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1999-07

MedCenter News: July/August 1999

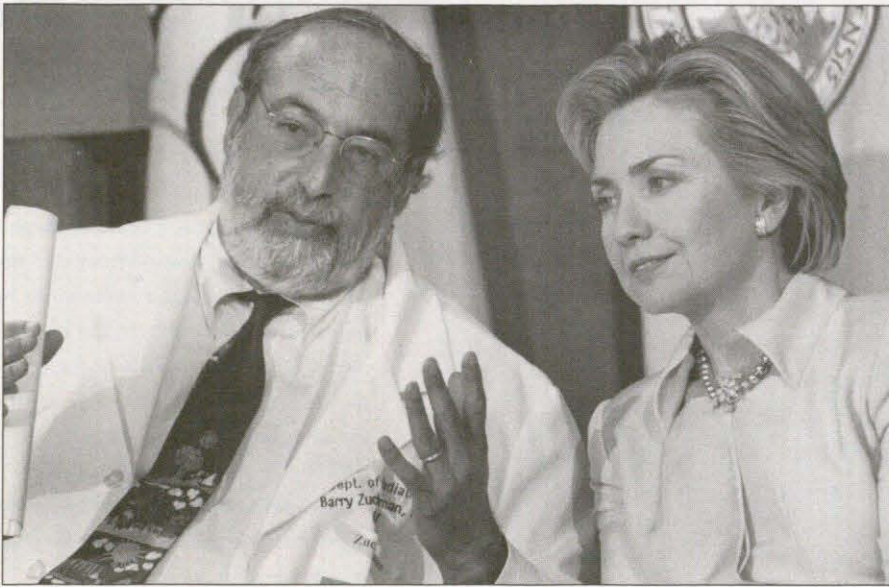
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MedCenter News

BOSTON MEDICAL CENTER, BOSTON UNIVERSITY SCHOOLS OF MEDICINE, PUBLIC HEALTH AND DENTAL MEDICINE

First Lady joins Reach Out and Read's 10-year anniversary



Barry Zuckerman, MD, chief of the Division of Pediatrics at BMC and professor and chairman of Pediatrics at BUSM, confers with First Lady Hillary Rodham Clinton at Reach Out and Read's anniversary celebration.

"When you really look closely at what children want, they want to be with us, they want to hear from us and they want to know that we put them at the center of our lives. That is what Reach Out and Read exemplifies — it is the most basic kind of approach that sends a very clear message from an adult to a child that says 'you're really special'."

— Hillary Rodham Clinton

Speaking to an audience crowded with elected officials, BMC physicians and staff, invited guests, and families, First Lady Hillary Rodham Clinton offered a tribute to BMC's Reach Out and Read (ROR) Program during its 10th anniversary celebration, held June 4.

Clinton lauded the success of the ROR program and spoke about the importance of reading to children. "The question we need to ask ourselves is what can we do to do better for our children," she said. "One of the ways we can do that is through Reach Out and Read."

Founded in 1989 by Barry Zuckerman, MD, chief of the Division of Pediatrics at BMC and professor and chairman of Pediatrics at BUSM, and his colleagues, ROR is a national pediatric literacy program that encourages parents to read to their children at an early age. BMC doctors give each child, aged 6 months to 5 years, a new book during routine pediatric visits. Through ROR, every participating child starts school with a home library of at least 10 books. To date,

ROR and model programs in almost 500 sites in 47 states have distributed more than 3 million books to nearly 1 million children.

With Secret Service agents keeping careful watch, the standing-room-only crowd gathered in the lobby of the Harrison Pavilion as Thomas Finneran, speaker of the Massachusetts House of Representatives; Elaine Ullian, BMC president and CEO; Zuckerman; Perri Klass, MD, medical director of ROR and assistant professor of pediatrics at BUSM; and parent Anesha Abdulah praised the program's success, as well as its value and potential.

