Keep Jeff ‘Number One’ – For 18th Straight Year – In Daffodil Days’ Fight Against Cancer

Thomas Jefferson University has exceeded all expectations to remain Number One in “Daffodil Days” sales in Philadelphia County for the 17th year. “We have consistently increased our sales from year to year!” says Dorothy Wyszyński of the Kimmel Cancer Center at Jefferson (KCC). “This means that we will continue to exceed, thanks to the continued support of all the coordinators who work in earnest to succeed each year. The response of volunteers has always been great, and it’s never too late to become part of a winning team.”

David R. Lepper Named Senior Vice President for Development

David R. Lepper has been appointed as the new Senior Vice President for Development for Thomas Jefferson University Hospital and Thomas Jefferson University. Robert L. Barchi, MD, PhD, University President, and Thomas J. Lewis, President and CEO, Thomas Jefferson University Hospital, made the announcement jointly.

Mr. Lepper brings more than 27 years of fundraising experience to Jefferson. He was most recently Executive Director, Development and Alumni Affairs at Wayne State University School of Medicine, the third largest medical school in the United States.

In that role he managed and coordinated a $115 million campaign for the institution. Additionally, his responsibilities included the coordination of fundraising activities with the Detroit Medical Center, Karmanos Cancer Institute and the Children’s Hospital of Michigan.

He increased annual contributions by more than 60 percent in just over two years through the implementation of innovative fundraising programs.

Prior to joining Wayne State in December 2002, Mr. Lepper served as Chief Development Officer for Focus: Hope, a Detroit-based not-for-profit civil and human rights organization. There he coordinated all development activities, including the management and completion of a $75 million campaign for program funding, capital projects, debt reduction and capitalizing a student loan program. Before that, he planned, led and completed a $100 million capital campaign for the Karmanos Cancer Institute in Detroit.

Mr. Lepper began his fundraising career at United Way in Detroit where he ultimately served as Campaign Director. Over the years, his efforts pushed the United Way’s Detroit campaign to more than $60 million annually.

“Please join us in welcoming David Lepper to Jefferson!” Dr. Barchi and Mr. Lewis concluded, adding, “As we introduce and welcome David Lepper, we want to take this opportunity to thank and recognize Frederick (Fritz) Rucitius for the fine job he did while serving as interim Senior Vice President for Development. Fritz will resume his role as Vice President for Development and Alumni Relations.”

Headache Center Shows Jefferson’s ‘Heart’ to Community

Every year, staff at the Jefferson Headache Center within the Department of Neurology adopt a family in need for the holidays. Photographed while wrapping gifts for a family with six children living in the Northeast area, from left, Rachel Seligman, MSN, CRNP; Patrice Guild, Director; Operations; Lois Longello, RN; and Jin Lee, RN, BSN, Clinical Research Nurse Coordinator. See article and photo on Page 3.

Nurses Holiday Ball – A Spectacular Success!

The Fourth Annual Nurses Holiday Ball surpassed previous successes, drawing 650 nursing employees from all campuses – Center City, Jefferson Hospital for Neuroscience and Methodist Division. The 2005 gala was held at the Wyndham Philadelphia at Franklin Plaza.

“We wanted to celebrate the holidays together as well as honor nursing and the very important work that Jefferson nurses do,” says Ball coordinator Deborah Caplan, RN, MSN, Nursing.

Employees and their guests had a terrific time, enjoying a great DJ, dancing all night, delicious food and wonderful door prizes.

Helping to sponsor the event this year, Nursing Administration, several physician groups and area businesses generously donated money and gifts. One of the most popular events of the evening was the jewelry silent auction that helped raise funds for future events.

The photo shows Paul Fox, President of Fox Medical Company, who donated a $2,000 Best Buy Gift Card which Ball coordinators raffled off by selling $1 tickets to friends, family and employees, raising $3,700.

With Mr. Fox and Ms. Caplan is the winner, Tori Marcaulis, who bought her winning ticket from Donna Smith, RN, Methodist Hospital Division.

See Page 3 for more photos.

Sporting a New Look – with New Uniforms – The Hospital’s Supply, Distribution and Linen Service Department

The Supply, Distribution & Linen Service Department (SDL), and its approximately 100 employees, have a new look – in uniforms, that is.

