

## Welcome Class of 2008!



On a sparkling mid-summer morning, smiles of joy and optimism beamed across Scott Plaza as first-year Jefferson Medical College (JMC) students, family members and faculty participated in Opening Exercises and the traditional White Coat Ceremony for 228 members of the JMC Class of 2008. Students and faculty pose for the group photo following the program while Deepali Mude and Amira Bass typify the exuberance of the day.

Thomas J. Nasca, MD, FACP, University Senior Vice President and Dean, JMC, officially welcomed the class by speaking of "Professionalism and the Jefferson Legacy." Mitchell J. Cohen, MD, Clinical Associate Professor of Psychiatry and Human Behavior, JMC, who initiated the ceremony 10 years ago, described "The White Coat Legacy." Clara A. Callahan, MD, Vice Dean for Academic Affairs, JMC, delivered

the 2004 White Coat Keynote Address. James D. Plumb, MD, MPH, Clinical Associate Professor of Family Medicine, led the students in reading the Hippocratic Oath. Charles A. Pohl, MD, Associate Dean for Student Affairs and Career Counseling, JMC, whose office organizes the event, introduced all speakers.

## Robert L. Barchi, MD, PhD, Formally Installed as President October 5



On Tuesday, October 5, Robert L. Barchi, MD, PhD, will be formally installed as Thomas Jefferson University's fourth President in ceremonies to be held in Verizon Hall at the Kimmel Performing Arts Center, 260 S. Broad St.

In a special broadcast email, Brian G. Harrison, Chair, University Board of Trustees, said, in part:

"We take pleasure in inviting all members of the Jefferson community to attend. We hope that each department will organize a system of coverage that will allow those who wish to attend the ceremony to do so, while providing for the uninterrupted conduct of essential operations. Formal invitations to the ceremony will be sent shortly."

## Celebrating Our Employees with Service Recognition Program October 13

As part of Jefferson's continuing efforts to recognize the contributions of our valued employees, an annual Service Recognition Celebration will be held this fall.

On Wednesday, October 13, employees who celebrated five-year (5, 10, 15, etc.) service anniversaries, between July 1, 2003 and June 30, 2004, will be honored at "The Ballroom at the Ben" in the Benjamin Franklin Hotel. The event will include a reception from 4:30 to 7:30 p.m., with presentation of gifts and entertainment.

Through various forums, including employee roundtables and the employee survey, Jeffersonians have clearly voiced the importance they place on being acknowledged for superior performance, individual acts of merit and loyal service. Jefferson administration shares the belief that such recognition is an integral part of worklife quality, and is therefore pleased to have this opportunity to acknowledge more than 914 employees who have recently celebrated a service anniversary. Included in the group are 163 employees marking 25 or more years of service to Jefferson. Invitations to all honorees will be distributed during the week of August 25.

For more information about the Service Recognition Celebration, call Randy McLaughlin in Human Resources at 215-503-8373.

## University Health Services Rolling Out Flu Shot Awareness Drive

The University Health Services Department is rolling out in September a flu vaccine awareness program to encourage more employees to receive flu shots this year.

"Last year about 2,400 university and hospital employees received free influenza vaccine. We'd like to vaccinate as many as 6,000 this year to come closer to guidelines set by the Center for Disease Control," says Ellen O'Connor, MD, Medical Director, University Health Services.

The more ambitious goal has been set by Phyllis R. Flomenberg, MD, Infection Control Officer, who would like every healthcare worker to be vaccinated.

To achieve this, several communication channels will be used to reach employees and encourage more of them to receive their shots in a timely way at the Health Services Office.

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## Step Out September 19 For the 'Big Walk for Little Feet'

All early signs point to the 2004 "Big Walk for Little Feet" being the biggest and best yet.

Hugely successful in its first three years, the "Big Walk for Little Feet" is returning for a fourth year as a special feature of the 2004 Jefferson Hospital Philadelphia Distance Run – the 27th anniversary of the annual world-famed half-marathon run. This is the seventh straight year Jefferson Hospital will be the run's title sponsor.

The "Big Walk for Little Feet" is a fun way for all to take a giant step to help save babies' lives. The three-mile walk will again raise funds to benefit Jefferson's Labor and Delivery suite and the Neonatal Intensive Care Unit (NICU), Transitional and Well-Baby Nurseries.