The speakers each cited the value of introducing children to the wonders of reading. In her remarks, Clinton praised ROR for its vision in developing such an innovative program. "It isn't very often that we have before us such a simple, inexpensive and pleasurable way to improve our children's health and development and raise their prospects for a brighter future," she said. "There is no better way to spend time than reading to your child."

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BMC again ranks among nation's elite hospitals



In its annual "America's Best Hospitals" issue, U.S. News & World Report again ranked BMC among the nation's leading hospitals — attesting to BMC's commitment to exceptional care without exception. The publication ranked BMC for excellence in four specialties: cardiology and cardiac surgery, geriatrics, respiratory disorders, and rheumatology.

The magazine assessed more than 6,000 hospitals nationwide, 188 of which were evaluated in the final rankings. To be considered, a hospital had to

meet at least one of three requirements: be affiliated with a medical school, be a member of the Council of Teaching Hospitals or have a minimum of nine of 17 key technologies readily available.

U.S. News & World Report listed the top 50 hospitals in 16 specialties. BMC was ranked 23rd in respiratory diseases, 34th in geriatrics, 45th in rheumatology, and 47th in cardiology and cardiac surgery.

"The fact that BMC has again garnered the respect of its peers demonstrates how committed our doctors, nurses and staff are to our patients," said Elaine Ullian, BMC president and CEO. "We can all be proud of the work that is done in these departments and throughout the hospital."

Rankings in the July 19 issue of the magazine were based on three equally weighted criteria: reputation, mortality and other data. More than 2,000 board-certified specialists were asked to name the top five hospitals in their specialty, and that information was used to evaluate a hospital's reputation. Death rates for each specialty were calculated and adjusted for severity, making up the mortality criterion. Additional pieces of medical information, such as the advanced technology a hospital has available, were considered for the "other data" category.

INSIDE

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Renowned vascular and podiatric surgeons join BMC's Division of Surgery

Three leading vascular and podiatric surgeons recently joined the Division of Surgery at BMC and established the new Foot Care Specialists of Boston Medical Center.

Assuming active roles at BMC on Aug. 1, James Chrzan, DPM; Gary Gibbons, MD; and Geoffrey Habershaw, DPM, bring extensive experience in the treatment of those with diabetes and related lower-extremity ulcers that often result in unnecessary foot amputation.

Foot Care Specialists of Boston Medical Center will offer pioneering treatments for foot problems, including revolutionary vascular surgery techniques that bypass arterial blockages; management of the infectious complications of diabetic wounds; reconstructive foot surgery; and other methods of foot protection for those at risk of diabetic foot amputation.

"We are excited that these talented and highly regarded surgeons are joining the BMC staff," said Paul Drew, vice president of Network Development at BMC. "Our patients are the beneficiaries of these

accomplished physicians."

Chrzan specializes in conservative and surgical management of diabetic ulcers. He received his DPM from Pennsylvania College of Podiatric Medicine and completed his internship and residency at New England Deaconess Hospital. In 1981, Chrzan became a clinical instructor at Harvard Medical School and also served as chief of the Podiatry Residency Program at New England Deaconess Hospital from 1991 to 1996.

While Gibbons performs all aspects of vascular surgery, he specializes in the diagnosis and treatment of infection, ulceration and bypass surgery to restore blood flow to the legs and feet of diabetics. Gibbons received his MD from the University of Cincinnati and completed his surgical residency on the Harvard Surgical Service at the former Boston City Hospital and the New England Deaconess Hospital. Gibbons became an associate clinical professor of surgery at Harvard Medical School and was a senior vascular surgeon and director of Quality Improvement for Surgery at Beth

Israel Deaconess Medical Center. He was also the executive director of the Deaconess/Joslin Foot Center.

Habershaw specializes in the surgical and medical management of neuropathic ulceration. He received his DPM from Illinois College of Podiatric Medicine and completed his internship and residency at New England Deaconess Hospital. Habershaw became a clinical instructor at Harvard Medical School in 1980 and was chief of Podiatry at Beth Israel Deaconess Medical Center.

