

Annual Gala Raises \$600,000 for Research and Patient Care



Photo: Robert Neroni

Pictured at the Jefferson Gala are Kenneth Brownstein, MD, and his wife, Lisa, along with Jeffrey and Christina Lurie.

More than 550 people gathered at the Park Hyatt Philadelphia at the Bellevue Hotel November 6 to celebrate the annual Jefferson Awards Gala, raising more than \$600,000 for prostate and bladder

cancer research and the Jefferson Breast Care Center.

The event recognized two prominent members of the Philadelphia-area community and the outstanding work of a Jefferson urologist:

- Christina and Jeffrey Lurie accepted Jefferson's *Award of Merit*. The award recognizes the wide range of contributions they have made, and continue to make, to Greater Philadelphia through partnerships with Jefferson as well as their own charitable organizations, the Eagles Youth Partnership and the Lurie Family Foundation.
- P. Kenneth Brownstein, MD, received Jefferson's *Achievement Award in Medicine* for upholding the Jefferson tradition of unparalleled excellence in clinical medicine. Dr. Brownstein has been a member of Jefferson's Department of Urology for 36 years. Among his patients, students and colleagues, Dr. Brownstein is known for his warm, friendly manner and compassion for others.

Department of Health and Human Services Awards Medal of Honor to Jefferson Hospital for Neuroscience

Jefferson was recently honored by the government with an award for its work in achieving a lifesaving organ donation conversion rate of 75 percent or greater for a sustained 12-month period. The Department of Health and Human Services presented the Medal of Honor to Jefferson Hospital for Neuroscience (JHN) at the fourth National Learning Congress held in Nashville in October.

"Every day, the doctors, nurses and staff at Jefferson Hospital for Neuroscience work tirelessly to ensure their patients are receiving the best care possible," said Tom Lewis, President and Chief Executive Officer, Thomas Jefferson University Hospitals. "This recognition shows that when the limits of contemporary medicine have been reached and hard decisions need to be made, our team deals with those situations in a forthright, compassionate and thoughtful manner."

The 75 percent goal was first created as part of the National Breakthrough Collaborative, established in 2002 in an effort to maximize each and every organ donation opportunity. Since then, approximately 4,000 more transplants were performed in the U.S. last year – more than 28,000 total – compared with 24,000 that were done in 2001, the year prior to the Collaborative's onset.

Gift of Life Donor Program, the organ and tissue donor program serving eastern Pennsylvania, southern New Jersey and Delaware, celebrated the work of JHN at the Learning Congress.

Dean of Jefferson Medical College Named



A nationally recognized leader in the field of pathology and laboratory medicine, Mark L. Tykocinski, MD, has joined Jefferson to lead the medical school. Dr. Tykocinski was previously the Simon Flexner Professor and Chair of the Department of Pathology and Laboratory Medicine at the University of Pennsylvania.

"As Dean of Jefferson Medical College, Dr. Tykocinski will be responsible for the educational, research and clinical missions of the

college," noted Robert Barchi, MD, PhD, President, Thomas Jefferson University. "He will maintain and advance the medical college curriculum and the caliber of its student body. In addition, he will oversee the school's basic and translational research enterprise, while providing direction and leadership to the full-time faculty in Jefferson's clinical practices."

In his 10 years at Penn, Dr. Tykocinski developed leading residency, fellowship and undergraduate educational programs and headed a department that led the way in introducing electronic media into the medical

school curriculum. As part of Penn's leadership team, Dr. Tykocinski played a key role in helping the institution improve its operating margin and served on key committees within both the group practice and the university.

An accomplished scientist, Dr. Tykocinski's own research has focused on the design of novel recombinant proteins with immunotherapeutic potential, and the development of innovative strategies for treating cancer and autoimmune diseases. He holds several patents in the fields of molecular and cellular immunology.



Photo: Robert Neroni

Governor Ed Rendell came to Jefferson in December to speak to medical staff members. He presented "MCare Reform and the Uninsured" in Jefferson's Hamilton Building. Also pictured, at right, is John Cohn, MD, President, TJUH Medical Staff.

Jefferson's Kimmel Cancer Center Network Appoints New Clinical Director, Other Leadership Roles



After serving as Interim Clinical Director for nine months, Leonard Gomella, MD, FACS, has recently been named Clinical Director

of Jefferson's Kimmel Cancer Center Network.