SDL employees are always out and about, performing vital support services – and are easily identified by the department’s name on their uniforms. SDL provides a valuable service to our patients and the hospital by being the first to receive goods (at the hospital loading dock), distribute those goods (especially medical-surgical supplies) to the nursing floors and provide all linen, sheets, pillowcases, towels and blankets throughout the hospital.

SDL’s goal is and has always been “to deliver the right product at the right place at the right time.”

JeffNEWS

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In This Issue: Jefferson Welcomes Five Members To University Board of Trustees Weather Emergency Hotline 1-800-858-8806 March of Dimes Honors Jefferson’s NICU
Raymond N. Dubois, MD, PhD, Delivers 42nd Annual Martin E. Rehfuss Lecture

The 42nd Annual Martin E. Rehfuss Lecturer, Raymond N. Dubois, MD, PhD, B.F. Byrd Professor of Molecular Oncology, Professor of Medicine, Cancer Biology, and Cell/Developmental Biology and Director of the Vanderbilt-Ingram Cancer Center, displays in the photo below the Rehfuss Medal presented after delivering his address, “Molecular Mechanisms for Prevention and Treatment of Colorectal Cancer.”

Dr. Dubois’s research is focused on developing novel approaches for early detection, prevention and treatment of metastatic colorectal cancer. He currently serves on the Board of Scientific Advisors to the Director of the National Cancer Institute. Among Dr. Dubois’s many honors, he received the Outstanding Investigator Award for the American Federation of Medical Research in April 2000 and was inducted into the Royal College of Physicians, United Kingdom (by distinction) that same year in recognition of his research achievements. The Rehfuss Lectureship is endowed by the Percival E. and Ethel Brown Foerderer Fund.

Jefferson Welcomes Five Members to University Board of Trustees

Thomas Jefferson University welcomes five members to the Board of Trustees: Patricia A. Coulter, Christopher J. Kneizys, Thomas J. Lewis, Britton H. Murdoch and Gerard H. Sweeney.

Patricia A. Coulter Ms. Coulter is President and Chief Executive Officer, Urban League of Philadelphia, Inc. She was formerly Senior Vice President, Salvation Stetson Group, Inc., a Philadelphia-based executive search firm. Previously she served as Senior Vice President and General Manager, Lee Hecht Harrison, a leading global career management firm. Much of Ms. Coulter’s diversity expertise comes from her long career with INROADS, which recruits, trains and develops minority talent for the corporate sector, where she led the East Coast operations as Regional Vice President.

Ms. Coulter is an Executive Committee Member of the Board of Communities in Schools. She serves on the Comcast Community Advisory Board, the Board of the Pennsylvania Workforce Investment Board, the Life Science Career Alliance Board, the Greater Philadelphia Urban Affairs Coalition Board, the Eagles Youth Partnership Board and the John S. and James L. Knight Foundation Community Advisory Committee.

Ms. Coulter holds a BS degree in music from Knoxville College and an MAEd from the University of Louisville.

Christopher J. Kneizys Mr. Kneizys is President of Micro-Coax, Inc., Pottstown, PA. He was formerly Director of Corporate Development, UTI Corporation and headed the Loan Syndications Department specializing in sale of LBO and Real Estate debt, Mellon Bank. He has served as Chairman of the Board, Philadelphia Chapter of the Young Presidents’ Organization; Chair, Investment Committee, MidAtlantic Employer’s Association; and Treasurer, The Mask and Wig Club of the University of Pennsylvania.

Mr. Kneizys earned a BS from the Wharton School of the University of Pennsylvania in 1983.

Thomas J. Lewis Mr. Lewis is President and Chief Executive Officer, Thomas Jefferson University Hospitals, Inc.; Vice Chair, Jefferson University Physicians; Member of the Management Team, Jefferson Health System®.

He held a number of hospital line positions, 1977 to 1982, and was Director of Planning, 1982 to 1984; Associate Hospital Director, 1984 to 1989; Executive Director, Chief Operating Officer, 1989 to 1990; Chief Executive Officer, 1990 to 1993; President and Chief Executive Officer, 1995 to present.

Mr. Lewis is a Board Member, Hospital and Health System Association of Pennsylvania (HAP), Board Member, University HealthSystem Consortium (UHC); Board Member, Magee Rehabilitation; Assembly Member, College of Teaching Hospitals (COTH); Chair of the Board of Trustees of the Pennsylvania Trauma Systems Foundation.

