael J. Fox Foundation for Parkinson’s Research (MJFR) and the National Institute of Neurological Disorders and Stroke (NINDS).

NINDS initiated the program with a $1 million commitment to create a consortium to identify new treatments for neurodegenerative disorders through the testing of promising drugs, and MJFR joined the effort. The study will span several neurodegenerative diseases such as Parkinson’s disease, ALS, and Huntington’s disease.

Dr. Schneider’s project is entitled “Potential Neuroprotective/Neurorestorative Agents for Parkinson’s Disease.” He is also Professor of Neurology, Pathology, Anatomy and Cell Biology, Jefferson Medical College.

Orientation, Reception for Postdoctoral Fellows Feb. 19

All postdoctoral fellows are invited to an Orientation and Reception on Thursday, Feb. 19, 2004, from 4 to 5:30 p.m. in 101 Bluemerle Life Sciences Building (BLSB). RSVP to Lisa Kozlowski, PhD, Jefferson College of Graduate Studies, at lisa.kozlowski@jefferson.edu.