"Serving as Clinical Director gives me the opportunity to strengthen relationships among the members of the network with the resources available through the

Kimmel Cancer Center at Jefferson," said Dr. Gomella. "This relationship is critical as we strive to meet our most important goal of providing our patients with the highest standards of cancer care."

Dr. Gomella is the Bernard W. Godwin Professor of Prostate Cancer and Chair of the Department of Urology at Jefferson Medical College and Thomas Jefferson University Hospitals. A well-respected expert in urologic oncology and clinical trial development, Dr. Gomella also serves as Associate Director of

Jefferson's Kimmel Cancer Center.

Three other physicians accepted new leadership roles in the network as associate clinical directors at the Network: Scot Fisher, DO; Ernest "Gary" Rosato, MD, FACS; and William Tester, MD, FACP.

"With the appointment of the associate clinical directors, we now have a strong multidisciplinary core leadership team to oversee the network's strategic planning process with our affiliates and to enhance the network's success," added Dr. Gomella.



Photo: Robert Neroni

The Jefferson Emergency Department opened its expanded ER in November, drawing city and state officials to the ribbon-cutting ceremony. The ER now offers 53 treatment rooms, making it one of the largest in the Philadelphia area. Speakers at the event included Hospital President Tom Lewis; Emergency Medicine Chair Theodore Christopher, MD; and Vice President of Emergency Medicine and Clinical Operations, Rex Mathew, MD. Philadelphia Department of Public Health Medical Director, James Dean, MD, is shown here cutting the ribbon.

VITAL SIGNS: DECEMBER 2008

TJUH, Methodist, Geriatric Psychiatry, Jefferson Hospital for Neuroscience

	Budget	Actual	Prior Year
Admissions	3,736	3,849	3,667
Length of Stay	5.66	5.59	5.74
Patient Days	21,131	21,392	22,063
Outpatient Visits	35,435	35,563	34,747
Patient Satisfaction Score (combined average): 85			

Jefferson Hospital for Neuroscience: A Star in Stroke Care



Drs. Robert Rosenwasser (left) and Carissa Pineda (second from right) recently accepted the 2008 Stars for Stroke Award from the Delaware Valley Stroke Council. Presenting the award were DVSC President, Ira Mazer, and co-founder, Toby Mazer, MPH. The award was given in recognition for our outstanding service in stroke care as a Joint Commission-certified hospital of Pennsylvania.

Students Reach Out to Refugees



More than 25 Jefferson Medical College students helped to administer free flu shots at a December 13 clinic and health fair. The event, held in cooperation with the Nationalities Services Center and the Philadelphia Health Department, was targeted to refugees with no health insurance or difficulty gaining access to care. Many of the flu shot recipients were members of the ethnic group Karen, which originates from Burma and Thailand.

Edith Mitchell, MD, Delivers Keynote at Susan G. Komen Event



Edith Mitchell, MD, (right) of Jefferson's Kimmel Cancer Center presented the keynote address at a recent Susan G. Komen for the Cure event in Philadelphia. Dr. Mitchell spoke about "The Link Between Breast and Ovarian Cancers and the Importance of Clinical Trials" to the more than 1,300 women who gathered for "Sisters for the Cure" – a free annual event designed to help empower African American women to live in a world with breast cancer. Also pictured: Rev. Lisa Cross of Mother Bethel AME Church, Elaine Grobman, Executive Director of the Susan G. Komen for the Cure Philadelphia Affiliate and Janice Chilton, DrPH, MPH, University of Texas at M.D. Anderson Cancer Center.

Women's Health Nurse Practitioner Program Debuts in Fall

Jefferson School of Nursing at Thomas Jefferson University's College of Health Professions has received approval from the Pennsylvania Board of Nursing for the Women's Health Nurse Practitioner (WHNP) and post-master's certificate programs. Both programs will begin in fall 2009, although interested students can begin core and support courses in spring 2009.

