President Barchi Describes Goals and Vision of Jefferson University’s Strategic Plan to Faculty

In a presentation to faculty on January 5, University President Robert L. Barchi, MD, PhD, described a far-ranging vision for Jefferson’s future in a comprehensive overview of the joint TJU-TJUH strategic planning process, inviting all faculty to join him in shaping specific outcomes.

He began his presentation by reviewing the University’s mission statement:

_Educating professionals in a variety of disciplines who will form and lead the integrated healthcare delivery and research teams of tomorrow._

_Discovers new knowledge that will define the future of clinical care through investigation from the laboratory to the bedside, and into the community._

_Setting the standard for quality, compassionate and efficient patient care for our community and for the nation._

Dr. Barchi emphasized to the faculty: “What I am presenting to you today is not yet a plan. It’s a starting point, a framework. It becomes a plan when you join the deliberations. I ask now for your help and involvement as the University Board of Trustees in approving the Plan to be submitted in concept to the University Board of Trustees in June. Over the summer, each College will work on its specific plan and help create institution-wide recommendations to form the final detailed University Strategic Plan.

_‘Defining the Future of Clinical Care’_  
_The overriding goal of the Plan is to position Thomas Jefferson University as a national leader in ‘defining the future of clinical care.’ _”

“That’s why we conduct research, that’s what we are training our students for,” said Dr. Barchi. “Jefferson healthcare professionals are expected to deliver leading-edge patient care and that’s what we should provide.”

_The Strategic Plan will affect virtually every facet of the institution including creating a sense of “place” for the Jefferson campus and filling a need for green open space. The most visible and imminent step involves physical changes to the campus to address education and research needs._

Dr. Barchi is expecting each working group to write a concise report in time to be submitted to the President’s Advisory Council (the Deans and Vice Presidents who meet regularly with the President) in April. After rigorous review by the Council, the reports will be integrated into a cohesive Strategic Plan to be submitted in concept to the University Board of Trustees in June. Over the summer, each College will work on its own specific plan and help create institution-wide recommendations to form the final detailed University Strategic Plan.

_Toward that end, Dr. Barchi announced the formation of faculty working groups, each to make recommendations within specific areas of Clinical Care, Research and Education._

Dr. Barchi encouraged faculty members to call his office to volunteer: “if you feel a particular affinity” for one of the areas and want to be part of a working group. “We want everyone to participate. We need your help.”

For 16 straight years, Thomas Jefferson University has been Number One in “Daffodil Days” sales in Philadelphia County. “We did it again!” says Kimmel Cancer Center at Jefferson’s Dorothy Wyszynski.

_“With the continued support of all the coordinators that made it happen last year, we will do it again. The advance response of volunteers has been tremendous, and it’s still not too late to volunteer.”_  
_This is the 32nd year that the hospital’s Neva White Receives ‘Philly’s Phenomenal Phemale Award’_  
_The “Site Sale” in the Hospital Atrium by the Jefferson Medical College AOA Honor Society raised $1,008. The campaign is counting on them for a repeat performance on Tuesday and Wednesday, March 15 and 16._

_**Order deadline is Wednesday, February 15, with anticipated delivery of flowers on Tuesday, March 15. A bunch of ten flowers is $7, and the potted 3-bulb plants are $9. A new attraction for 2005 is a “Gift of Hope” for anyone wishing to make a $20 contribution to send daffodils to patients in the Kimmel Cancer Center at Jefferson. A list of coordinators and an order form can be found at [www.kimmelcancercenter.org/daffodil](http://www.kimmelcancercenter.org/daffodil) or you can call 215-503-4685 or e-mail D_Wyszynski@mail.jci.tju.edu**
Hospital's Neva White, RN, MSN, CRNP Receives 'Philly's Phenomenal Phenome Award'

Neva White, RN, MSN, CRNP, Regional Director of Community Health for Thomas Jefferson University Hospital, has received the "Philly's Phenomenal Phenome Award" from the Rho Theta Omicron chapter of the Alpha Kappa Alpha Sorority Inc. The award recognizes Ms. White's outstanding work in the community and her commitment to serve others.

Helping Young Adults with Cancer Face the Future

Thanks to a $20,000 grant from the Lance Armstrong Foundation, the Kimmel Cancer Center (KCC) at Jefferson will offer a comprehensive psychosocial support and education program -- "Navigating the New Normal" -- to help young adult cancer survivors find a whole new way of looking at the future.

The program is designed for cancer patients between the ages of 18 and 40, an age group that has different or more intense informational, emotional, and concrete needs, says Walter J. Currin Jr., MD, Professor and Chair of Radiation Oncology, Jefferson Hospital, and KCC Clinical Director.

The program will offer an experienced oncology social worker for case management and counseling with young adult survivors, a lecture series by experts, an expanded website targeted to young cancer survivors and a buddy program.