He holds a BA, Bucknell University, 1974; MHA, Drexel University, 1976; and was an Administrative Resident, Thomas Jefferson University Hospital, 1976.

Britton H. Murdoch Mr. Murdoch is Founder and Managing Director, Strattech Partners, L.L.C., Radnor, PA. He was formerly Acting Chief Financial Officer (CFO) of Fiberlink Communications and V-Span, Inc., and President and Chief Executive Officer, Brandwyine Realty Trust, Plymouth Meeting, PA.

He is formerly President, Brandwyine Realty Trust; Vice President of LCOR, Incorporated, a real estate development firm; Financial Vice President and General Partner, Linpco Company. He is a Member, NAREIT, ULI and the Real Estate Roundtable, and Chair, Schuykill River Development Corporation.

He is a Board member of Cypress Communications, Inc., The Pennsylvania Academy of the Fine Arts, The Independence Foundation, the Mask and Wig Club of the University of Pennsylvania, and Chair, Philadelphia Chapter of Physicians for Social Responsibility.

Mr. Murdoch holds a BS degree in Finance, and a Master’s in Business Administration from The Wharton School of the University of Pennsylvania; a BA degree in English from the University of Pennsylvania’s Wharton School; an MBA degree in Finance, and a Master’s in Business Administration, New York University.

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Mary Gospodorawicz, MD, Delivers 19th Annual Simon Kramer Lecture

Mary Gospodorawicz, MD, FRCP, FRCR, Professor and Chair, Department of Radiation Oncology, University of Toronto, delivered the 19th Annual Simon Kramer Lecture, sponsored by Radiation Oncology and the Kimmel Cancer Center at Jefferson. Considered an international leader in understanding the role of radiation therapy in non-Hodgkin’s lymphoma, Dr. Gospodorawicz is Medical Director of Oncology Programs and Chief, Radiation Medicine Program, Princess Margaret Hospital, Toronto.

She spoke on the “Future Role of Radiation Therapy in Non-Hodgkin’s Lymphomas.”

Simon Kramer, MD, 1919-2002, was founding Chair of Jefferson’s Department of Radiation Therapy and Nuclear Medicine and of the Radiation Therapy Oncology Group (RTOG). The photo shows Dr. Gospodorawicz and Walter J. Curran, MD, Chair of Radiation Oncology, Jefferson Medical College, and now Chair of RTOG, after Dr. Curran presented a plaque of appreciation.

RTOG is a multi-institutional cooperative organization consisting of:
• A national cancer study research group, funded by NCI and headquartered in Philadelphia, with almost 30 years of experience in running clinical trials;
• A total of 250 of the major research institutions nationally and in Canada;
• More than 40 active studies that involve radiation therapy, either alone or in conjunction with surgery and/or chemotherapeutic drugs;
• A continuing interest in quality of life issues and their effects on the cancer patient.

Emergency Medicine’s Theodore Corbin, MD Named Physician Advocacy Fellow

Theodore Corbin, MD, FACEP, Medical Director, Violence Prevention Program, Department of Emergency Medicine, Thomas Jefferson University Hospital, has been named a Physician Advocacy Fellow.

Physician Advocacy Fellowships are awarded by the Center on Medicine as a Profession at Columbia University. Dr. Corbin is one of four new fellows recently named.

Dr. Corbin is working with the Philadelphia Chapter of Physicians for Social Responsibility to develop a trauma-informed approach to youth violence prevention, and to improve access to quality care for victims of youth violence.

The Physician Advocacy Fellowship seeks to inspire physicians to advocate on behalf of the public interest, to engage more fully in civil society, and to promote advocacy as a core professional value for physicians. The Fellowship is developing a cadre of physician advocates with expertise in achieving change at the local, state, and national level who can address social issues such as racism, violence, healthcare access, and environmental hazards which adversely affect health and healthcare delivery.

So far, 36 physicians from across the United States have been awarded Advocacy Fellowships. Visit http://www曼城.哥伦比亚大学.edu/ research_fellowships.html
Nurses Holiday Ball – A Spectacular Success!

Headache Center Shows Jefferson’s ‘Heart’ to Community

For the fifth year in a row, staff at the Jefferson Headache Center within the Department of Neurology adopted a family in need for the holidays.

