

# JeffNEWS

MARCH 1, 2004



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## Jefferson, U.S. Senators Cite Gravity of PA Insurance Crisis

Thomas Jefferson University Hospital administration and physicians joined with two United States senators to heighten media and public awareness of the medical liability cost crisis in Pennsylvania.

Thomas J. Lewis, hospital President and CEO, and three Jefferson physicians spoke before media cameras and microphones with U.S. Senator Rick Santorum of Pennsylvania and Senate Majority Leader Bill Frist, MD, of Tennessee at a press conference held at the Emergency Department entrance in front of the Main Building. The physicians: Walter J. Curran Jr., MD, Professor and Chair, Radiation Oncology, and Clinical Director of Jefferson's Kimmel Cancer Center; Barbara G. Frieman, MD, Clinical Associate Professor of Orthopedic Surgery; and Robert P. Lyons, MD, Fellow, Orthopedic Surgery.

All six speakers asserted the gravity of the insurance crisis and



Robert Neroni Photography

From left, Dr. Lyons, Dr. Frieman, Senators Frist and Santorum, Mr. Lewis, Dr. Curran.

its dire effect on physicians and patients, especially in view of Philadelphia's long history of medical excellence. Dr. Lyons's comments may have hit the hardest when he revealed he is reluctantly leaving Pennsylvania to practice medicine in North Carolina because he cannot afford

to do so in Pennsylvania. He received both his undergraduate and medical education in Philadelphia but says he has no choice except to pull up his roots and leave.

"I want to stay here, it's where I've grown up and been trained. But I have no choice. I have to leave."



Diagnostic Ultrasound Photography by Fred Ross

## JeffNEWS Going International?

Actually, the scene is the lobby of Jefferson Alumni Hall, and the interested *JeffNEWS* readers are several of a dozen physicians from China about to embark on a tour of the Jefferson campus while attending the third annual China Advanced Ultrasound Symposium sponsored by the Division of Diagnostic Ultrasound. See Page 5.

## Kimmel 'Buddy' Program Now in 5th Year, Makes 500th Buddy-Patient Match

The Jefferson-Kimmel Cancer Center's Buddy Program, which began in January 2000, has achieved a major milestone, matching its 500th patient with a cancer survivor. The program matches newly diagnosed cancer patients with cancer survivors – "Buddies" who provide short-term support and guidance over the telephone.

Tom Coleman, the 500th patient matched, is typical of matches the program makes. He and his

"Buddy," Tom Venti, share more in common than their name – both were diagnosed with prostate cancer at a younger age than is typical.

Tom Venti, one of the program's original Buddies, would have liked to have had the program available when he was first diagnosed. "I really like the fact that I can help men who are at a place where I was several years ago. I think it gives them encouragement that I had great results from my surgery with Dr. Leonard Gomella and have gone on to live a healthy life."

In addition to the support and encouragement that he received from his Buddy, Tom Coleman says he was impressed by how quickly it came. "I got a call from Tom in one day. I would have had to wait several weeks to get to a support group. The Buddy Program provided the support when I needed it the most, and I never even had to leave my house!"

What's a 'Buddy'? See Page 5.



Medical Media Photography by Dave Super

Tom Coleman and Tom Venti



## Congratulations S.T.A.R. Employees!

Robert Neroni Photography

Thomas Jefferson University Hospitals honored 325 employees for displaying the S.T.A.R. characteristics of great customer service – Sensitivity, Teamwork, Awareness and Respect. Astrology and astronomy were theme elements.

Clockwise from top left: Representatives from JEFF NOW® – a S.T.A.R. team. An individual S.T.A.R., Tina Buckley, RN, BSN, Department of Nursing Service, and her daughter Katie. Representatives from Rehabilitation Medicine Department – all individual S.T.A.R.s. Alan L. Brechbill, hospital Executive Vice President and Chief Operating Officer, shows how employees can key in their birthdate and learn all the important news events on the day they were born.

### VITAL SIGNS:

JAN 2004

TJUH, Methodist, Geriatric Psychiatry, Jefferson Hospital for Neuroscience

	Budget	Actual	Prior Year
Admissions	3,375	3,247	3,294
Length of Stay	6.29	6.86	6.83
Patient Days	21,216	22,059	21,591
TJUH, Methodist Outpatient Visits	38,782	33,443	39,353
Patient Satisfaction Overall Mean Score (Oct-Dec) 81.3			

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## Lisa M. Kozlowski, PhD Named Graduate Studies Assistant Dean



Lisa M. Kozlowski, PhD, has joined the Jefferson College of Graduate Studies (JCGS) as Assistant Dean for Postdoctoral Affairs and Recruitment, James H. Keen, PhD, JCGS Dean, has announced.