"I look forward to working with my new colleagues," said James Becker, MD, chief of the Division of Surgery at BMC, and James Utley Professor and chairman of Surgery at BUSM. "Their revolutionary approach to treating diabetic disorders of the foot will greatly enhance our already exceptional team of surgeons at BMC."

Foot Care Specialists of Boston Medical Center will also offer services at satellite centers located at Quincy Hospital and in Rockland and Natick.



On the move

Touring the campus from 560 Harrison Ave. to 801 Albany St., BUMC bicycle patrol officer Scott Paparo is helping to maintain a safe environment for students, employees and visitors. He has received specialized training to ensure proficiency with his well-equipped bicycle, which includes amenities such as two-way radios and flashing lights. In addition to patrolling the campus, Paparo meets regularly with student organizations and bicycle commuters to discuss bicycle safety issues.

BUMC receives Clinical Research Curriculum Award

As one of 35 academic health centers selected to receive an exclusive grant, BUMC will address the critical national shortage of clinical investigators in the United States.

Referred to as the Clinical Research Curriculum Award, or K30 Award, the National Institutes of Health grant will provide nearly \$1 million over the next five years to create new courses, seminars, mentoring opportunities and other activities designed to provide rigorous training to clinical researchers in the science and ethics underlying human subject research. At BUMC, the award will be referred to as the CREST Program (Clinical REsearch and Training).

The program's curriculum will span a variety of fields of clinical research-related topics such as biostatistics, bioethics, clinical trials design, observational study design, federal policies and regulations that address research with human subjects, scientific writing for publication and competitive grants. Other topics may include patenting and material transfer agreements, as well as legal and social issues.

"As new scientific advances pour out of our laboratories, it has become critical that we train a cadre of clinical investigators who know how to transfer those advances from the lab bench to the patient's bedside in the fullest, safest and most ethical manner possible," said Deborah Cotton, MD, MPH, professor of medicine and public health at BUSM, director of the Office of Clinical Research, and assistant provost of BU Medical Campus. "CREST will allow BUMC to become one of the leading institutions in the country to provide such

training." Cotton will chair the CREST Advisory Committee.

The CREST program will bring together a multidisciplinary team from throughout BUMC, including faculty and fellows from BUSM, SPH, SDM and BMC. Participants from the Sargent College of Allied Health Professionals at BU, and other key laboratories and investigators associated with BU, will also be involved. David Felson, MD, professor of medicine and public health at BUSM, is the principal investigator of the grant. Other BUMC faculty who have leadership roles in the program include Ann Aschengrau, DSc, associate professor of public health at BUSM and SPH; Adrienne Cupples, PhD, professor of public health at BUSM; Kenneth Freedberg, MD, MSc, associate professor of medicine and public health at BUSM, and director of the Clinical Economics Research Unit at BMC; Wayne LaMorte, MD, MPH, PhD, professor of surgery and public health at BUSM, and chief of Surgical Research at BMC; Richard Saitz, MD, MPH, associate director of the Clinical Addiction Research and Education Unit at BMC, and assistant professor of medicine at BUSM; Rebecca Silliman, MD, MPH, PhD, associate professor of medicine and public health at BUSM; and Joseph Vita, MD, associate professor of medicine at BUSM and associate director of the Cardiac Catheterization Lab at BMC.

For more information about the CREST Program, visit the Office of Clinical Research Internet site at www.bumc.bu.edu/bumc/ocr. ♦

WE
CARE

Environmental Services develops WE CARE service action plan

As one of the first departments at BMC to address patient and customer satisfaction under the auspices of the WE CARE initiative, Environmental Services is setting the pace for providing exceptional service throughout the hospital.

During a series of small group meetings in May and June, Environmental Services staff and managers brainstormed about opportunities to raise the bar on service. Service innovation suggestions came from the subject matter experts themselves — employees who are responsible for daily service delivery.

"If we are able to effectively act on employee suggestions, excellent patient satisfaction will be a natural outcome," said Sean Shapert, general manager for Environmental Services.

