

JEFFERSON NEWS

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2018

Take a New Look at Expert, Personalized Cancer Care

In the crowded healthcare landscape of the Delaware Valley, the Sidney Kimmel Cancer Center – Jefferson Health (SKCC) is standing out – with a new way to let patients know that we are the source for expert, personalized cancer care.

You may have seen our new #yougotthis advertising campaign on local TV, on the web and at Jefferson Station. With a simple and “hip” design, bold colors and the use of hashtags, SKCC’s new campaign conveys our innovation and the reassurance that by choosing Jefferson, patients can be confident that they’ll receive treatment that’s tailored to their needs.



Sidney Kimmel Cancer Center
Jefferson Health.
NCI – designated

1-800-JEFF-NOW
JeffersonHealth.org/Cancer

“To me, it means they will never give up on you or anyone else with cancer.”

—focus group participant commenting on the new Sidney Kimmel Cancer Center ad campaign

The new ads highlight the biggest reasons to believe in SKCC:

- Cancer Care 360: high-quality care delivered when, where and how the patient wants it at any SKCC location
- Jefferson Health regional affiliates in Abington, Northeast Philadelphia, Bucks County and New Jersey
- One of just 69 NCI-designated cancer centers in the US
- Access to advanced cancer care with clinical trials and precision medicine
- U.S. News & World Report #20 ranking

Here’s what some of our focus group participants had to say about our new ads:

- “I love the tagline [Until Every Cancer is Cured. Starting with Yours.]. The ad is reassuring.”

- “It’s edgy and modern and relatable.”
- “I love the ‘believe’ line. You are the one in control and you must believe. Believe in yourself. Believe in your doctors.”
- “To me, it means they will never give up on you or anyone else with cancer.”
- “Personalized care is the focus. This is critical – a cancer diagnosis means endless testing, various treatment options, possible further opinions ... patients want to know they are being treated as humans.”

Learn more about the Sidney Kimmel Cancer Center – Jefferson Health and the Center’s expertise, treatments offered, support groups, physicians and more. Visit JeffersonHealth.org/Cancer.



Sidney Kimmel Cancer Center
Jefferson Health

1-800-JEFF-NOW
JeffersonHealth.org/Cancer

Jefferson Alumnae Give \$2.5 Million to Fund New Alumni Center

When it opens this summer, the Marie E. Pinizzotto, MD '88, MBA and Carol A. Ammon, BSN '17, MBA Alumni Center will occupy 6,400 square feet at Jefferson Alumni Hall on Locust Street. With Marie’s and Carol’s generous donation, we are well on the way towards our goal of \$4.8 million to fund the Center’s development.

See the story (page 2) and learn how Jefferson graduates can add their names to the Alumni Legacy Wall (page 8).



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4 Two Women Share Living Donor Journey

7 Daughter of Martin Luther King, Jr., Inspires at Jefferson Salute



Jefferson Students Win ABC “Good Morning America” Fashion Challenge

On ABC’s “Good Morning America,” two Jefferson fashion design students, Keren Espina (right, in photo at left) and Tommy Heidebrecht (second from left), wowed the judges and won the show’s competition to redesign a wedding gown into a new fashion-forward look. (See the model, Fadiagne, pictured center, wearing the winning design.) “Good Morning America” host Lara Spencer announced the winners in front of a cheering crowd just outside the GMA studio in New York’s Times Square. The students’ winning design was a three-piece ensemble in shades of yellow and blue featuring shorts, bustier top and a jacket with the stunning handwork of a large Van Gogh-inspired sunflower on the back. “We’ve gone to thousands of fashion shows,” said celebrity stylist Joe Zee (second from right), one of the judges. “That could be on a runway.”



Pictured are Carol A. Ammon, BSN ('17), MBA, and Marie E. Pinizzotto, MD ('88), MBA.

Generous Jefferson Alumnae Give \$2.5 Million to Fund New Alumni Center

Thanks to two visionary Jefferson alumnae, our graduates will soon have a place of distinction to gather right on the Jefferson campus.