A major feature article in the Philadelphia Inquirer by health and science writer Fawn Vrazo, Philadelphia Inquirer "Young adults experience special concerns in areas such as fertility, dating, finances and heightened fears of recurrence. For many young people, this is their first encounter with the healthcare system, which can add considerable anxiety."

Breast Cancer Research Donor Honored

Kristen Olevine Milke of Harrisburg, PA, was honored at a luncheon for her contribution of $250,000 to establish the Kristen Olevine Milke Breast Cancer Research Fund, which will support the research of Ronald J. Weigel, MD, PhD, and Vice-Chair of Jefferson's Department of Surgery. Comments Dr. Weigel, "Our research, both basic and clinical, is centered on understanding the basis of why some breast cancers respond to hormones and others do not. We are interested in learning what controls expression of estrogen receptors and determining what other genes are involved in hormone response."

Mrs. Milke received her surgical care from Dr. Weigel as well as from Jefferson plastic and reconstructive surgeon, Steven E. Copit, MD. It was during this time, according to Dr. Weigel, that, "her personal experience with the disease brought her into the realm of breast cancer treatment and research. Mrs. Milke's generous gift helps to fund the work of our postdoctoral fellows at a time when research funding is becoming more and more difficult to obtain. She and her family, who lend their generous support to many organizations, truly understand how important philanthropy is to a cause like ours."

Mrs. Milke states that, "Dr. Weigel coordinated all of my appointments for consultation and treatment, including those with my radiation oncologist and medical oncologist, and with Dr. Copit. Without his help, I would have been lost. He was so compassionate and caring. I will be forever grateful. Jefferson's planned center for breast cancer will help to coordinate care for all patients, just as Dr. Weigel did for me."
Nurses Holiday Ball – Another Great Success!

Jefferson’s Urology Department Marks 100th Year

The Urology Department was established in 1904 by Orville Horwitz, MD, who then was Clinical Professor of Genito-Urinary (GU) Diseases at Jefferson University Hospital.

In 1935, shortly after David M. Davis, MD, an authority in urologic surgery, was named department chair, the Department of Genito-Urinary Diseases changed its name to the Department of Urology. In 1994, the Board of Trustees appointed Dr. Gomella the first Bernard W. Godwin Associate Professor in Prostate Cancer in Jefferson’s 100th year.

Offering Laser Relief for Prostate Problems

More than half of all men over age 60 are troubled by benign prostate enlargement, termed Benign Prostatic Hyperplasia or BPH. Symptoms include a slow urinary stream, hesitancy (a delay in initiating urination), frequency of urination, nocturia (frequent urination at night which awakens men from sleep), and incomplete emptying of the bladder. Longer term problems include urinary tract infections and the development of bladder stones.

The condition is caused by a non-cancerous enlargement of the prostate gland, obstructing the flow of urine from the bladder through the urethra. Medication is a frequent initial treatment, and sometimes surgery, with a lengthy recovery period, is considered.

Now, Jefferson urologist Ramsay Kuo, MD, Assistant Professor, Urology, offers two new laser procedures that can provide nearly instant relief with little time spent in the hospital. Which of the two procedures will be used depends on the size of the patient’s enlarged prostate gland.

In one procedure – Hol-AP (Holmium Laser Ablation of the Prostate) – prostate tissue is vaporized, or ablated, to create a wide-open channel through the prostate. The patient usually goes home the same day.

In the other procedure – HoLEP (Holmium Laser Enucleation of the Prostate) – the enlarged prostate is vaporized, or ablated, to create a wide-open channel through the urethra. Medication is a frequent initial treatment, and sometimes surgery, with a lengthy recovery period, is considered.

If the prostate is significantly enlarged, the HoLEP procedure is used. It allows the surgeon to completely remove the obstructing lobes of the gland. Patients usually stay overnight, and most go home the next day.

To learn more or to make an appointment with a Jefferson urologist, call 1-800-JEFF-NOW.

Nurses on 5 West Generously Reach Out

“Do any of us really need another scarf or umbrella?”

That’s one question Mary Vergara, RN, BS, Charge Nurse, 5 West, asked her colleagues when it came time to make out the gift list for the unit’s annual holiday Pollyanna in December 2003.

“We’d had a Pollyanna for the 15 years I’ve been here,” explains Ms. Vergara, “but the novelty had worn off. When it came time to make out another gift list, we asked ourselves if we could do something for other people instead of ourselves.”

“How about if we adopt a family?” Ms. Vergara suggested.

Working through Patricia Wallace, Program Director, Volunteer Services, and Sister Agnes, Eucharistic Minister with Pastoral Care, Ms. Vergara and her colleagues identified two family “adoption” resources in North Philadelphia, “Grands as Parents,” an organization serving grandparents who find that they are the guardians and caretakers of their grandchildren, identified two families, and the Theresa Maxim Center, a community outreach organization, identified a third.

The 5 West unit still held their annual Pollyanna in 2005, but staff members also contributed gifts for the three families.