Working together, managers, employees and facilitators from Organizational Development and Training developed a comprehensive service action plan to structure and track progress. Several projects and "quick fixes" will be launched. Environmental Services staff will be surveyed regularly to identify and capture employee feedback about service. This survey will be supported by a newsletter for Environmental Services staff and new communication boards that recognize and communicate enhancements as they happen. In addition, at the suggestion of Environmental Services staff, new uniform standards are being implemented.

"Each time a patient, visitor, or staff member receives services at BMC, we want them to feel well cared for and cared about," said Evelyn Hecht, director of Organizational Development and Training at BMC. "Thanks to the commitment of our entire community to the WE CARE process, we know that staff will continue to develop service innovations as we deliver 'exceptional care without exception'."

The WE CARE (With Exceptional Care and Respect for Everyone) initiative is an ongoing service-enhancement process that empowers employees to provide exceptional levels of service to patients, visitors, vendors and other employees. Staff and managers have been creating customized service action plans tailored to their department's operational needs by identifying service opportunities and creative solutions.

Medication error reduction effort is on schedule

BMC is progressing with its effort to improve its system to reduce the number of patient medication errors. Eliminating medication errors — such as administering an incorrect drug or an incorrect dosage — is one of four goals on BMC's "Balanced Scorecard" initiative.

The Balanced Scorecard tracks the hospital's progress toward achieving the performance goals of increased public health access, greater financial viability, improved patient satisfaction and heightened quality of care.

The effort to lessen medication errors will be spread over two years. The plan first involves changing employees' attitudes toward reporting mistakes and improving the reporting system itself. In the second phase, the goal will be to speed up the rate of reduction of medication errors.

"In year one, we want to create a 'culture of safety,' so that people will not fear that we will go after them as individuals if they report an error," said John Chessare, MD, MPH, senior vice president and chief medical officer at BMC. "Reporting errors, which allows for an analysis of what led to the mistake, will facilitate putting systems in place that make certain the same errors aren't repeated."

"The evidence shows that very few errors are because of 'bad' people," he continued. "The bulk of errors are due to systems' problems."

Nationwide, approximately 100,000 patient deaths occur each year due to medication errors. Medication errors can occur at any step in the medication-use process: prescribing, dispensing, administering or monitoring. These errors can be classified as adverse drug events (when harm comes to a patient) or potential adverse drug events (when an error occurs but is intercepted so the patient is not harmed). BMC defines an adverse drug event as an injury resulting from medical intervention related to a drug. Failure to use a drug when indicated also falls into this category.

An adverse drug reaction is considered any result that is noxious and unintended, but one that occurs when a drug is used properly at doses

normally used for treatment and diagnosis. Preventable adverse drug reactions are a type of medication error.

The Medication Error Team — Elizabeth Buonpane, PharmD, clinic manager of the Pharmacy Department and Pharmacy Residency Program at BMC, and assistant clinical professor of medicine of BUSM; Elizabeth Cadigan, RN, director of Nursing Operations at BMC; Paul Jeffrey, PharmD, director of Pharmacy at BMC; Denise Mehegan, director of Quality/Risk Management at BMC; Cheryl Merrill, RN, director of Nursing Quality and Research; Charles Motley, director of Support Services at BMC; and Jonathan Woodson, MD, a surgeon in the Section of Vascular Surgery at BMC and assistant professor of surgery at BUSM — has been studying error reduction systems at other hospitals and launched a pilot system at BMC in April.