Women's health nurse practitioners care for women throughout their lifespans, in wellness and illness. "The demand for master's prepared women's health nurse practitioners exceeds those currently available in rural Pennsylvania," said Beth Ann Swan, PhD, CRNP, FAAN, Associate Professor and Associate Dean of the Graduate Program of the Jefferson

School of Nursing (JSN). "This state has a large rural population, yet its healthcare providers tend to be clustered in the major cities. In the last few years there has been a 15 to 17 percent advanced practice nurse vacancy rate in northern and central Pennsylvania."

"By providing a women's health nurse practitioner program, Jefferson will help to increase the number of advanced practice nurses employed in Pennsylvania, and that will promote access to healthcare for rural and urban underserved communities," said Ksenia Zukowsky, PhD, APRN, NNP-BC, Assistant Professor, Director for Women's and Children's Programs and Coordinator, Neonatal Nurse Practitioner Program at JSN.

The WHNP Program will be available at the Geisinger Medical

Campus in Danville, PA, as well as Jefferson's Center City Philadelphia campus as a 36-credit master's program and an 18-credit post-master's certificate. Both programs are available on a full-time and part-time basis.

Jefferson School of Nursing's other MSN programs include Nurse Anesthetist (CRNA), Community Systems Administration, Family Nurse Practitioner, Acute Care Advanced Practice Nurse, Adult Advanced Practice Nurse, Oncology Advanced Practice Nurse, Pediatric Advanced Practice Nurse, Neonatal Nurse Practitioner and Nursing Informatics. Learn more at www.jefferson.edu/jchp/nursing/msn.cfm or call 215-503-5090.

Pancreatic Cancer Specialists Offer News on Surgical Advances, Research and Nutrition

Jefferson's third annual Pancreatic Cancer & Related Disease Patient Symposium included presentations from Jefferson physicians, researchers and other staff members. Pictured are Hwyda Arafat, MD, PhD, Associate Professor of Surgery, Division of Surgical Research; Ernest Rosato, MD, Associate Professor of Surgery, Division of General Surgery; Thomas Kowalski, MD, Associate Professor of Medicine, Division of Gastroenterology and Hepatology; Mary Ellen Fitzpatrick, Clinical Dietitian, Jefferson Hospital; and Ronald Myers, PhD, Professor, Division of Population Science. Find out how Jefferson's expertise in pancreatic cancer can help you. Call 215-955-6658 to learn more and sign up for the next patient event.



Michael Vergare, MD, Appointed Senior Vice President for Academic Affairs at Thomas Jefferson University



Chair of Psychiatry and Human Behavior, Michael J. Vergare, MD, has been named Senior Vice President for Academic Affairs at Thomas Jefferson University. Most recently, Dr. Vergare served as Interim Dean of Jefferson Medical College.

"While the position of Senior Vice President is not new to our organization, it has been restructured and significantly expanded to provide a center for both the academic

administrative and support functions of the University," noted Robert Barchi, MD, PhD, President, Thomas Jefferson University.

As a senior officer reporting to the President, Dr. Vergare will lead the Academic Council, chair the University's tenure committee, manage the administrative affairs of the Faculty Senate, and coordinate the various faculty affairs offices across the University. Dr. Vergare will oversee Jefferson's interdisciplinary academic programs, including the activities of the Clinical Skills Center and Jefferson Interprofessional Education Center

(JCIPE). He will also coordinate academic affiliations with regional institutions.

In addition, Dr. Vergare will assume responsibility for the University's academic support functions such as library services and AISR, University admissions, financial aid, the registrar's office and student services.

Dr. Vergare is also the Daniel Lieberman Professor in the Department of Psychiatry and Human Behavior. He is a recognized expert in geriatric and administrative psychiatry and has been the recipient of numerous awards and honors.

Jefferson Names Director of Bariatric Surgical Program



A former fellow in Surgical Oncology at Jefferson Hospital has returned to lead the Bariatric Surgical Program. David S. Tichansky, MD,

FACS, who comes to Jefferson from the Department of Surgery at the University of Tennessee Health Science Center, has also been named an associate professor of surgery at Jefferson Medical College.

Dr. Tichansky has performed

extensive research in the fields of minimally invasive and bariatric (weight-loss) surgery to improve patient safety and care.

To find out more about weight-loss surgery, call 215-955-8666.

