Hospital Launches ‘Don’t Delay, Donate Today’ Campaign to Boost Blood Donations From Employees

Through a new campaign and incentives, Thomas Jefferson University Hospitals is calling upon all employees to step up and meet the challenge of the continuing blood shortage all hospitals are experiencing.

The “Don’t Delay, Donate Today” initiative aims to dramatically increase the number of employees donating blood in order to build up supplies at Jefferson’s Blood Center. While donations increased slightly the last two years, they are still far below what they were 20 years ago. Bolstering supplies will ease effects of any future regional blood shortages. Administrators stress that Jefferson’s Blood Bank has always had adequate resources to properly screen and process all blood products donated at the hospital. In fact, Jefferson is one of two major Philadelphia hospitals fortunate to house a blood donor center. While other area hospitals have had to cancel patient surgeries and treatments when regional shortages loom, Jefferson has always been able to call upon employees so that it has never had to resort to cancellations.

Initiating Employee Incentives

Now, employees who donate blood are entitled to three hours off with pay, instead of two. Other incentives are planned, including reviving the Annual Gallon Donor Banquet to honor those donating a gallon of blood over three years and a chance to win a $1,000 travel gift certificate. Watch for theme posters, tabletop flyers and broadcast emails describing details and incentives. In addition, recruitment in individual departments is being stepped up. See box.

In a First, Four JMC Students Win AOA Community Service Award

For the first time, Jefferson Medical College (JMC) students have teamed up to win a 2004 AOA National Student Community Service Award. JMC students have won their share of AOA fellowships before, but this is the first award in the category of Community Service, says Troy L. Thompson II, MD, Professor of Psychiatry and Human Behavior (JMC), and faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society.

The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society. The effort garnering the winning honor: the Refugee/Immigrant Health Outreach project (RIHO), put together by Ranu Dhillon, JMC ‘05, Onya West, JMC ‘07 and Jessica Young, JMC ‘06. James D. Plumb, MD, Clinical Associate Professor of Family Medicine, JMC, and Director, Office to Advance Population Health, is faculty adviser to the Jefferson chapter of AOA, the National Medical Honor Society.

The purpose of RIHO is to empower and develop refugee and immigrant communities in Philadelphia through health outreach efforts addressing the linguistic, cultural, financial and systemic barriers preventing refugee and immigrant communities from receiving and pursuing adequate health care. By working directly with these communities, RIHO students hope to organize outreach events and establish an infrastructure for greater health awareness and access among community members. The project is currently being piloted in the Panjahi-American and Haitian-American communities of Philadelphia.
Mitchell Machtay, MD
Named Radiation Oncology Vice Chair

Mitchell Machtay, MD, has been appointed Vice Chair of the Department of Radiation Oncology, Jefferson Medical College (JMC), and named the first Walter J. Curran Jr., MD, Associate Professor of Radiation Oncology.

In making the announcement, Walter J. Curran Jr., MD, Chair of Radiation Oncology and Clinical Director, Jefferson’s Kimmel Cancer Center, said: “In heading our department’s clinical research efforts, Dr. Machtay brings substantial clinical trial experience and management on both an institutional and national level. Outside Jefferson, he will continue his current role as Deputy Group Chair for the Radiation Therapy Oncology Group (RTOG).”

“The Walter J. Curran Jr. MD, Associate Professorship was established in recognition of Dr. Curran’s extraordinary contributions to Jefferson,” explains Thomas J. Nasca, MD, FACP, University Senior Vice President and Dean, JMC.

Wide Experience

Dr. Machtay brings to Jefferson a wide range of clinical, teaching and research experience.

From 1993, Dr. Machtay was a faculty member of the University of Pennsylvania Medical Center, and was promoted to Associate Professor in 2002. He also served as Radiation Oncology Service Chief at the Philadelphia VA Hospital.

Certified by the American Board of Radiology in Radiation Oncology, since 1994 has been a principal investigator in various studies conducted by RTOG. He has filled several RTOG leadership roles as well as his current position as Deputy Chair.

His areas of interest and expertise include head and neck cancer, lung cancer and tumors within or near the central nervous system, where highly conformal radiation techniques are particularly useful.

Recipient of numerous honors and awards, Dr. Machtay is active in nine professional societies, has delivered 65 guest presentations or lectures, and is author of nearly 140 publications, book chapters, editorials, electronic communications or abstracts.