The Marie E. Pinizzotto, MD '88, MBA and Carol A. Ammon, BSN '17, MBA Alumni Center will occupy 6,400 square feet in the west wing of the second floor of Jefferson Alumni Hall on Locust Street between 10th and 11th streets. With Marie’s and Carol’s generous donation of \$2.5 million, we are well on the way towards our goal of \$4.8 million to fund the Center’s development.

The Pinizzotto-Ammon Alumni Center, set for completion in summer 2018, will be a home away from home for our graduates. The space will be ideal for hosting meetings, alumni events and other celebrations. In addition, the Center will include a courtyard lounge, archival display cases showcasing items that capture historic moments in Jefferson’s history, a high-end conference room, a computer center, office space for our alumni relations staff and much more.

Be Part of History

Jefferson graduates are invited to add their names to the Alumni Legacy Wall that will be showcased at the new Center (See page 8 for more info.) Learn about this and other support opportunities at Giving.Jefferson.edu.

40 Years of Collaboration: Magee Rehabilitation Hospital and Jefferson Combine



In January, Jefferson Health and Magee Rehabilitation Hospital in Philadelphia announced the next chapter of our decades-long clinical partnership: we officially combined our organizations. The integration will enable us to provide an even higher level of care to patients regaining independence from spinal cord injury, stroke, brain injury, amputation, multiple sclerosis and/or orthopedic injuries.

4 Stars for Jefferson Hospital

Centers for Medicare & Medicaid Services has upgraded Thomas Jefferson University Hospital from a two-star to four-star hospital — performing best in reducing mortality, safety of care and patient experience. To determine the ratings, CMS combines performance on more than 50 measures into a single rating of one to five stars (with five stars being best). Source: American Hospital Association. Ratings are publicly reported via medicare.gov/hospitalcompare, the Hospital Compare site.

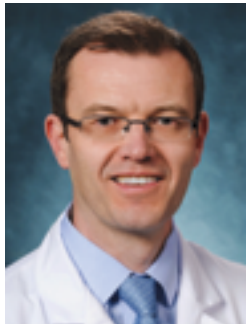
Ratings for other Jefferson Health hospitals include:

- Abington – Jefferson Health – 3 stars
- Jefferson Health – Northeast – 3 Stars
- Jefferson Health – New Jersey – 3 stars

Annual Jefferson Gala Raises \$2.1 Million and Attracts 1,000+ Guests

The 15th Annual Jefferson Gala set new records for attendance with 1,050 guests (including surprise guest Julius Erving, formerly of the Philadelphia 76ers) and \$2.1 million in funds raised to benefit Jefferson’s Department of Surgery Research and Education Fund and the launch of the Philadelphia Collaborative for Health Equity. Dr. Charles Yeo, Samuel D. Gross Professor and Chair of Surgery, was the recipient of the *Achievement Award in Medicine* and Alex Gorsky, Chairman and CEO of Johnson & Johnson received the *Award of Merit*. In the 15 years since the tradition began, the Gala has raised \$15 million, with proceeds supporting discovery, education and patient-centered care at Jefferson. Learn more at Giving.Jefferson.edu.

SKCC Scientists Receive \$1.3 Million for Cancer Research



Andrew Aplin, PhD

Emad Alnemri, PhD

Generous funding from the Falk Trust will enable two Sidney Kimmel Cancer Center – Jefferson Health (SKCC) researchers to further explore innovations in cancer treatment.

Jefferson's Andrew Aplin, PhD, in collaboration with Jefferson colleagues, Drs. Takami Sato, Jeffrey Benovic, Phil Wedegaertner, as well as Julio Aguirre-Ghiso (Icahn School of Medicine at Mount Sinai), will receive \$1 million to conduct a study on uveal melanoma, an aggressive form of eye cancer that is difficult to treat once it has spread. Dr. Aplin is Associate Director for Basic Research and leader of the Cancer Cell Biology and Signaling Program at SKCC.

Emad Alnemri, PhD, will receive \$300,000 to study cancer immunotherapy, which uses a patient's own immune system as a weapon against cancer. Dr. Alnemri is Professor of Biochemistry & Molecular Biology at Jefferson.