PEOPLE

Roger Daniels, MD, FACP, recently received the *Clinical Practice Award* by the Pennsylvania chapter of the American College of Physicians in recognition of his exceptional service to his patients, community and profession. Dr. Daniels is Associate Clinical Professor of Medicine at Jefferson Medical College (JMC).

Jefferson Hospitals' Department of Urology welcomes **Akhil K. Das, MD**, to the staff. Dr. Das, who was also named Assistant Professor of Urology at JMC, specializes in female urology and laser treatment for benign prostatic hyperplasia (enlargement of the prostate).

Eric Jutkowitz won the *Outstanding Junior Research Award* from the Gerontological Society of America at its annual meeting in November. An intern in the Division of Pharmacoeconomics and Outcomes Research in the Department of Health Policy at JMC, Eric presented a poster entitled, "Cost-effectiveness of a Functional Program to Increase Quality of Life in Community-dwelling Older Adults."

Jefferson welcomes **Mary Ellen R. Keeney** as our Chief Human Resources Officer and Vice President. Mary Ellen joins Jefferson from SUNY Upstate Medical University, where she served for more than 12 years in a variety of senior leadership roles.

The National Institutes of Health has awarded Jefferson's **Scott Mintzer, MD**, a *Junior Investigator* grant to study the adverse metabolic effects of antiepileptic seizure medications. The grant totals \$843,000. Dr. Mintzer is an assistant professor in the Department of Neurology at JMC and Director of the Epilepsy Monitoring Unit at the Jefferson Comprehensive Epilepsy Center of Jefferson Hospital for Neuroscience.

Giovanni Pitari, MD, PhD, has received an award from the Elsa U. Pardee Foundation to support his research project entitled "Targeting guanylyl cyclase C signaling to treat colorectal cancer metastasis." The award provides research funding directed toward discovering new approaches for cancer treatment and a cure. Dr. Pitari is Associate Professor in the Department of Pharmacology and Experimental Therapeutics and Director of the Laboratory of Investigative Medicine at TJU.

Marge Slattery has been appointed Senior Director for Risk Management and Patient Safety.

Rachel Sorokin, MD, has been appointed Chief Patient Safety and Quality Officer. In her new role, Dr. Sorokin will oversee Jefferson's Infection Control, Performance Improvement and Patient Safety departments.

Jackie Sullivan, PhD, RN, has been appointed Vice President of Performance Improvement and Nursing Research and Quality.

Brian Swift, PharmD, MBA, has been appointed Vice President/Chief of Pharmacy and Accreditation. Brian has also been named Associate Dean of Professional Affairs for the Jefferson School of Pharmacy.

Pediatrics Chair Honored by March of Dimes



The March of Dimes has recognized Jay Greenspan, MD, for his achievements and leadership in the medical profession and for his efforts to promote the March of Dimes' mission within Pennsylvania.

At a gala event in the fall, Dr. Greenspan received the prestigious Roosevelt Award for Service to Humanity. According to the March of Dimes, Dr. Greenspan has had a significant positive influence in the Philadelphia area.

He has served on many March of Dimes national and regional committees, has been a valued member of the organization's local and state-wide boards for more than 13 years and led the Pennsylvania MOD Chapter Program Services efforts with energy, creativity and resourcefulness.

Dr. Greenspan is Chair of the Department of Pediatrics at Thomas Jefferson University Hospitals and A.I DuPont Hospital for Children.



Cardiologist **Howard Weitz, MD**, was presented with the Laureate Award by the Pennsylvania Chapter of the American College of Physicians. The award recognizes Dr. Weitz's exceptional service to his patients, community and his profession. Dr. Weitz is Director, Division of Cardiology in the Department of Medicine at Jefferson Medical College, and Director of the Jefferson Heart Institute.

PEOPLE

Radiology researcher **Sachit Verma, MD**, received the 2008 *Member-in-Training Award* for his research paper entitled "Comparison of Sonohysterography and MRI in the Diagnosis of Adenomyosis; the 'Myometrial Cracks' Sign." The award was presented by the Society of Radiologists in Ultrasound.

Cindy Wordell, BS, PharmD, received the *Preceptor Award* from the American Society of Health System Pharmacists for her excellence and leadership in the training and mentoring of pharmacy residents. Cindy is Assistant Director of Pharmacy for Medication Policy, Research and Clinical Services at Thomas Jefferson University Hospitals, Department of Pharmacy.