Doing for Others is Better

“When the 2004 holidays came, we found it had made us feel lots better to do something for others less fortunate, so we dropped our Pollyanna and put all our efforts into gathering gifts for three families that the same two organizations again identified,” Ms. Vergara says.

“This time we reached out to include physicians. Altogether between 40 and 50 nursing staff and Jefferson Heart Institute (JHI) physicians contributed time, money and gifts for 14 children.”

“Filling 14 stockings, each with the child’s name, is no easy task, so Lisa Wus, RN, our Clinical Nurse Specialist, Erin Miller, RN, and Jill Bilkins, RN, came to my house in Marlton, NJ, Jill right after finishing a 12-hour shift. “Reggie Harris, our Critical Care Technician, loaded his car up with the gifts and on his own time delivered them to the center.”

Each family received a $75 Acme Supermarkets gift card, and for each child, a present worth $25 and a stocking with $25 worth of goodies.

“What makes this especially gratifying is the whole effort cuts across all faiths and races. Our 5 West unit is multicultural and multiracial and so are the families and the organizations who helped make all this possible.”

Next year? “No more Pollyannas,” vows Ms. Vergara. “We now know from experience how much better it is to give than receive. We’re making this an annual event. For me, it’s a privilege to work on a unit with such caring people who rose to the occasion to help people in need.”

Hospital, University Host Annual ‘Shadowing Day’ for Students

Twenty-six 9th-grade students received an inside view of a variety of healthcare career opportunities, thanks to “Shadowing 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 11 and Thomas Jefferson University and Jefferson University Physicians (TU/JUP) hosting 15.

The event was coordinated for the hospital by Katie Wood, Administrative Resident, Hospital Administration, and for TU/JUP by Linda C. Mitchell, Manager, Employee Selection and Placement, Human Resources.

A panel discussion regarding educational opportunities and employment was led during a luncheon for the students by Alan L. Brechbill, hospital Executive Vice President and Chief Operating Officer; Karen A. Jacobs, Director of Admissions, Jefferson College of Health Professions; Eric Williams, Hospital Administration; Patricia Wallace, Manager, Volunteer Services and Community Health; Ms. Wood and Ms. Mitchell. Certificates of Completion were awarded each student.

TU/JUP departments with staff participating as mentors were: Urology, Family Medicine, Business Services, Obstetrics and Gynecology, Otolaryngology-Head and Neck Surgery, Dermatology, Environmental Health and Safety, Pathology, Kimmel Cancer Center at Jefferson, Human Resources and Scott Library. Participating from the hospital were staff from: JEWFNOW, Nutrition and Dietetics, Hospital Administration, Pharmacy, Information Systems and Surgical Pathology.

Call for Hindson Award Nominations

Nominations for the eighth annual Janet C. Hindson Award will be accepted until March 23. Pick up nomination guidelines in the Nursing Office, 1990 Gibbon, or for more information, call 5-2210.
BROWN BAG LUNCHES

LGBTQ+ and language groups for staff, students and other members of the Jefferson community. The meetings will be held every third Wednesday of each month, noon to 1:30 p.m., Pavilion 50. Contact John at jeffnews@jefferson.edu for more information.

CONFERENCES AND SEMINARS

Tuesday, February 1
• Radiology, Elizabeth Ives, MD, Research Fellow, THU, "Preliminary Results of Dutasteride and Estrogen with Postate Biopsy in Patients with Low PSA," 7 a.m. to noon, 780L Main.
• Jefferson Institute of Molecular Medicine, Jenni D. Schindel, MD, Professor of Pediatrics, Principal/Investigator, "New Approaches to Multimodality Therapy Before Targetting to the Plasma Membrane?" 7 a.m. to noon, DePalma.

Tuesday, February 8
• Jefferson Institute of Molcule Medicine, Jenni D. Schindel, MD, Professor of Pediatrics, Principal/Investigator, "New Approaches to Multimodality Therapy Before Targetting to the Plasma Membrane?" 7 a.m. to noon, DePalma.
• Radiology, William D. Middleton, MD, "Inflammation and Thrombosis," noon, DePalma.

Friday, February 4
• Pediatrics, Andrew Cortina Jr., MD, Medical Director, Arcadia Pediatrics, 6:30 to 7 p.m., DePalma.
• Rheumatology and Critical Care Medicine, Robert H. Cochran, MD, "Surgical Management of Skin Management," noon, DePalma.

Wednesday, February 23
• Jefferson Cancer Center, Tannaz Nekoo, MD, "Creation of a New Paradigm of Cancer," 6:30 to 8 p.m., Jimmy Breyd Conference Room at THU.

Thursday, February 17
• Jefferson Cancer Center, Michael H. Kastan, MD, PhD, "Transcriptional Regulation and Apoptosis Signaling," 7 a.m. to 10 a.m., DePalma.

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• Kimmel Cancer Center at Jefferson, Jenni D. Schindel, MD, "Dementia Research on Aging and Health, Jefferson Institute of Radiology, William D. Middleton, MD, "Inflammation and Thrombosis," noon, DePalma.

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