### A Big Family Fun Walk

The "Big Walk for Little Feet" on Sunday, September 19, is a fun walk for the entire family – parents, children and friends. So much fun that families keep coming back year after year. See photos.

The "Big Walk" begins at 8 a.m.

at 12th and Market Streets, just after the last half-marathon runner takes off for the Distance Run. The Distance Run start time is also 8 a.m. and the starting line is at 9th and Market streets.

To form a Big Walk team of 5 or more members, call Phyllis Nangle in the hospital's Development Office at 215-955-9136.

Walkers and runners can register online at [www.JeffersonHospital.org/pdr](http://www.JeffersonHospital.org/pdr)

Or, you can pick up brochures with registration forms at several campus locations, including the Women's Health Source, 1990 Gibbon Building, where you can also register online.

### Special 'Big Walk' Sign-Up Days in Atrium September 9, 16 and 17

Once again, as a special service to employees, there will be a "Big Walk for Little Feet" sign-up table



Jay S. Greenspan, MD, Professor of Pediatrics, Jefferson Medical College, and Neonatology Director for the hospital, with his son Justin, almost 3, at last year's Big Walk.

Not missing a Big Walk since it began is the Weiss family of Cherry Hill, NJ, ever since their son, Chad, 4, in stroller in front of mom Amy, became a NICU "graduate." Dad Craig is at right and in front of him daughter Dylan, 10. Dylan's friend, Sydney Gomer, 9, is in center.

in the Atrium on Thursday, September 9 and Thursday and Friday, September 16 and 17.

Walkers can register for the "Big Walk," drop off donations and pick up "Big Walk" t-shirts.

### Volunteers Needed

Volunteer spots for both events are filling quickly. Don't miss your opportunity to join the fun!

Call 215-955-6222.

### VITAL SIGNS:

#### JULY 2004

TJUH, Methodist, Geriatric Psychiatry, Jefferson Hospital for Neuroscience

	Budget	Actual	Prior Year
Admissions	3,460	3,404	3,367
Length of Stay	6.67	6.41	6.31
Patient Days	23,066	22,603	24,455
TJUH, Methodist Outpatient Visits	39,402	37,127	38,595
Patient Satisfaction Overall Mean Score (Apr-June)	82.3		

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## Renato Baserga, MD, Named Interim Director Of Jefferson's Kimmel Cancer Center

Renato Baserga, MD, has been named Interim Director of the Kimmel Cancer Center of Thomas Jefferson University and Thomas Jefferson University Hospital, effective September 30, Thomas J. Nasca, MD, FACP, Dean, Jefferson Medical College (JMC), and Senior Vice President, Thomas Jefferson University, has announced.

Dr. Baserga is the Distinguished Professor of Microbiology and Immunology, JMC, and the Deputy Director of the Kimmel Cancer Center at Jefferson.

Dr. Baserga is an internationally recognized leader in research in basic mechanisms of cancer cell biology. He has most recently concentrated his research efforts in the understanding of the role of the Type 1 Insulin-Like Growth Factor and its signaling pathway. Results of these efforts have led to novel therapeutic approaches targeting this system for anti-cancer agents.

Dr. Nasca made the announcement of "this important leadership role" to the University Board of Trustees and the wider Jefferson community "with great enthusiasm and pleasure."

## Scott D. Goldstein, MD, Named Director, Colon and Rectal Surgery



Colorectal surgeon Scott D. Goldstein, MD, has been named Director of Colon and Rectal Surgery, Department of Surgery, Thomas Jefferson University Hospital.

Dr. Goldstein, who is also Assistant Professor of Surgery, Jefferson Medical College, has been at Jefferson for a decade. He had previously served as Director of Colon and Rectal Surgery at Pennsylvania Hospital.

Dr. Goldstein's research interests include colorectal cancer, endoscopic gastrointestinal surgery and inflammatory bowel disease.

The board-certified colorectal surgeon is a fellow of the American College of Surgeons and a member of the American Society of Colon and Rectal Surgeons, the Society of American Gastrointestinal Endoscopic Surgeons and the Pennsylvania Society of Colon and Rectal Surgeons, for which he has served as President.