ACHIEVEMENTS

Researchers at Thomas Jefferson University have found that a lower dose of fractionated stereotactic radiotherapy for acoustic neuromas results in better hearing preservation and has the same tumor local control rate as a higher dose of therapy.

Jefferson's Kimmel Cancer Center (KCC) has been designated a Center of Excellence by the Fertile Hope organization. The organization gives this designation to cancer centers that actively address reproductive needs of their patients and survivors. KCC is now one of only six Fertile Hope Centers of Excellence in the United States.

Wills Eye was recently ranked second nationwide in two important categories – Best Residency Program and Best Clinical (Patient Care) Program. The survey was conducted by the publication *Ophthalmology Times*. Wills Eye serves as the Department of Ophthalmology for Jefferson.

Researchers at Jefferson have identified a stage during dopamine neuron differentiation that may be an ideal time to collect human embryonic stem cells for transplantation to treat Parkinson's disease. The scientists presented their data at Neuroscience 2008, the 38th annual meeting of the Society for Neuroscience.

A novel angled gantry approach to coronary CT angiography reduced radiation exposure to the breast by more than 50 percent, according to Thomas Jefferson University researchers.

Jefferson and Lankenau researchers have found an active enzyme to target in pancreatic cancer.

Nine researchers from the Jefferson Center for Applied Research on Aging and Health (GARAH) presented important results from funded research studies at the Gerontological Society of America's 61st Annual Scientific Meeting in November. Their topics included "Forms of Resilience: Significance of Compensation and Psychological Resource Use in Late-life Functional Loss," "Novel Non-pharmacological Interventions to Manage Behaviors and Enhance Life Quality in Persons with Dementia at Home," and "Listening to the Voices of Older African Americans: New Directions for Understanding and Supporting Mental Health."

Jefferson's Rapid Response Team (RRT) in Center City recently achieved an impressive milestone: the group responded to its one-thousandth call last month. The RRT provides rapid care and saves the lives of many Jefferson patients whose conditions require immediate assessment and intervention.

Long-term gene therapy resulted in improved cardiac function and reversed deterioration of the heart in rats with heart failure, according to a recent study conducted by researchers at Thomas Jefferson University's Center for Translational Medicine.

Want to learn more about news developments at Jefferson? Visit us at www.jeffersonhospital.org/news.

Jefferson Researchers Receive Award for Paper on CT Imaging



Drs. Halpern (middle) and Takakuwa (right) recently received an award from Philips for their paper on evaluating the use of a 'triple rule-out' coronary CT angiography protocol. They are shown here with Scott Pohlman of Philips Healthcare.

Kevin Takakuwa, MD, and Ethan Halpern, MD, recently received the 2008 Philips CT NetForum Publication of the Year award. The researchers evaluated the use of a "triple rule-out" coronary CT angiography protocol.

"We are delighted to have been selected to receive this recognition," said Dr. Halpern, a professor in the Department of Radiology at Jefferson Medical College. "The use of CT for patients who present to the emergency department with chest pain can revolutionize and improve the diagnosis of ACS (acute coronary syndrome)."

According to Dr. Takakuwa, Assistant Professor of Emergency Medicine, standard practices for evaluating patients who present with symptoms of ACS tend to be very cautious. They involve a battery of tests and sometimes lengthy hospital stays.

"This traditional approach in diagnosis wastes millions of dollars in unnecessary healthcare spending," Dr. Takakuwa said. "If we can find a way to rapidly rule out ACS as early as possible and more accurately diagnose patients, we can potentially save millions of dollars and a lot of time."

The Philips award includes a research grant of \$10,000.

Nursing's Magnet Journey Lifts Spirits and Voices

Jefferson nurses and other staff members brought their talents to a music video project highlighting the excitement over Jefferson Nursing's quest for Magnet designation. Jefferson will host a team of surveyors February 9 through 12 who will evaluate our nursing program. Magnet status is the highest honor for a hospital's nursing staff.

View the video at www.jeffersonhospital.org/magnet/video



Photo: Robert Neroni

Pictured are Bernadette Waskiewicz, RN, Carole Muto, RN, and Mark Campiglia, RN.