"The JCGS is now the organizational home of the postdoctoral fellows of the University," said Dr. Keen. "Dr. Kozlowski will be carrying forward establishment of the JCGS Office of Postdoctoral Affairs and a

postdoctoral association. The Office will serve as a resource and networking center and will provide career information and guidance.

"Another important part of Dr. Kozlowski's responsibilities will be to lead recruitment efforts for JCGS predoctoral programs by acting as a scientific liaison with faculty at regional undergraduate institutions," added Dr. Keen. "Dr. Kozlowski's background is well suited to these goals as she was a successful bench researcher, having completed doctoral and postdoctoral training in immunology. She then went on to lead efforts in career guidance for young scientists, most recently as program director of *Science* magazine's "Next Wave" website, the weekly online publication devoted to career development of graduate and postdoctoral students, and junior faculty."

Dr. Kozlowski can be reached at 215-503-5750 or [Lisa.Kozlowski@jefferson.edu](mailto:Lisa.Kozlowski@jefferson.edu)

## Reception March 24 Welcomes Radiation Oncology's Mitchell Machtay, MD

The Jefferson community is invited to attend a reception welcoming Mitchell Machtay, MD, newly appointed Walter J. Curran Jr., MD, Associate Professor and Vice Chair of the Department of Radiation Oncology. The reception will be held March 24 from 5 to 7 p.m. in the Eakins Lounge at Jefferson Alumni Hall. RSVP to [stephanie.weekes@mail.tju.edu](mailto:stephanie.weekes@mail.tju.edu) or call 215-955-7876.

## Hospital Observing Privacy Day March 10

Thomas Jefferson University Hospital is observing a Privacy Day on March 10 – an educational day that targets protecting privacy and treating patients with respect.

Posters and other materials will remind employees "Please Respect our Patients' Privacy." You show your respect for our patients and protect their privacy when you:

- Introduce yourself by using your name and department
- Address patients by their preferred name
- Knock before entering a room
- Close the door or curtain whenever possible
- Keep all information confidential

**You can make a difference! Remember these three guidelines:**

- Treat everyone as a member of our family
- Treat our patients, visitors and your coworkers with respect
- Protect our patients' privacy by maintaining confidentiality

## Hindson Award Nominations Accepted Until March 19

Nominations for the seventh annual Janet C. Hindson Award will be accepted until March 19. Presented by Thomas Jefferson University Hospital, the award is open to nurses who exemplify the caring and service to others that characterized Miss Janet C. Hindson's life. The award winner will be presented during the Nurses' Week 2004 celebration activities held May 3 to 7.

Pick up nomination guidelines in the Nursing Office, 1990 Gibbon. Letters of nomination should be sent to Mary Ann McGinley, RN, PhD, Senior Vice President for Patient Care, 2210 Gibbon.

## Bookstore Moving in Early Spring

The Thomas Jefferson University Bookstore is moving to 1009 Chestnut Street in early spring. There you will find:

- New Name – "Jefferson Medical and Health Science Bookstore"
- Bigger Store – Twice the space!
- New Location – Street floor of famed Victory Building! Phone, fax and web address stay the same. Watch for more announcements.

## Aetna Foundation Grant Brings Children at Risk for Asthma Closer to Care

Thanks to a \$50,000 grant from the Aetna Foundation, a new free telephone service will bring children identified as being at-risk for asthma closer to medical support.

The Child with Asthma Link Line, or Asthma CALL Center, is a free and confidential telephone-based information and referral/follow-up service for at-risk children and their families. The new CALL Center advances the initiatives of the highly successful AsthmaBus program. Refitted as a mobile asthma educational and screening vehicle, the AsthmaBus visits Philadelphia middle schools weekly as part of

Thomas Jefferson University's community education and outreach program.



The CALL Center is staffed by two Asthma Care Coordinators, one of whom is bilingual in English and Spanish. They link families to needed asthma services and resources, including primary care, plan-provided case management services, community-

based asthma education, home visits for remediation and health plan enrollment for uninsured children.

The Aetna grant to Thomas Jefferson University was awarded through its Regional Community Grants Program.

"We are very grateful to the Aetna Foundation for seeing this need and collaborating with us to fill it. Without foundation support, we could not move ahead in this way," says Salvatore Mangione, MD, Clinical Associate Professor of Medicine, Jefferson Medical College, consultant to the AsthmaBus program and its affiliate "AsthmaBUSTers."

## Come to Breakfast March 16 to Learn About Asthma Walk

Employees are invited to an Asthma Walk Breakfast on March 16 in the conference room at 1015 Chestnut St., M100, from 9 to 10 a.m.