He earned his MD from New York University School of Medicine in 1988, and a BSE in chemical engineering from Princeton in 1985. He completed residencies in Radiation Oncology at the Hospital of the University of Pennsylvania from 1990 to 1993, serving as Chief Resident, 1992-1993.

He can be reached at 215-955-6706.

Juni Uttoo, MD, PhD,
Appointed to NIH Advisory Council

Juni Uttoo, MD, PhD, Professor and Chair of the Department of Dermatology and Cutaneous Biology, has been appointed by the Secretary of Health and Human Services to serve on the National Arthritis and Musculoskeletal and Skin Diseases Advisory Council, through September 30, 2007. This Council provides advice to the Director of the National Institutes of Health on funding decisions and strategic initiatives. Dr. Uttoo has previously served on the Board of Scientific Counselors, National Cancer Institute; in a similar capacity, he can be reached at 215-746-3442.

Hospital Noise Out Day
Returns April 7

Thomas Jefferson University Hospital’s 3rd Annual “Noise Out Day” will be held on Wednesday, April 7, in both The Atrium and Gibbon Building lobbies and the Jefferson Hospital for Neuroscience lobby at various times during the day.

Noise makes it difficult for our patients to rest and for employees to concentrate. In fact, noise can seriously impact our health by causing sleep disruption, increased stress, high blood pressure and fatigue.

Attention Hospital Employees!

Check out the Hospital Intranet for weekly messages of news and activities.

New messages are posted every Monday. Keep current by going to tjh.jefferson hospital.org.

Edmund D. Pellegrino, MD, to Deliver 12th Annual Paul C. Brucker, MD Lecture April 50

The 12th Annual Paul C. Brucker, MD Lecture in Healthcare, “Do Patients Still Need Generalists?”, will be delivered by Edmund D. Pellegrino, MD, Professor Emeritus of Medicine and Ethics, Center for Clinical Bioethics, Georgetown University Medical Center at 101 Rhumbie Life Sciences Building, 9 a.m., April 50. A 10 a.m. reception will follow the lecture.

As former Dean of the School of Medicine at State University of New York at Stony Brook, Chancellor at the University of Tennessee, and President at both Yale-New Haven Medical Center and the Catholic University of America, Dr. Pellegrino is one of the most respected leaders in American medicine, and a world renown medical ethicist.

JeffCARE, received the 2003 Recognition from Philadelphia International Medicine (PIM), the first award of its kind made by the organization. Mr. McMonigle, who is Jefferson Hospital’s liaison to PIM, accepted the award which acknowledged both her own and Jefferson Hospital’s exemplary dedication and outstanding service to PIM and its international patients.

PIM is a consortium linking the Greater Philadelphia area’s nationally recognized hospitals, leading physicians and medical technology to make comprehensive, quality healthcare available to the international community.

His goal is to pursue a future organizing health, development and peace-building projects to aid and empower underdeveloped communities and underserved populations internationally and within the United States. In 2003-2004, Mr. Dhillon and Mr. Lin hope to help further the current activities of SCOPR by forging stronger connections and cooperative interactions with other student and service organizations with similar goals and objectives, and by increasing avenues of participation for medical students who seek more involvement.

Foundation and Corporate Gifts Strengthen Jefferson Outreach Initiatives

Recent support from corporations and private foundations is helping hospital and university outreach programs to improve the health of vulnerable populations.

The YES Shelter Outreach Program, directed by R. Patrick McManus, MD, Clinical Assistant Professor of Family Medicine, received grants from the Goldsmith-Greenfield Foundation, Inc., the Houston Foundation, and Civic Foundation, Inc. These contributions help bring free, on-site healthcare services and counseling to homeless teens who seek refuge at the Youth Emergency Services (YES) Shelter in North Philadelphia.

The Civic Foundation also contributed to Jefferson Care, a volunteer organization created by students of Jefferson Medical College to provide free healthcare services to homeless or otherwise at-risk members of the community. With the expert guidance of James Plumb, MD, MPH, Clinical Associate Professor of Family Medicine, Jefferson Care provides a broad range of medical and social services at five Philadelphia-area clinics and shelters.

In addition to bringing vital services to underserved segments of the community, Jefferson Care and the YES Shelter Outreach Program enhance the education of participating Jefferson students by giving them valuable experience addressing the health needs of these constituencies.

The Lawrence C. Fuller Jr., Memorial Diabetic Fund, administered by Wachovia Bank, NA, and pharmaceutical corporation Eli Lilly and Company funded the production of a Spanish-language diabetes education video. Diabetas: un gusto para vivir (“Diabetes: A Taste for Life”) is being produced by Bilingual Media Company for distribution to Spanish-speaking diabetes patients. The video will help viewers understand ways in which they can manage their condition through nutrition and simple modifications to their diet.