Learn more about their research – visit Blog.KimmelCancerCenter.org.

Graphic Design Students Develop Medication Packaging to Help the Elderly



Student Katie Witmer (second from right) discusses her project with a group of senior citizens who served as testers.

Maribeth Kradel-Weitzel, MFA, Associate Professor of Graphic Design Communication at the University's East Falls campus, once heard someone say, "bad graphic design never killed anybody" – a thought she calls a "grave misconception" about the role designers play in society.

"Imagine if you couldn't read your medication instructions, didn't understand a pill's highly addictive properties or didn't feel inspired to take a lifesaving drug," said Maribeth. "Graphic design is powerful, and yes, it can even save lives."

With this in mind, she spearheaded a unique project to design pharmaceutical packaging for the elderly population as part of an elective course she teaches. Twelve students each selected a drug commonly taken by senior citizens (for example, painkillers, anti-nausea medication and anti-depressants) and created a rebranded version of that packaging, including a promotional welcome package for first-time users.

Faculty involved in the project hope to run the project again in future semesters and also include Occupational Therapy

doctorate students as part of their year-long design residency. They also plan to solicit industry partnerships.



DISCOVERY & DEVELOPMENTS

- Mijail Serruya, MD, PhD, of the Vickie and Jack Farber Institute for Neuroscience – Jefferson Health, is collaborating with Penn researchers, working to develop a more durable and effective brain implant, made almost completely out of neurons – a so-called "living electrode."
- Researchers at SKCC were able to experimentally reduce ovarian cancer cell migration and invasion, providing important new insights into the mechanisms contributing to the disease.
- Jefferson (Philadelphia University + Thomas Jefferson University) is partnering with Lehigh University and the Pennsylvania Hemp Industry Council on ways to make hemp production commercially viable.
- A new multi-center study of fremanezumab, an immunotherapy that counteracts one of the molecules released during migraine, was found to be successful in reducing the number of days that chronic migraine sufferers experienced headaches, reported researchers at the Jefferson Headache Center at the Vickie and Jack Farber Institute for Neuroscience – Jefferson Health.
- With a simple blood test to track blood sugar levels and using a specific marker, Jefferson researchers identified patients at higher risk for difficulties prior to surgery, which could prevent life-threatening post-surgery complications.
- Jefferson scientists have been investigating the process of how cells in the eye create a completely transparent ellipse. They have found that one anchoring protein is essential for helping the cells hold onto the back of the lens while another anchoring protein stretches the other end toward translucency.
- New research by our Sidney Kimmel Cancer Center and other laboratories reveals how a common cancer gene works to drive aggressive prostate cancer. The study involved a multi-international collaboration with others in the US, UK, Italy, Belgium, Finland and Sweden.
- A recent Jefferson study has shown that left ventricular-assist device surgery improves measures of frailty and quality of life in some patients. The findings of the research led by Jefferson cardiologist Gordon Reeves, MD, were published in the Journal of the American Geriatrics Society.
- Cold brew coffee has soared in popularity among small and large commercial brewers, which often tout its health benefits. However, little research exists on the chemistry of this new coffee trend. To fill this gap, Megan Fuller, PhD, and Niny Rao, PhD, assistant professors of Chemistry at Jefferson's East Falls campus, explored the importance of brewing time, roasting temperature and grind size in cold brew coffee in the December 21 issue of Scientific Reports.
- Joint replacement surgery carries the risk of developing an infection in the replaced joint. However, current diagnostic practices can fail to detect bacteria in 30-50 percent of clinical cases. Jefferson researchers have found that genomic analysis using next generation sequencing can identify and isolate infecting organisms in more than 80 percent of cases of infected joint replacement that had previously escaped detection.

Learn more about these and other discoveries.
Visit Jefferson.edu/news.

Connected Heart, Soul—and Kidney

Two Women Share a Living Donor Journey



Erin (left) and Breanna (right) share a moment in the hospital.

“I loved Jefferson from the moment I stepped into the building,” said Erin. “The team is so caring – they don’t look at you as a case, they look at you as people.”

Breanna added, “At Jefferson we felt cared for; everyone there was interested in our comfort and our well-being.”