Each year, the Center’s “Adopt-A-Family” effort has collected more than $500 worth of clothing, toys, and money to help a family selected by Center staff. Then, one or two staff members shop to purchase additional necessities such as toothbrushes, shoes, socks, hats and gloves.

The family adopted for the 2005 holidays lives in the Northeast and includes six children from ages 2 to 16. A 6-year-old has been treated for cancer since age 3.

“We think it’s better to spend money on a needy family than on something like decorations for the office,” says Stephen Silberstein, MD, Center Director.

Staff became fully involved and look forward to drive each year. “We distribute a collection announcement regarding the chosen family’s situation, along with the children’s sizes, needs and interests,” explains Cheryl Gebeline- Myers, Research Coordinator.

“Once everything is collected or purchased, we have a wrapping party in the office to wrap, label and separate all the items. It is a wonderful team effort.

“This really is the fun part for us – to see the amount of items collected is truly rewarding.”

Staff also provide disposable cameras to the families so they can take pictures of their wonderful holiday. Some families come back to share the photos with Center staff. “While the focus of our effort comes around the holidays, the important part to us is that we are helping the community, and that’s important no matter what time of year,” Ms. Gebeline-Myers concludes.

“I think a quotation by Winston Churchill that we use in our announcement each year really encompasses our reason for giving,” she adds.

“We make a living by what we get, but we make a life by what we give.”

March of Dimes Honors Jefferson’s Neonatal Intensive Care Unit (NICU)

Members of the March of Dimes (MOD) of Eastern Pennsylvania visited Jefferson during Prematurity Awareness Month to tour and honor Jefferson’s Neonatal Intensive Care Unit (NICU).

In honoring NICU staff with food and a plaque, the MOD named the day of the visit their “day of gratitude” and brought a special guest, Joanne Godley, MD, MPH, Health Commissioner, City of Philadelphia.

Jay Greenspan, MD, Director of Neonatology, led the tours of NICU. The plaque from MOD reads, in part: “With gratitude for your understanding efforts in the March of Dimes fight to save babies.”

Learn About Congestive Heart Failure February 14 and 16

During Heart Failure Awareness Week, nursing staff from Jefferson’s Advanced Heart Failure and Cardiac Transplant Center unit will host information tables on both sides of the Atrium on February 14 and 16 from 11 a.m. to 1:30 p.m.

Nursing staff will answer questions and hand out information about heart failure – its symptoms and risk factors – and the program offered by Jefferson.

Some symptoms of congestive heart failure:

- Shortness of breath with usual activities
- Difficulty breathing when lying down
- Unexplained weight gain, often accompanied by swelling of the legs and/or abdomen
- Generalized weakness and fatigue
- Family history of congestive heart failure

Some risk factors for congestive heart failure:

- Prior heart attack
- High blood pressure
- Damage to heart valves

Learn about congestive heart failure at the Coming to Hospital event on February 14 and 16.

State-of-the-Art Nurse Call and P.A. Systems Coming to Hospital

Two key communications systems vital to patient care support will soon be replaced by state-of-the-art upgrades.

The present Nurse Call System, which dates back to at least 1978, will be replaced by a new system by Jeron Corp. providing state-of-the-art technology using flat screens and a much improved master station at each nursing unit in Gibbon, Main, Thompson, Pavilion and Jefferson Hospital for Neuroscience (JHN) locations.

The new “master” system will totally replace the more fragmented stations that include patient units above beds, code blue, emergency pull stations in bathrooms and showers, and patient room dome lights.

“This project will bring significant benefits to both our staff and patients. It entails a huge team effort involving Facilities, Facilities and Design, Nursing, Biomedical Instrumentation, Telecommunications/ Information Systems and Materiel Management,” says Bart T. Murtaugh, hospital Vice President for Ancillary and Support Services.

The first phase of the project will cost about $2 million and will include all nursing units and the Emergency Department.

Initial surveys at nursing units produced “delight at the coming of age of this new system,” reports Dan Vallieu, Director for Hospital Facilities Services.

New Public Address (P.A.) System Also Coming

Like the Nurse Call system, the present Public Address (P. A.) system dates back to 1978.

And like the Nurse Call system, it powers up 24/7/365 since Day One of its beginning.

The $500,000 replacement project will involve Gibbon, Main, Thompson, Pavilion and JHN locations.