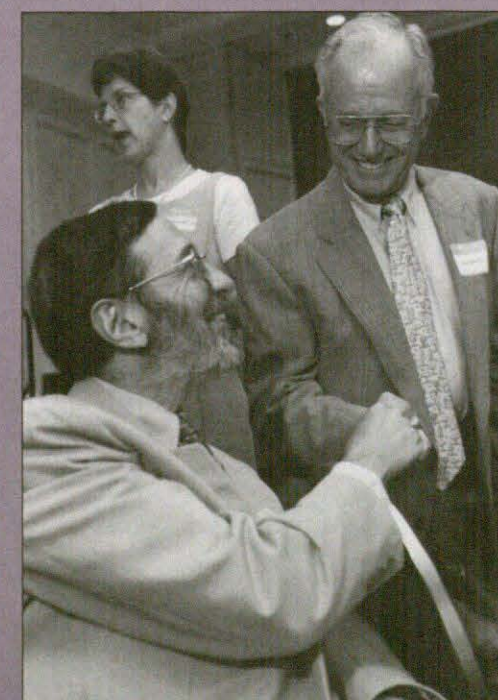
"By the second year, we want to reduce medication errors by 5 percent," Chessare said.

Some initial steps have already been taken to lessen the chances of certain types of errors. Potassium chloride concentrate, for example, has been removed from nursing units, and various protocols and guidelines have already been established. This summer, the hospital will remove adverse drug events from the incident reporting form and begin using a new document specifically for reporting adverse drug events. In the next fiscal year, BMC will introduce a computerized medication order entry system.

"In the medication-use process, there are many opportunities for things to go wrong — and they do," Jeffrey said. "We want to focus on the process, not the person."

According to Chessare, reducing errors is a team effort that will involve the participation of everyone who works closely with patients. Fostering a culture of teamwork and instituting a new system will make certain BMC maintains its mission of exceptional care without exception. ♦

Saying 'Thanks'

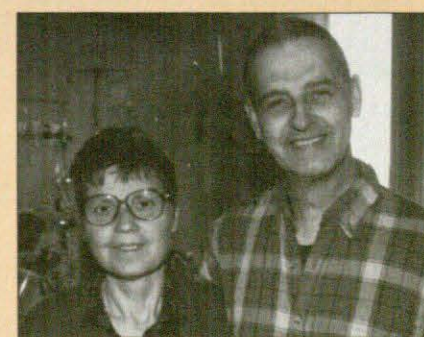


At the first annual awards banquet recently sponsored by the Department of Pediatrics at BUSM, doctors from the Greater Boston area were recognized for excellence in teaching medical students. The event was organized to thank the doctors from across the region who welcome third-year medical students during pediatric rotations.

Ben Siegel, MD, professor of pediatrics and psychiatry at BUSM and director of Medical Student Education at BMC (seated), shares a moment with Jerome Klein, MD, vice chairman for Academic Affairs, Section of Pediatric Infectious Diseases at BMC and professor of pediatrics at BUSM.

A memorable experience

En route to a family reunion, Michael Seeger faced a frightening situation: chest pains while traveling on an airplane. The plane landed at Logan, and Seeger, who is hearing impaired, was brought to BMC. When he arrived, Interpreter Services was able to



Michael and Rose Seeger are happy with the care he received at BMC — and even happier to be returning home.

arrange for American Sign Language interpreters to assist Seeger, his family — and those involved with his care — for several hours a day during his week-long stay. As he prepared to return home, Seeger had high praise for all those involved with his care, calling the service "great!"

Pain relievers can be problematic

In an article published recently in "The New England Journal of Medicine," M. Michael Wolfe, MD, professor of medicine at BUSM and chief of the Section of Gastroenterology in the Department of Medicine at BMC, discussed significant and potentially fatal side-effects of nonsteroidal anti-inflammatory drug (NSAID) use. NSAIDs include aspirin, ibuprofen (Advil, Motrin), naproxen sodium (Aleve, Naprosyn, Naprox), diclofenac (Voltaren), and indomethacin (Indocin), among others.

"This is, in many ways, a silent epidemic because gastrointestinal complications are not preceded by any warning signs in a majority of individuals," said Wolfe. Many primary care physicians and consumers may not necessarily be aware of the potential for NSAIDs to cause serious and sometimes fatal side-effects.

"Only a minority of patients who have serious gastric complications reported any kind of discomfort or dyspepsia. We've got to increase the awareness level of

what is a very serious problem," he added.