From the moment Breanna Sipple saw a Facebook post about a woman in Philadelphia who needed a kidney, she felt a “special connection.”

That connection eventually led both women to be assessed by the team at the Jefferson Nicoletti Kidney Transplant Center on September 12, 2017. When they emerged from the operating room, Breanna had given Erin Francis one of her kidneys.

“It was the most selfless thing anyone could do for another person,” said Erin. “She’s my hero.”

Erin’s chronic kidney disease stemmed from a bout with Henoch-Schönlein purpura, a condition that in rare cases can damage the kidneys, when she was four years old. In 2016, the doctor who had cared for her throughout her life told her that the situation was dire and she needed to get on the transplant list right away.

“I remember feeling like my life was slipping away from me,” recalled Erin, a newlywed at the time. “I thought that, at 24, my life was ending.”

Life became a blur of nightly dialysis and waiting for the call that doctors had found a kidney for her. Concerned that an organ wouldn’t be found in time, her husband, Rich, decided to create the Erin Francis Kidney Donor Page on Facebook. Unbeknownst to Rich and Erin, Breanna — a complete stranger to the couple — read the post, and was moved.

“When I saw Erin’s story I was overwhelmed. She was my age! I couldn’t imagine being so sick and in need of an organ to save my life,” said Breanna, a 24-year-old designer from Pine Hill, NJ. “I just felt like I was supposed to do something.”

She immediately started the testing process to determine if she was a good donor candidate, but didn’t contact Erin, not wanting to get her hopes up in case she wasn’t a match. Along the way, Breanna kept a vlog (video blog) of her

quest to become a donor in order to help people understand how important it is. “A lot of people don’t make it past the point of fear, and I wanted to get the message out that it’s okay to be scared — you can still do it.”

The road to September 12 was an emotional roller coaster for both women. At first, it appeared that Breanna was a match and could be a living donor, however at the end of six months of testing, a small glitch caused Erin’s hospital to reject Breanna for the transplant. That is when a friend told Erin about Breanna’s efforts; she found the vlog — and watched it in amazement.

“I couldn’t believe it,” said Erin. “She cared so much, and she didn’t even know me!” A few days later, Erin reached out to Breanna. At the urging of Erin’s mother, who had heard of Jefferson’s reputation for successful kidney trans-

plants, the two decided to continue their journey together at the Jefferson Nicoletti Kidney Transplant Center.

Today, the two share a forever friendship, a positive outlook on life, a tattoo on their arms that says “Be More,” and a mission: to bring awareness to organ donation and inspire others to get past that “point of fear.”

Learn more at Giving.Jefferson.edu.

Choose Jefferson

The Jefferson Transplant Institute continues to surpass national averages for liver, kidney and pancreas transplantation survival rates. Our program also received a four-star rating from the Scientific Registry of Transplant Recipients in the January 2018 report — placing us among the top rated in the region for kidney and liver transplantation outcomes.



Erin and Breanna at a pre-surgery appointment at the Jefferson Nicoletti Kidney Transplant Center on Chestnut Street.

Jefferson and City Host Pioneering Government Innovation Expo



The City of Philadelphia and Jefferson continued to expand their partnership in government innovation with the inaugural Government Innovation Expo held in December. The novel program is designed to help city workers innovate in their jobs.

Lecture Series Confronts Racism, Bias and Social Injustice in Health Care



Damon Tweedy, MD, of the Duke University School of Medicine, spoke on the Jefferson Center City campus on the topic "Black Man in a White Coat" (based on the title of his book). His lecture was part of Jefferson's ongoing Confronting Racism, Bias and Social Injustice in Health Care Lecture series. Pictured with Dr. Tweedy is Gary Kaplan, Sr. Librarian, Information Services, Center for Teaching and Learning.