Frank T. Leone, MD, Assistant Professor of Medicine, Jefferson Medical College, and Jefferson Pulmonary Associates are hosting the event as an open invitation to anyone interested in learning about plans for the Asthma Walk.

Jefferson will be organizing teams of employees and patients to walk in the Asthma Walk scheduled for Saturday, May 22, at Penn's Landing. Jefferson Hospital is a participating sponsor.

To learn more, contact Christy Dernlan at the American Lung Association at 610-941-9595 Ext. 114.



Don Walker Photography

## Activities Office Ticket Sales Update

Tickets for many events are always available at the Activities Office, Room B100, Jefferson Alumni Hall 215-503-7743; Philadelphia Flower Show March 7-14, United Artists Theaters, Philadelphia museums and more! Valid Jefferson student or employee ID is required.

Help chase the winter blahs by taking advantage of the massage program offered all year by the Commons Office in Jefferson Alumni Hall. Massage specialist Victoria Weinblatt demonstrates on Anthony D. Curtis, JCGS/JCHP '05, during last fall's Health and Wellness Expo sponsored by the Activities Office on Scott Plaza. To schedule a massage, call the Activities Office at 215-503-7743.

## Roberts Gift Honors Jefferson Doctors and Mother's Memory

A gift from Aileen and Brian Roberts expresses the family's appreciation for the care Mrs. Roberts' mother, Margaret Detwiler, received from her Thomas Jefferson University physicians. The gift of \$20,000 will fund resident medical education programs in the Departments of Medicine and Family Medicine at Jefferson Medical College (JMC).

Two plaques were dedicated to the doctors in these departments who treated Mrs. Detwiler before she passed away in 2002. In the Resident Conference Room in the Department of Medicine, the plaque reads: "In loving memory of Margaret Kennedy Detwiler and with thanks for the compassionate care provided by Anthony J. DiMarino, MD, Reginald Ho, MD, Gregory Kane, MD." The plaque now hanging in the waiting room of Family Medicine also honors Mrs. Detwiler's memory as well as saying "thanks for the supportive

care provided by James S. Studdiford, MD."

"This generosity is a great tribute to our Jefferson physicians as well as a boost to resident education, for which we are very grateful," says Rush B. Smith, Associate Director of Major Gifts in the Jefferson Office of Institutional Advancement. "It underscores that Jefferson is a center of excellence for patient care and education, and that the care provided to Mrs. Roberts' mother meant a great deal to her family."

The plaques were dedicated in ceremonies at each site attended by Mr. and Mrs. Roberts; Donald Detwiler (Mrs. Detwiler's widower); Thomas J. Nasca, MD,



Medical Media Photography by Earl Spangenberg

Donald Detwiler, husband of the late Margaret Detwiler, Aileen Roberts, Mrs. Detwiler's daughter, and her husband Brian Roberts, attend plaque dedication ceremonies in recognition of Mr. and Mrs. Roberts' gift honoring Mrs. Detwiler and her Jefferson physicians.

FACP, JMC '75, University Senior Vice President and Dean, JMC; Arthur M. Feldman, MD, PhD, Magee Professor of Medicine and Department Chair; and Richard C. Wender, MD, Alumni Professor of Family Medicine, and Department Chair.

Visit the Jefferson Office of Institutional Advancement at [www.tju.edu/jeffgiving](http://www.tju.edu/jeffgiving)

## Better Pain Relief After Hip Replacement?

New studies by Jefferson researchers give hope to hip replacement patients for more convenient pain relief after surgery.

The multi-center study was led by Eugene R. Viscusi, MD, Director of the Acute Pain Management Service at Thomas Jefferson University Hospital.

Currently, epidural analgesia is managed by inserting a catheter near the spinal cord, a method inconvenient for patient, surgeon and anesthesiologist alike.

Instead, the new study shows that DepoMorphine™, injected once by needle or catheter before surgery, can bring extended pain relief for 48 hours after surgery.

Dr. Viscusi explains, "Our study results suggest that DepoMorphine™ has the potential to become a valuable new option for managing postoperative pain, because it is released slowly over time with only one injection. The introduction of this agent into the arsenal of postoperative pain management may be preferable because it eliminates the risks and burdens of the catheter while providing continuous pain relief, is less likely to cause complications and is more labor efficient."

About 120,000 hip operations are performed each year in the United States to reconstruct or replace painfully degenerated hip joints and, ultimately, to restore

mobility for patients. Postoperative pain is a significant problem for this and other segments of the surgical population, affecting up to 75 percent of all hospitalized patients.

Dr. Viscusi adds, "Data from our study suggest that the use of DepoMorphine™ is both safe and effective. Potential benefits may include shorter hospital stays, reduce the time health care providers spend attending to epidural pumps and catheters, allow more time for direct patient care, and improve overall patient outcomes."