Wolfe and his colleagues reviewed mortality reports from a number of sources, including data related to arthritis sufferers on long-term NSAID therapy. They concluded that in a small but substantial number of people, serious adverse gastrointestinal complications do occur. "In many cases, potentially fatal events occur as a direct result of gastrointestinal damage due to NSAID use," he said. "Even someone who may take aspirin for something as simple as muscle pain is at high risk for gastric damage. Although the individual risk is quite low, owing to the enormous number of individuals taking these drugs, we estimate that approximately 16,500 deaths occur annually in the U.S. from ulcer-related complications associated with their use."

With approximately 26 billion non-prescription NSAID tablets consumed annually, and with more than 100 million prescriptions for NSAIDs written each year, a significant portion of the population is at high risk for gastrointestinal

bleeding and other complications.

Wolfe and his colleagues also stress the importance of identifying those individuals at highest risk and discussing measures that can be taken to decrease the possibility of an ulcer complication.

BMC to participate in breast cancer trial

BMC clinical researchers have announced that they will play a major role in the upcoming Study of Raloxifene and Tamoxifen (STAR) trial, sponsored by the National Surgical Adjuvant Breast and Bowel Program. Marianne Prout, MD, MPH, principal investigator of the Breast Cancer Prevention Trial at BMC, associate professor of public health and medicine, and assistant professor of surgery at BUSM, will be working with more than 400 medical centers nationwide. "We are very excited to be part of the STAR trial," said Prout. "Women everywhere are at risk for breast cancer, and we are pleased that locally, women will have the chance to participate in this important study."

The trial will compare the

effectiveness of tamoxifen with the drug raloxifene in reducing women's risk of developing breast cancer. The study aims to enroll 22,000 postmenopausal women nationwide.

Cancer screening urged for gay and bisexual men

BUSM researchers, working in conjunction with researchers from Harvard Medical School, have determined that screening for anal cancer among HIV-positive gay and bisexual men could save lives.

Approximately 35 out of 100,000 HIV-positive men develop squamous cell anal cancer annually, and unlike other cancers in HIV-positive men, this form of cancer is potentially preventable. In a study co-authored by Kenneth Freedberg, MD, MSc, director of the Clinical Economics Research Unit at BMC, and associate professor of medicine and public health at BUSM, a simple and cost-effective screening procedure can easily detect squamous cell anal cancer. The procedure involves inserting a swab into the anal

canal and immediately removing it, causing little discomfort.

Freedberg and his colleagues compared the process to the common and effective Pap smear, which is used to detect cervical cancer in women.

Prostate cancer risk cited

Looking closely at precancerous growths in the prostate can help doctors identify healthy men who are at high risk of developing prostate cancer. Christopher Nauman, MD, hematologist at BMC, recently presented his findings concerning the detection of prostate cancer at the annual meeting of the American Society of Clinical Oncology in Atlanta.

Precancerous growths, known as high-grade prostatic intraepithelial neoplasia (PIN), had been suspected for decades as "cancer in the making." Now, experts have more evidence to support that this information can predict those at an increased risk for developing the disease.

Award honors former SDM professor

The Massachusetts Dental Society's Committee to Prevent Abuse and Neglect recently honored the memory and achievements of the late Richard L. Allard, DMD, by presenting the inaugural award in his name to his family.

The former professor of pediatric dentistry at SDM was honored for his work in promoting mandatory reporting of abuse and neglect.

As director of BU's postdoctoral program in pediatric dentistry, Allard introduced the issue of abuse to dental schools' curricula. He was active in the Massachusetts Dental Society, where he was instrumental in creating the Committee to Prevent Abuse and Neglect — a group dedicated to educating dental professionals and their staff on abuse and the identification of at-risk patients.

"Dick was a tremendously devoted practitioner and a true role model to his colleagues and students," said SDM Dean Spencer N. Frankl, DMD, MSD. "His recognition that the dental practitioner plays a role in detecting child abuse has encouraged the dental community to work together to identify and prevent neglect and abuse."