PEOPLE

Congratulations to Our Faculty Honored with Professorships

- **Andrew Aplin, PhD**, one of Jefferson's leading cancer researchers, has been named the first recipient of the *Kalbach-Newton Professorship in Cancer Research*, a newly established professorship from the Sidney Kimmel Medical College at Thomas Jefferson University. He is Associate Director for Basic Research and leader of the Cancer Cell Biology and Signaling Program at the Sidney Kimmel Cancer Center – Jefferson Health.
 - Leading cancer researcher **Christine M. Eischen, PhD**, is the inaugural recipient of the *Herbert A. Rosenthal, MD '56 Professorship in Cancer Research*. Dr. Eischen is a professor and vice chair in the Department of Cancer Biology, co-leader of the Molecular Biology and Genetics Program at the Sidney Kimmel Cancer Center – Jefferson Health, and Special Advisor for Basic Science to Dr. Klasko.
 - **Isidore Rigoutsos, PhD**, a thought leader in the field of computational genomics, is the first recipient of the *Richard W. Hevner Professorship in Computational Medicine*, named in honor of Rick Hevner, the transformational emeritus chair of the Jefferson Board of Trustees. Professor Rigoutsos is Director of the Computational Medicine Center at SKCC, and Professor in the Departments of Pathology, Anatomy and Cell Biology, Cancer Biology, and Biochemistry and Molecular Biology.
-
- Three East Falls faculty members recently had their books published: "Retailing in Emerging Markets" (Fairchild Books) by **Shubha Bennur**, Assistant Professor of Global Fashion Enterprise; "James McNeill Whistler and France: A Dialogue in Paint, Poetry, and Music" (Routledge) by **Suzanne Singletary**, Associate Dean of New Academic Initiatives and Graduate Studies; and "Mies van der Rohe: Space – Material – Detail" (Birkhäuser) by **Edgar Stach**, Architecture Professor.
 - Congratulations to **Vijay Rao, MD**, who has been named President of the Radiological Society of North America Board of Directors. Dr. Rao is the *David C. Levin Professor and Chair of Radiology* at Sidney Kimmel Medical College at TJU and Senior Vice President and Chair of Enterprise Radiology and Imaging at Jefferson Health.
 - Jefferson congratulates **Gordon Reeves, MD**, who has been selected to receive the *2017 Young Author Achievement Award* at the American College of Cardiology Scientific Sessions.
 - Industrial design senior **Richard Stone** won first place and the \$5,000 prize in the international lighting competition – Luflex's LG OLED Design Competition, besting more than 650 students and professionals from around the world. Seven renowned designers and art directors selected the winners.
 - From a highly competitive national pool, 11 Fashion and Industrial Design students received scholarships from the 2018 YMA Fashion Scholarship Fund – the most Jefferson students to ever be recognized in the prestigious competition during a single year. Fashion Design students **Deanna Wedge** and **Tommy Heidebrecht** earned \$10,000 and \$7,500, respectively, and the following students received \$5,000 each: Fashion Design students **Emily DeBernardo**, **Yee Ho**, **Abagale Petty**, **Colton Snavelly** and **Damon Spivey**; Fashion Merchandising and Management students **Chace Burke**, **Ashley DiBona** and **Emily Ward**; and Industrial Design student **John Cecil**.
 - Congratulations to **Scott Waldman, MD, PhD**, named a Fellow of the National Academy of Inventors. Dr. Waldman is co-leader of the Gastrointestinal Cancer Program at the Sidney Kimmel Cancer Center – Jefferson Health and Chair, Department of Pharmacology & Experimental Therapeutics at TJU.



Jefferson senior, Rachel Day, reached 1,000 career points in an 84-70 win over the Nyack Warriors January 10. She scored a game-high 26 points, including her 1,000th point with 4.1 seconds left on the clock. Rachel proudly wears the newly designed Rams jersey.

More Sports Highlights

Thirteen members of the Jefferson women's soccer team were named to the 2017 CACC Women's Soccer All-Academic Team – the most in the conference. In addition, three members of the men's soccer team were named to the 2017 CACC Men's Soccer All-Academic Team.