Dr. Goldstein has been listed in "The Best Doctors in America" since 1998. He is the author of numerous publications, chapters and editorial reviews.

Dr. Goldstein completed a residency in colon and rectal surgery at the University of Medicine and Dentistry of New Jersey-Rutgers Medical School and a surgical residency at Lenox Hill Hospital in New York City. He earned a BS in biology in 1973 from the University of Pittsburgh, and his MD from the State University of New York at Buffalo.

## Two Spinal Cord Injury Center Physicians Receive Awards



Anthony Burns, MD    Ralph J. Marino, MD

Two physicians for the Spinal Cord Injury Center at Thomas Jefferson University received awards at the 30th Annual Scientific Meeting of the American Spinal Injury Association (ASIA).

Anthony Burns, MD, Assistant Director of the Regional Spinal Cord Injury Center of the Delaware Valley (RSCICDV) and Assistant Professor for

the Department of Rehabilitation Medicine, received the award for the best published journal article by an ASIA member in 2003.

Ralph J. Marino, MD, Clinical Director of the RSCICDV and Associate Director of Research for the Department of Rehabilitation Medicine, received second place for best poster.

In announcing the awards to the Jefferson community, John L. Melvin, MD, MMSc, Michie Professor and Chair of Rehabilitation Medicine, said,

"I congratulate both recipients for their outstanding contributions to Jefferson and to the field of rehabilitation medicine."

## Primal Kaur, MD, Rheumatology Fellow, Wins Annual Research Forum Award

Primal Kaur, MD, a second-year Fellow in the Division of Rheumatology, Department of Medicine, was awarded first prize at the Philadelphia Rheumatism Society Annual Fellow's Research Forum, 2004. His winning research presentation was on "Evaluation of PTH and Vitamin D levels in Patients with Osteoporosis."

## University Presents Douglas J. MacMaster Jr., Esq. Portrait

Literally surrounded by family, Douglas J. MacMaster Jr., Esq., former Chair of the University Board of Trustees, poses beside his portrait following its presentation in an emotional ceremony and tribute by Jefferson colleagues and friends.

Following opening remarks by Peter M. Mattoon, Esq., Vice Chair, Board of Trustees, a longtime friend and business associate of Mr. MacMaster, Jerome Keller, cited "wisdom, talent, and integrity" as lifelong traits. He described his "greatest talent" as "leadership" and praised his "ability to simplify the complex." Mr. Keller summed up by saying there is "a portrait of



Robert Neval Photography

Doug that is carried in the hearts of all who knew him – that he is the finest of men."

In accepting Mr. MacMaster's portrait for the University, Paul C. Brucker, MD, University President, called him "one of the most upbeat persons I know – and a good boss and a wonderful friend."

Mr. MacMaster said the "key to the future is people – and we have good people." He thanked all for the "stimulation of the last few years. It was a great ride."

Dean L. Paules, the portrait artist, was introduced to the gathering.

## University Launches New Neuroscience PhD Program

The University has established a new interdepartmental PhD Program in Neuroscience, James H. Keen, PhD, Dean, Jefferson College of Graduate Studies, has announced.

In making the announcement, Dr. Keen said the new program "brings together 25 participating faculty from nine of Jefferson's basic science and clinical departments, many of whom are also members of the Farber Institute of Neuroscience. The

Program will provide a strong unifying focus on campus for doctoral level training and research in fundamental molecular and cellular neuroscience, as well as translational research leading to therapies for related neurological disorders."

Elisabeth Van Bockstaele, PhD, Associate Professor of Neurosurgery, will serve as the PhD Program's inaugural Director. Dr. Van Bockstaele headed the

interdepartmental faculty task force that developed the program proposal.

"I also wish to acknowledge the administrative and financial support of the new program by the Farber Institute for Neurosciences and its Director, Samuel Gandy, MD," said Dr. Keen.