The scope of the project is to check each speaker and its wiring replace- ment needs as well as to install new state-of-the-art amplifiers with digitally programmed messages.

“Given the state of affairs today, a new public address system is vital in getting important information out to our staff and patients as well as the daily end-of-visiting-hours messages,” says Mr. Vallieu.

Here’s Your Prescription for Being in the Know!

Read JeffNEWS each month. View JeffToday - Today and Every Day! Read JeffThisWeek for a capsule of this week at Jeff.
BROWN BAG LUNCHES
Lesbian and gay lunch group for staff, students and other members of the Jefferson community. The meetings will be held every third Wednesday of each month, noon to 1 p.m., 1508 Pavilion. Contact JeffCal@jefferson.edu for more information.

CONFERENCE AND SEMINARS
February 2, Thursday 2 p.m., 101 BLSB.

LECTURES
February 1, Monday
• Kimmel Cancer Center at Jefferson, Bijal Patel, MD, Ph.D, “Islets: Beta Cell Regeneration,” 101 BLSB, noon.

February 4, Thursday
• Jefferson School of Dental Medicine, "SUPREX: A Mass Spectrometry-Based Method for the Investigation of Protein Folding Function,” noon.

February 6, Saturday
• Jefferson Institute of Molecular Medicine, “Investigation of Protein Folding and Function,” 1 p.m., 101 BLSB.

February 8, Monday
• TJU Choir rehearsal, rehearsals every Wed., 7 p.m., JAH-PB.

February 9, Tuesday
• Jefferson School of Dental Medicine, "SUPREX: A Mass Spectrometry-Based Method for the Investigation of Protein Folding Function,” noon.

February 12, Friday

February 13, Monday

February 15, Wednesday
• Surgery, Gary Tuma, MD, TJU, “Pre-Adipocytes and Adipogenesis,” 7 a.m., DePalma.

February 16, Thursday
• Pediatrics, J. Lindsey Lane, MD, Director, Undergraduate Medical Education, TJUH, "TJUH: An Expanded Model for Clinical Education in the 21st Century," 10 a.m. to 3 p.m. (from duPont to Jefferson and Jefferson and Christiana Care Health Systems).

February 16, Thursday
• Pediatrics, J. Lindsey Lane, MD, Director, Undergraduate Medical Education, TJUH, "TJUH: An Expanded Model for Clinical Education in the 21st Century," 10 a.m. to 3 p.m. (from duPont to Jefferson and Jefferson and Christiana Care Health Systems).

February 17, Friday
• Pediatrics, J. Lindsey Lane, MD, Director, Undergraduate Medical Education, TJUH, "TJUH: An Expanded Model for Clinical Education in the 21st Century," 10 a.m. to 3 p.m. (from duPont to Jefferson and Jefferson and Christiana Care Health Systems).

February 18, Saturday
• Pediatrics, J. Lindsey Lane, MD, Director, Undergraduate Medical Education, TJUH, "TJUH: An Expanded Model for Clinical Education in the 21st Century," 10 a.m. to 3 p.m. (from duPont to Jefferson and Jefferson and Christiana Care Health Systems).

February 20, Monday
• Kimmel Cancer Center at Jefferson, open to the public, "Islets: Beta Cell Regeneration," 101 BLSB, noon.

February 21, Tuesday
• Pediatrics, J. Lindsey Lane, MD, Director, Undergraduate Medical Education, TJUH, "TJUH: An Expanded Model for Clinical Education in the 21st Century," 10 a.m. to 3 p.m. (from duPont to Jefferson and Jefferson and Christiana Care Health Systems).

February 23, Thursday
• Pediatrics, J. Lindsey Lane, MD, Director, Undergraduate Medical Education, TJUH, "TJUH: An Expanded Model for Clinical Education in the 21st Century," 10 a.m. to 3 p.m. (from duPont to Jefferson and Jefferson and Christiana Care Health Systems).

February 26, Sunday
• Main Line Health, "Coping with Chemo and Radiation: The Patient Journey," 10 a.m. to 4 p.m., The Pennsylvania Convention Center, Pennsylvania Convention Center, Room 103.

February 27, Monday
• TJU Choir rehearsal, 7 p.m., JAH-PB.

February 28, Tuesday
• TJU Choir rehearsal, 7 p.m., JAH-PB.

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