JEFFERSON
RAMS

PEOPLE

- The American Heart Association honored **Robert Rosenwasser, MD, MBA**, with the *Edward S. Cooper, MD Award*, acknowledging Jefferson's Neurological Surgery Chair's many outstanding contributions to the Philadelphia community that exemplify "the best of humankind." Dr. Rosenwasser was selected for the award specifically for seminal contributions in elucidating the role of the neutrophil and inflammatory response in cerebral ischemia and reperfusion, and for defining and implementing a strategy for the treatment of cerebral vasospasm after aneurysmal subarachnoid hemorrhage that is now used worldwide. His work in this area spans three decades.
- Congratulations to **Philip S. Lim, MD**, Chair, Department of Radiology at Abington Hospital, who recently earned the MRMD (Magnetic Resonance Medical Director) credential. This American Board of Magnetic Resonance Safety certification is emblematic of Dr. Lim's passion and commitment in ensuring the highest levels of safety in the MRI environment.
- **Steven G. Littleson, FACHE**, has been appointed President, Jefferson Health – Northeast. Steve was previously Hospital Services Division and Chief Operating Officer at Hackensack Meridian Health.
- **Patricia Nichols, MSN, RN**, Director of Nursing Education at Jefferson Health – Northeast, was a finalist for the 2017 *Nightingale Awards* in the category of Nursing Education – Staff Development.
- **Jesse Roman, MD**, has been named Chief Executive Officer of the Jane and Leonard Korman Respiratory Institute. Dr. Roman will engage with physicians at Jefferson and National Jewish Health to align our goals and leverage the expertise of both institutions.
- **Brian Sweeney, RN, MBA, FACHE**, has been promoted to Chief Operating Officer of Thomas Jefferson University Hospitals. In his expanded role, Brian will support daily hospital operations across all TJUH campuses and will continue to lead Jefferson Health's enterprise Service Lines for Digestive Health and Transplant, as well as manage the Jefferson Transfer Center.

DEVELOPMENTS

- Jefferson Stratford Hospital was recently named a Top Teaching Hospital by The Leapfrog Group, which is widely acknowledged as one of the most competitive honors an American hospital can receive.
- We proudly announce the opening of the Jefferson Burn Center, directed by William Hughes, MD. Services include 24/7 treatment in Jefferson's Level 1 Trauma Center as well as outpatient care at 1100 Walnut Street, 5th Floor.
- Jefferson Health has announced a partnership with InTouch Health, the leading enterprise telehealth platform, and North Carolina-based Mission Health, to jointly develop new telehealth solutions to improve patient access and quality of care while reducing overall healthcare costs. Prior to this collaborative effort, Jefferson Health had a long-standing relationship with InTouch Health, leveraging the company's telestroke solution for close to 10 years and, by doing so, serving 30 hospitals in the Jefferson Neuroscience Network.

Jefferson to Move Corporate Services to 1101 Market in 2019, Streamlining Operations



The new space, which is the former Aramark headquarters, will allow us to bring together several departments to one location. Rental income generated from our lease will benefit the Girard Estate's real estate investment portfolio, the income from which helps to operate Girard College, the historic Philadelphia boarding school that provides free education to students from one-parent families.

Jefferson Receives \$2.8 Million from Bristol-Myers Squibb Foundation for Lung Cancer Prevention, Treatment

The Bristol-Myers Squibb Foundation has awarded Thomas Jefferson University and Jefferson Health \$2.8 million to bring lung cancer screening, care and prevention programs to underserved communities in Philadelphia.

"Because of Jefferson's location, we are already connected to some of the most medically vulnerable residents in the city, and have an immediate opportunity through our clinical base to engage those at highest risk," said Gregory Kane, MD, the *Jane and Leonard Korman Professor of Pulmonary Medicine* and Chair of the Department of Medicine at Jefferson. "We operate hospitals in neighborhoods with the highest lung cancer burden, and can reach out to minority populations at risk for lung cancer with a model prevention and control program."

Efforts will be led by the Jane and Leonard Korman Respiratory Institute – Jefferson Health, in collaboration with National Jewish Health, the combined services of the Sidney Kimmel Cancer Center – Jefferson Health and its Center for Health Decisions, and the Center for Urban Health, a signature program of the Jefferson Department of Family and Community Medicine.