To learn more, contact Dr. Van Bockstaele at **215-503-1245** or [elisabeth.vanbockstaele@jefferson.edu](mailto:elisabeth.vanbockstaele@jefferson.edu)

## Giving Something Back Through Scholarships

Henry Liss, MD, JMC '48, is grateful for having received the opportunity to attend medical school courtesy of the Navy and G.I. Bill and "wants to give something back." To that end, Dr. Liss and his wife Amy have generously funded the Amy and Henry Liss Scholarship Fund, as well as providing annual support for Jefferson Medical College (JMC). Their will provides a substantial sum for the scholarship fund, as well.

In 2004, scholarships totaling \$15,000 were awarded from the Amy and Henry Liss Scholarship Fund to five JMC students.

In fact, Amy and Henry Liss have a lifetime commitment to giving something back. In addition to raising their two sons, Amy has served on the board of the Williston Northampton School, Antioch University Board of Trustees, and the Ms. Foundation

for Women and its Healthy Girls-Healthy Women initiative. Dr. Liss serves on the board for the Christopher Reeve Paralysis Foundation, and has volunteered his time with several state committees on spinal cord injury. Says Mrs. Liss, "If you are able to participate in the community and help others, you really should. It's so rewarding and exciting."

When Dr. and Mrs. Liss recently celebrated 50 years of marriage, their son David suggested putting on a big anniversary party for them. They declined, saying that they would much rather have the money donated to their favorite cause – the Amy and Henry Liss Scholarship Fund. Jefferson soon received a generous check to add to the fund.

Henry and Amy Liss believe in living their lives with energy, a sense of humor, devotion to the things they believe are most



Amy and Henry Liss

important, and a willingness to share their resources in the service of others. Jefferson Medical College is fortunate to have their interest and support.

## Honoring Dr. Brucker

To honor University President Paul C. Brucker, MD, board members, faculty, family and friends looked on with pride as Brian G. Harrison, Chair of Thomas Jefferson University's Board of Trustees, cut the ribbon during the dedication ceremonies for the Paul C. Brucker, MD, Learning Center.

The upgraded and refurbished classrooms on the second floor of the College Building, made possible through a \$500,000 anonymous donation, were named for Dr. Brucker in recognition of his 31 years of outstanding service to Jefferson, its patients and students.

In his remarks at the event, Dr. Brucker announced his plans to continue at Jefferson in a teaching capacity as President Emeritus, at 303 Curtis Building, telephone **215-955-3790**.

In photo at top right, from left are: Mr. Harrison, Dr. Brucker and Thomas J. Nasca, MD, Dean, Jefferson Medical College and Senior Vice President for the University. In the inset photo, Mrs. Brucker (Joan) chats with James B. Erdmann, PhD, Dean, Jefferson College of Health Professions.

In the photo to the right, at a Scott Plaza farewell reception in his honor, employees had a chance to meet and converse with Dr. Brucker over mid-day refreshments.



Don Walker Photography

Robert Neroni Photography

## Robert W. Frederick, MD Named Team Physician by U.S. Olympic Committee

The United States Olympic Committee named sports medicine specialist Robert W. Frederick, MD, of the Rothman Institute at Thomas Jefferson University Hospital as volunteer head physician for the United States men's and women's artistic and woman's rhythmic gymnastics teams competing in the 2004 Olympic Games in Athens.

Dr. Frederick, Assistant Professor of Orthopaedic Surgery, Jefferson Medical College, was one of only eight physicians in the United States, and the only one from Pennsylvania, selected to provide medical care to about 540 American athletes taking part in the games in August.

"This is a once-in-a-lifetime opportunity," Dr. Frederick says. "These athletes have dedicated the last four years of their lives towards the goal of competing in Greece and bringing home the gold. Our goal as their physicians is to minimize the impact of any injury or illness on their achieving this life-long dream."

Dr. Frederick also provided medical services to the acrobatic and trampoline athletes, as well as to some of the smaller U.S. sports which did not have a physician dedicated to their participants.

During the 1996 Summer Olympic Games in Atlanta, Dr. Frederick served as director of athlete care for gymnastics and cared for gymnasts including Kerry Strug, who won a gold medal for herself and her team, despite a severe ankle injury.

Dr. Frederick also is Assistant Team Physician to the Philadelphia Phillies, the Philadelphia Soul Arena football team and St. Joseph's University. In addition, he helps provide medical coverage for many of the elite track and field events and distance runs in Philadelphia.