Michael Sheff, DMD, MDS Committee to Prevent Abuse and Neglect chair, presents the first Richard L. Allard, DMD, award to Beverly Allard (center) and Michelle Allard McMahon.

Allard joined the SDM faculty in 1966 and remained with the school until his death in 1996. He maintained a private pediatric dental practice in Malden and received his BA and DMD from Tufts University and his certification in pediatric dentistry from SDM.

The award will be presented annually, and the recipient will exemplify Allard's commitment to reporting abuse and neglect. ♦

Rehabilitation Services appoints new chief

Shanker Nesathurai, MD, FRCP(C), was recently named chief of Rehabilitation Services at BMC and chairman of Rehabilitation Medicine at BUSM. Nesathurai had previously served as director of Outpatient Services at BMC and as an assistant professor of rehabilitation medicine at BUSM.



Shanker Nesathurai, MD, FRCP(C)

"Dr. Nesathurai is a wonderful physician," said Elaine Ullian, president and CEO of BMC. "He brings a wealth of clinical and research experience to this role, and we look forward to the leadership he will provide to Rehabilitation Medicine."

Nesathurai received his medical degree from McMaster University Medical School in Hamilton, Ontario. He completed a rotating internship in the University of Toronto program and then served as resident and chief resident in physical medicine and rehabilitation at McMaster University.

Nesathurai has authored and co-authored many publications and recently completed a book on rehabilitation after a spinal cord injury. He is a Fellow in the Royal College of Physicians of Canada.

"Dr. Nesathurai is an excellent academician who will effectively lead the educational and scientific activities of the department," said Aram Chobanian, MD, dean of BUSM and provost of BU Medical Campus.

In addition to his new appointments, Nesathurai will continue to serve as principal investigator of the National Institute for Disabilities and Rehabilitation Research Spinal Cord Injury Model Systems Grant at BMC.

BU Medical Campus names executive director of Informational Technology

As BU Medical Campus prepares for the new millennium, it's poised to be at the forefront of computer technology with the recent appointment of Jack Abercrombie, PhD, as executive director of the Office of Informational Technology.

Bringing strong strategic planning and management skills to BU Medical Campus, Abercrombie assumed the position on July 15, and is responsible for the general operations of information technology at BUSM, SPH and SDM.

Abercrombie comes to BU Medical Campus from Brandeis University, where he was assistant provost for Computing and Technical Services and interim chief information officer. While at Brandeis, he supervised the multimillion dollar design, construction and maintenance of the



Jack Abercrombie, PhD

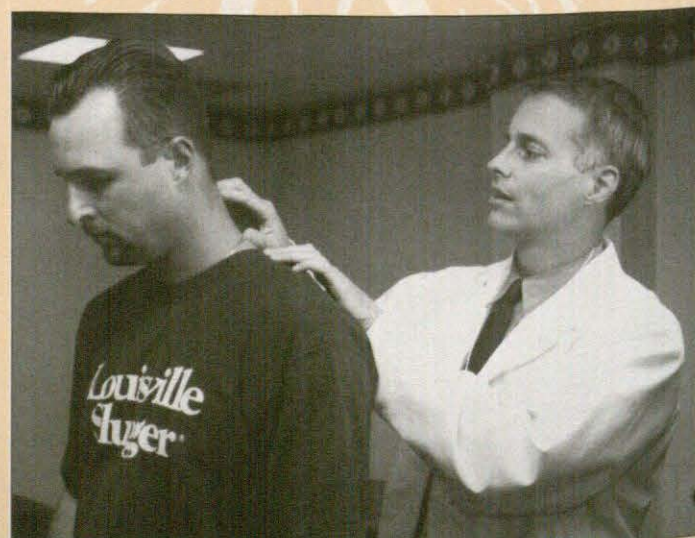
university's data network, including the rewiring of academic buildings; instituted the Residential Network Project, an undergraduate student e-mail system; and reorganized overall phone services. In addition, he directed improvements to Internet and intranet services and created an instructional technology center.