New Outpatient Surgery Center Now Open in Cherry Hill



Patients in South Jersey now have a convenient and well-esteemed choice for same-day, elective surgery services. For those in need of surgical treatment for conditions related to orthopedics, gastroenterology and pain management, our new Jefferson Surgery Center in Cherry Hill offers expertise close to home.

"The new surgical center provides modern, consumer-focused, convenient services in a partnership with some of our physicians, including those from the Rothman Institute," said Joe Devine,

President of Jefferson Health – New Jersey.

Jefferson Surgery Center – Cherry Hill

2211 Chapel Ave W Suite 200
Cherry Hill, NJ 08002
Email: info@jeffcherryhill.com
Phone: 856-295-9041

Learn more about Jefferson Surgery Center – Cherry Hill at JeffCherryHill.com.

The Jefferson Surgery Center is located on the second floor of the Medical Office Building at Jefferson Cherry Hill Hospital.

SNAPSHOT: Jefferson Health

Thomas Jefferson University and Jefferson Health is **30,000** employees strong and the second largest employer in Philadelphia.

14 hospitals

2,904 licensed beds

6,600+ physicians and practitioners

7,400+ nurses

50+ outpatient and urgent care locations

3.7 million outpatient visits annually

Data as of February 2018

Honoring the Legacy of Rev. Dr. Martin Luther King, Jr.

Daughter of Dr. King Leads Inspiring Discussion at Jefferson

On January 26, Dr. King's daughter, Rev. Dr. Bernice A. King, spoke to the Jefferson community about her father's legacy, during a salute and discussion at the University's Dorrance H. Hamilton Building, located in Center City, Philadelphia.

This year marks the 35th anniversary of Martin Luther King, Jr. Day being recognized as a national holiday and the 50th anniversary of Dr. King's tragic death.

One of the most important messages Dr. Bernice King emphasized was the idea that racism today isn't always or only perpetuated by individuals, but by institutions and corporations and laws that further racist and unjust policies. She spoke about the complicity through silence that pervaded the movement in her father's time. To think we'll all agree isn't probable, she said, and that we'll all like each other is even less likely, but she stressed how much we can accomplish when we stand together vocally and in unison.



More than 200 Jefferson staff and students volunteered their time and efforts during our Martin Luther King Jr. Day of Service on January 15. Pictured are volunteers at Bethesda Project – Sanctuary House in Philadelphia, one of several volunteer sites in various Philadelphia neighborhoods. Thanks to all our volunteers for your dedication to our community, living the Jefferson values, and keeping Dr. King's legacy of service alive.



Rev. Dr. Bernice A. King spoke to the Jefferson community at our annual event saluting Martin Luther King, Jr.'s vision. She emphasized that racism today isn't always or only perpetuated by individuals, but by institutions and corporations and laws that further racist and unjust policies. She stressed how much we can accomplish when we stand together vocally and in unison.



Fashion Merchandising and Management Students Raise \$4K for Charity at Pop-Up Shop

Handcrafted merchandise made by teams of students flew out of the bustling Kanbar Performance Space at the annual pop-up shop in December, benefitting cancer charity ChemoClothes. Along with making the apparel, accessories and home decor, the 100-plus students organized and styled the pop-up shop, with oversight from faculty members.



Abington Hospital Collects More Than 6K Diapers for Families in Need

The Maternity Department at Abington Hospital – Jefferson Health, in partnership with Cradles to Crayons and The Greater Philadelphia Diaper Bank, collected 6,476 diapers throughout November for distribution to needy parents living in the greater Philadelphia region. Maternity Department staff members pictured are Ronit Adini, RN, Illuminada Cotte, AA, Joan Sperger, RN, Diane Peischl, RN, and Darlene Turner, CA.