In honor of his Olympic



Robert Neroni Photography

selection, Dr. Frederick's colleagues gave him an Olympics-style send-off before heading to Athens. He is shown, second from left, cutting the cake at his send-off, flanked by, from left, Richard H. Rothman, MD, PhD, James Edwards Professor and Chair, Department of Orthopaedic Surgery, Thomas Jefferson University, Kim Yelland, RN, Clinical Nurse Specialist for Dr. Frederick, and Mike West, CEO, Rothman Institute.

## Day of Caring September 9 Kicks Off United Way Campaign

To kick off the 2004 United Way Campaign, Jefferson is planning to continue the tradition of participating in the United Way's 13th Annual Day of Caring community project.

"This a great way to help support United Way agencies and get first hand experience at making a difference in our communities. You can see the gratitude in the faces of the people you help," says Randy McLaughlin, Manager, Employee Relations and this year's United Way Campaign Chair.

This year's anticipated project will be at the Leukemia and Lymphoma Society.

To sign up, or for more information, contact Grace Hardeski, **215-955-1397**, 2210 Gibbon.

The first 25 volunteers will receive special t-shirts. Transportation will be arranged. Watch *JeffNEWS* for more details of the campaign.

## Ninth Annual 'Taste of the Neighborhood' September 7



Don Walker Photography

Get your taste buds ready! The 9th annual "A Taste of the Neighborhood" restaurant expo sponsored by the University Activities Office will be held Tuesday, September 7, from 11:30 a.m. to 1:30 p.m. on Scott Plaza (rain location is Jefferson Alumni Hall Mezzanine). The always popular event affords employees, students, and volunteers a chance to sample discounted fare from area restaurants. Here are some scenes from last year's event.

## MS Public Health Leadership Program Begins Third Year

The Jefferson College of Graduate Studies (JCGS) Master of Science in Public Health (MSPH) Program is now beginning its third year.

"Initiated two years ago under the leadership of former Dean Jussi Saukkonen, MD, and Associate Dean Georganne Buescher, EdD, the Program has made great strides and has proven to be quite popular," says James H. Keen, Dean, JCGS.

David B. Nash, MD, MBA, Chair, Department of Health Policy, and Richard C. Wender, MD, Chair, Department of Family Medicine, are Co-Directors. They are assisted by Jennifer Lofland, PharmD, MPH, Department of Health Policy, who serves as Curriculum Coordinator; James Plumb, MD, MPH, Department of Family Medicine, Coordinator of Community and Behavioral Education; and James Diamond, PhD, Department of Family Medicine, Accreditation Coordinator. Jennifer Ravelli, MPH, who has helped manage the Program since its inception, continues in that role.

"This natural partnership of extremely capable leadership brings together strong research and community outreach experience in healthcare delivery and administration," Dr. Keen says.

The diversity of the program's student population reflects how broad a field Public Health is, says Ms. Ravelli. "Students include physicians, allied health professionals, administrators and people from the pharmaceutical industry. And 38 percent have professional degrees: MD, PhD, MBA, DDS. Several work for government health departments and health policy offices."

The program's flexibility allows students to complete at their own pace within two to four years. It offers meaningful thesis research and clerkship programs with opportunities in the community and abroad.

To learn more, [Jennifer.Ravelli@jefferson.edu](mailto:Jennifer.Ravelli@jefferson.edu) or **215-503-0174**.



Dr. Nash and Wender

Robert Neroni Photography

### Hold the Date! MSPH Open House September 22

Come to the Open House sponsored by the Master of Science Program in Public Health and learn how you can be part of this exciting new program. Meet faculty, staff and other students at Eakins Lounge, Jefferson Alumni Hall, September 22 from 5 to 7 p.m.

## Come to Jefferson Bookstore Grand Opening Week, September 13 - 17

The Jefferson Medical and Health Science Bookstore is holding a Grand Opening Week celebration at its new location, 1009 Chestnut St., the week of September 13 through 17. Each day will have a special theme, with Monday, September 13, the Grand Opening Kick-Off day. All employees are welcome. Call **215-955-7922** visit [www.jefferson.edu/bookstore](http://www.jefferson.edu/bookstore)