“At the request of many physicians in this area, we are reaching out to those who are too young to recognize the severity of diabetes,” said Bobby Cohen, Director of Corporate and Foundation Giving in Jefferson’s Office of Institutional Advancement. “It is the strong and dedicated support of caring organizations like these that enable our programs to improve the health status and quality of life for so many vulnerable people in our community.”

Visit Jefferson’s Office of Institutional Advancement at www.tju.edu/jeffgiving
Hosting First Martin Luther King Scholarship Banquet

Members of Jefferson’s African American Student Society (JAASS) hosted the First Annual Martin Luther King Scholarship Banquet.

High school students from the Philadelphia Public School District competed in a scholarship contest, submitting essays on the theme, “How We As A Society Have Benefited From The Works of Dr. Martin Luther King.” Winners recited their essays at the banquet and were awarded U.S. Savings Bonds for college-related expenses. They are Christina Dumas, 9th grade, Roxborough High School, first prize, and Bianca Mcintosh, 9th grade, Central High School, second prize. Edward B. Christian, PhD, Associate Dean, Student Affairs, Jefferson Medical College, delivered a keynote address on the impact of Dr. King’s work. Also participating in the event were Jesse Pervall, Director of Administration, Jefferson College of Graduate Studies; William Thygeson, Assistant Dean and Director of Student Affairs, Jefferson College of Health Professions (ICHP); and Melissa Dumas, ICHP physical therapy student and JAASS President.

Students from all three Jefferson colleges are JAASS members. Dr. Christian and Ms. Pervall are advisors to the group and Mr. Thygeson regularly lends support and assistance to JAASS activities.

Jefferson Celebrating Nurses’ Week May 3-7

Monday, May 3
• Gifts distributed to nursing staff

Tuesday, May 4
• Refreshments delivered to nursing unit

Wednesday, May 5
• Professional Poster Exhibit

• Opening at 9 a.m., Atrium mezzanine level
• Dessert with Champions and Awards Ceremony, 2 p.m., DePalma Auditorium

Mix 95.7 Radio To Air Live from the Atrium May 6 and Feature Nurses

The voices of Jefferson nurses will be featured in a live broadcast from the Atrium on May 6 from 6 to 10 a.m. The broadcast will be part of the Mix 95.7 morning show with Joe Mama and Linda Love saluting nurses throughout the Delaware Valley. Jefferson is helping sponsor the week-long series of broadcasts from area hospitals. The voices of Jefferson nurses will be featured in a series of 60- second vignettes aired during the live broadcast.

The station will provide prizes to be given away at the Atrium broadcast.

Patrick Brady Wins Slogan Contest

Congratulations to Patrick Brady, nursing assistant in JDR Gibson, for his winning Magnet Slogan, “Pulling Us Together.”

You’ll see the slogan on upcoming Magnet communications as the Department of Nursing and Jefferson journey toward achieving Magnet Recognition from the American Nurses Credentialing Center (ANCC).

March of Dimes Honors Jefferson NICU Nurse

The March of Dimes of Southeastern Pennsylvania has honored Sheila Ballou, RN, BSN, staff nurse in Jefferson’s Neonatal Intensive Care Unit (NICU) since 1995. She is an expert on the “Excellence in Neonatology Award.”

Susan Elder, Executive Director, March of Dimes, presented a plaque honoring Ms. Ballou during the annual tour of the NICU facility led by Jay S. Greenspan, MD, Director, Neonatology Division. The award to Ms. Ballou is in recognition of the work she does to improve the health of area babies. The voices of Jefferson nurses will be featured in a series of 60-second vignettes aired during the live broadcast.

High school students from the Philadelphia Public School District competed in a scholarship contest, submitting essays on the theme, “How We As A Society Have Benefited From The Works of Dr. Martin Luther King.” Winners recited their essays at the banquet and were awarded U.S. Savings Bonds for college-related expenses. They are Christina Dumas, 9th grade, Roxborough High School, first prize, and Bianca Mcintosh, 9th grade, Central High School, second prize. Edward B. Christian, PhD, Associate Dean, Student Affairs, Jefferson Medical College, delivered a keynote address on the impact of Dr. King’s work. Also participating in the event were Jesse Pervall, Director of Administration, Jefferson College of Graduate Studies; William Thygeson, Assistant Dean and Director of Student Affairs, Jefferson College of Health Professions (ICHP); and Melissa Dumas, ICHP physical therapy student and JAASS President.