The study was presented at the annual meeting of the American Society of Anesthesiologists.

## Diagnostic Ultrasound Hosts Visiting Physicians from China



Diagnostic Ultrasound Photography by Fred Ross

The Division of Diagnostic Ultrasound, Department of Radiology, hosted twelve physicians from China for the third annual China Advanced Ultrasound Symposium.

The four-day symposium on the Jefferson campus affords the visiting physicians the opportunity for hands-on learning and presentations in the latest ultrasound techniques.

Presentations and training sessions were conducted by a dozen faculty members of Jefferson's Ultrasound Division, led by Barry B. Goldberg, MD, Division Director and Vice Chair, Research, Department of Radiology.

In photo, Dr. Goldberg points to world map showing 157 sites where physicians from abroad have benefited from the division's expertise. Looking on are, from left, Drs. Xia Fei, He Wen and Yong Qiang.



Medical Media Photography by Dave Super

## Celebrating Chinese New Year 2004

Jefferson's Chinese Health Information Center (CHIC) hosted a "Chinese New Year Celebration" to usher in the Year of the Monkey. The informal but festive event featured food, Chinese music, videos and karaoke. More than 120 Jefferson colleagues, friends and CHIC collaborators attended the celebration. Photos show CHIC staff and the main elements of the annual tradition: food, flowers, decorations. The decoration shown says "Wishing you prosperity in the New Year."



## What's a 'Buddy'?

The Buddies in the Jefferson Kimmel Cancer Center's Buddy Program are individuals who were treated at Jefferson for a wide variety of cancers, and who are recommended by their physician, nurse or social worker as being good support to a newly diagnosed patient.



After volunteer training, Buddies are matched with patients based on diagnosis, treatment, age and gender. Buddies help patients in

coping with diagnosis, treatment, and symptom management, communicating with family, friends, and the medical team, and accessing other information and support resources.

Buddy phone calls are not meant to replace conversations with doctors, nurses, social workers, counselors or other professionals, but rather to provide patients with emotional support from someone who has "walked in their shoes." It's a unique alternative to more traditional support groups, which are often underutilized by patients with cancer, particularly men. With more than 100 Buddies in the program, patients can be matched very closely, not only by diagnosis and treatment, but often by such characteristics as age and gender.

"The program is unique in that disease-specific support is provided to people with less common cancer types or to people who would not traditionally join a support group. Patients who call me want to talk to someone who matches their situation as closely as possible, and our pool of excellent volunteers allows us to do just that," says Maryellen Koenig-Riggio, who coordinates the program.

To learn more, call **215-955-8370**.

Medical Media Photography by Dave Super



## University Choir and Orchestra Perform Free Spring Concert April 2

The Thomas Jefferson University Choir and Orchestra will perform their 34th Annual Spring Concert on Friday, April 2, at 8 p.m. It will be held at the First Baptist Church, 17th and Sansom streets and will feature a performance of the rarely performed Part 2 of Handel's *Messiah*.

Robert T. Sataloff, MD, Professor of Otolaryngology-Head and Neck Surgery at Jefferson, founded and directs the 60-voice choir, which is composed of Jefferson physicians, nurses, students, patients, alumni, faculty and other members of the Jefferson community.

The concert is free and open to the public. For more information, call **215-790-5195**.

### In Memoriam Rosemary Boccia, 51

The Jefferson community mourns the death February 2 in Belmar, NJ, of Rosemary Boccia, 51, of Buena, NJ, a Jefferson employee for more than 20 years.

In her most recent position, as a Jefferson Hospital Patient Representative, Ms. Boccia often counseled cancer patients and worked with Jefferson's wig program, helping patients feel attractive after chemotherapy. After being diagnosed with lung cancer more than two years ago, Ms. Boccia became an inspiration to others through her volunteer efforts with Jefferson's Kimmel Cancer Center (KCC). She advised KCC staff as a member of the Patient Advocacy Committee and helped plan annual special events, including a fall survivors conference for patients and families and the spring "Celebration of Life," where she was a guest speaker in 2002. She was a featured speaker at the 2002 Jefferson President's Club Dinner.

She was youth director at Sacred Heart Roman Catholic Church, Riverton, NJ, before joining Jefferson Medical College in 1983. She later worked in the University's Human Resources Department. Ms. Boccia earned a bachelor's degree in education and a master's degree in counseling and guidance, both from Seton Hall University.

Ms. Boccia is survived by her mother, Mrs. Maria Boccia; a brother, Gene; a sister, Maria; and companion Bonnie Lilliston.

Memorial donations may be made to Thomas Jefferson University Hospital's Wig Program in care of the Development Office, Suite 110, 925 Chestnut St., Philadelphia 19107.