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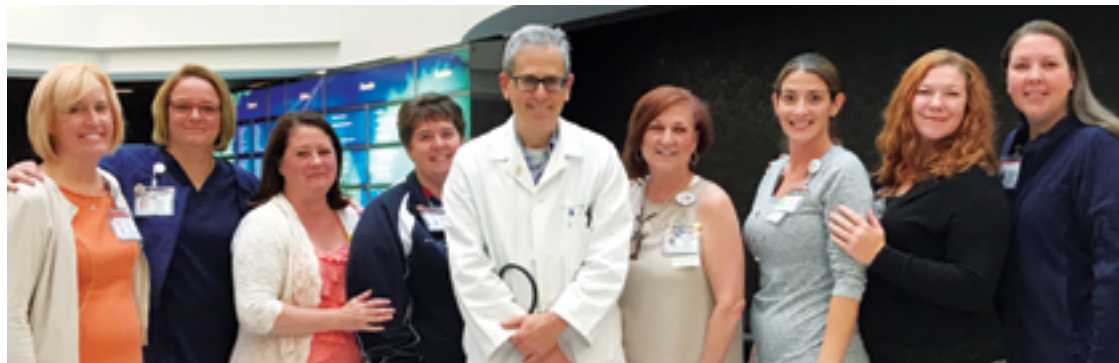
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AWARDS & ACCREDITATIONS

- Congratulations to Abington Hospital – Jefferson Health, which recently earned Magnet® designation for the fourth time in a row!
- The National Collegiate Athletic Association has recognized Jefferson for achieving a four-year Academic Success Rate of 90 percent or higher among student athletes as part of the *Presidents' Award for Academic Excellence*.
- Jefferson's Sidney Kimmel Cancer Center received the American Cancer Society's *Health System of Excellence Award*. Recipients of the award are health systems that have embraced a patient-centered/community model of support and are positioned as true partners in the fight against cancer.
- The Vickie and Jack Farber Institute for Neuroscience – Jefferson Health has been named a Lewy Body Dementia Association Center of Excellence. This designation recognizes our state-of-the-art care and research that benefits Parkinson's disease patients living with this memory disorder.
- Jefferson continues to receive national recognition for the quality of our research. In a recent study published by the *Journal of Orthopaedic Trauma*, Jefferson was ranked eighth on a list of the top 10 Most Impactful Residency Research Programs.
- Healthgrades has recognized Jefferson Health hospitals, including Jefferson Torresdale Hospital, Jefferson Frankford Hospital, Jefferson Bucks County Hospital, Thomas Jefferson Hospital, Jefferson Hospital for Neuroscience, and Methodist Hospital, as recipients of the *Distinguished Hospital Award for Clinical Excellence™*.
- Jefferson Health – New Jersey has been accredited with the *CEO Cancer Gold Standard™* by the national CEO Roundtable on Cancer for its efforts to reduce the risk of cancer for its employees and covered family members.
- Abington – Lansdale Hospital is a Leapfrog grade "A" hospital and the recipient of the 2017 Healthgrades *Outstanding Patient Experience Award* (for the second time). The Hospital has consistently experienced increasing volume in both the Emergency Department and the Hospital.
- The Cardiac Rehab and Pulmonary Rehab Programs at Methodist Hospital have received certification from the American Association of Cardiovascular and Pulmonary Rehabilitation. The certifications signify Jefferson's commitment to improving the quality of life by enhancing standards of care.

Abington Hospital – Jefferson Health's "Create a Safe Night" Program Wins National Award



Winner of the 2017 *American Society of Healthcare Risk Management (ASHRM) Patient Safety Award – Partnering with Datix to Recognize Patient Safety Innovation* is Abington's "Create a Safe Night" program, created to address the potential for clinical deterioration in patients at risk for decline during the overnight hours. Pictured are some of those who were most influential in the establishment and implementation of the program: Peachy Viviano, RN, Ginny Melvin, BSN, Annmarie Chavarria, MSN, Renee Howard, BSN, Doron Schneider, MD, Maureen Frye, MSN, Danielle Meyer, MSN, Becki Cuiffitelli, RN, and Barbara Lombardi, MSN.

In fiscal year 2017, Jefferson dedicated more than
\$268 million
in charitable care and community benefit.

ALUMNI LEGACY WALL

Jefferson will always be a part of you – and now you can always be a part of Jefferson!

Find out how to add your name to the Alumni Legacy Wall and support the Center by contacting Tilghman Moyer at 215-955-9302 or tilghman.moyer@jefferson.edu, or visit Jefferson.edu/AlumniCenterCampaign.