Students from all three Jefferson colleges are JAASS members. Dr. Christian and Ms. Pervall are advisors to the group and Mr. Thygeson regularly lends support and assistance to JAASS activities.

In Memoriam: Myrna Brind

The Jefferson community mourns the death March 13 of Myrna Brind of Philadelphia, for years a caring and generous friend of Jefferson and wife of Ira Brind, Chair of the hospital’s Board of Trustees. Among their many contributions to the Jefferson community, the Brinds participated in the creation of the Jefferson-Myrna Brind Center for Integrative Medicine, one of the few integrative medicine centers in the United States and the only Center in our region that is part of an academic medical center.

“Myra was the force behind getting it going,” said Thomas J. Lewis, hospital President and CEO. “She was a woman with vision. She really had a vision of patient care that actively integrated the best of traditional medicine with the best of alternative therapies.” Added Mr. Lewis, “All of those who came in contact with Myrna appreciated her vivacious, creative, and loving spirit.”

Myrna and Ira Brind had also established a Distinguished Lectureship Series in Integrative Medicine at Jefferson. Last November, at a celebration of the hospital’s 125th anniversary, Myrna and Ira Brind were honored with the award. Dr. Elder proudly presented to “accomplished Philadelphia who have enhanced the medical experience through leadership, contribution and innovation.”

A certified teacher of the deaf, Myrna Brind earned a Master’s degree from Washington University in speech pathology and audiology. She was active in many community organizations including the Board of Directors of the Philanthropic Collaborative for Integrative Medicine, the Diamond U'rbina Foundation, and the Textile Committee of the Philadelphia Museum of Art. Active over the years at the University of the Arts, Mrs. Brind has held past Board positions with the Rittenhouse Square Women’s Committee for the Philadelphia Orchestra, Educating Children for Parenting, The National Museum of American Jewish History, The American Jewish Committee and the Wellness Community of Philadelphia. Memorial donations may be made to the Jefferson-Myrna Brind Center of Integrative Medicine, 111 South 11th St., Philadelphia, PA 19107.

 Calling Artists, Poets, Creative Spirits

Art and poetry by cancer survivors and family members will again be exhibited as part of the 5th Annual Jefferson-Kimmel Cancer Center Survivors Day Celebration May 26. This year’s art exhibit will also include a special display of photographs and stories: “The Many Faces of Cancer Survivorship.” If you would like to submit your own personal story of survivorship, or artwork or poetry for this exhibit, please call 215-955-1180 by May 1.

New ‘P-Card’ System Being Introduced

The departments of Materiel Management and Accounts Payable have introduced a new credit card system for authorizing and purchasing goods and services amounting to $2,500 or less. The card is called a Procurement Card or “P-Card” for short.

You can follow three steps to get your P-Card:
1. Apply for a P-Card by contacting Joyce Davis, Purchasing Service Liaison, at 215-955-4004 or joyce.davis@jefferson.edu.
2. Attend training when application is approved.
3. Receive your P-Card upon completion of training.

In response to a request from a physician at the Ferring Heart and Health Institute in Dania, Florida, a member of the medical staff of the New York City Medical Examiner’s office mistakenly marked out confidential medical reports of famed diet doctor, Robert Atkins, MD. The requesting physician, who was not involved in Dr. Atkins’ treatment, passed the report to the Physicians Committee for Responsible Medicine, which publishes a vegetarian diet and denounces the Atkins plan. The Physicians Committee gave the report to the Wall Street Journal, which then published details of the report. The Journal said that the report concluded Dr. Atkins had a history of heart attack and congestive heart failure and noted that he weighed 258 pounds at death. A group of physicians who work as consultants for the Atkins organization said that the Journal article “was based on incomplete personal medical records that were illegally delivered to the newspaper in violation of federal law.” The controversy that arose as a result of the improper release of Dr. Atkins’ confidential information serves as a reminder that under HIPAA, medical records may not be shared with physicians or medical facilities who are not involved in the treatment of the patient, unless the patient has given specific permission. A physician or hospital must clearly state that they are involved in the treatment of the patient before releasing such information.

Questions about releases of patient information should be directed to the Privacy Officer.
March 30, 2004

JefNEWS

FIND us on Facebook at www.jefferson.edu/jnews

www.jefferson.edu/jnews

March 30, 2004

March 30, 2004

March 30, 2004

March 30, 2004