"Dr. Abercrombie's extensive background in information technology will be a great asset to the BU Medical Campus as we prepare to enter the 21st century," said Aram Chobanian, MD, dean of BUSM and provost of BU Medical Campus.

Abercrombie received a bachelor's degree from Gettysburg College, a master's degree from Boston University, and a doctorate in archaeology from the University of Pennsylvania. ♦

Screening for skin cancer

Tom Rohrer, MD, director of Dermatologic Surgery at BMC and assistant professor of dermatology at BUSM, checks Red Sox pitcher Tim Wakefield at a skin cancer screening clinic, held recently at Fenway Park. The clinic was part of the "Play Smart When It Comes to the Sun" program, organized by Major League Baseball and the American Academy of Dermatology, to promote sun awareness. Dermatologists from BUMC, as well as other area hospitals, participated in the event.



John Hancock lends support to pediatrics

The John Hancock Insurance Co. has awarded BMC a \$10,000 grant to benefit the city's children. The grant will support BMC's Children's AIDS Program and the Child Witness to Violence Project, both of which assist children in need of specialized care.

The Children's AIDS Program is the only medically specialized therapeutic day care center for children with HIV/AIDS in New England. In addition to helping children adhere to new drug therapies, the program provides special needs education, nutrition and family mental health services to children and families living with HIV.

The Child Witness to Violence Project is an award-winning counseling, advocacy and outreach program run by the Division of Development and Behavioral Pediatrics. It has been identifying and helping young children who have been exposed to violence since its formation in 1992.

David Murphy, vice president of Retail Human Resources at John Hancock, presented the grant to Norman Stein, vice president of Development at BMC; Martha Vibbert, PhD, director of the Children's AIDS Program; and Betsy McAlister Groves, MSW, LICSW, assistant clinical professor of pediatrics at BUSM, and director of the Child Witness to Violence Project, at a ceremony at the Children's AIDS Program House in Mattapan.

Bell Atlantic reaches out to BMC

BMC recently received a visit from the voice of Bell Atlantic, James Earl Jones, who came bearing books for children — and a check for \$10,000. Bell Atlantic donated the sum to BMC's Reach Out and Read (ROR) program. ROR is a national pediatric literacy program that encourages parents to read to their children at an early age. BMC doctors give each child, aged 6 months to 5 years, a new book during routine pediatric visits.



Barry Zuckerman, MD, chief of the Division of Pediatrics at BMC, professor and chairman of Pediatrics at BUSM, and founder of Reach Out and Read (center), accepts a donation from Lou Laste, Community Relations at Bell Atlantic Yellow Pages (left), and Bell Atlantic spokesman James Earl Jones.

BMC HealthNet Plan membership continues upward trend

The BMC HealthNet Plan is on its way to achieving its goal of reaching 19,500 new members by October. Membership has been on a consistently upward trend, recently closing in on the 18,000-member mark.

The BMC HealthNet Plan offers full medical coverage for many of the state's uninsured residents through its network of providers. Boston HealthNet, a partnership of BMC, BUSM and 13 community health care providers in Boston's neighborhoods, provides outreach, prevention, primary care, and dental services during more than 1 million patient visits each year. Boston HealthNet established its integrated health care network in 1995 to provide Boston's residents with convenient and comprehensive health care services.

Outreach workers continue to recruit patients at BMC, the community health centers, and Brockton Hospital, which joined the network in November 1998. Membership through Brockton has grown to more than 2,000 members, and it is expected membership there will increase to 4,000 by the end of the year.

A significant portion of the BMC HealthNet Plan's growth can be attributed to the health centers,

which began an outreach effort in July 1997. Each center was assigned a number of outreach workers relative to the number of uninsured patients at the site, and an outreach coordinator was designated at each site to oversee enrollment activities. As a result of this coordinated effort, the health centers have enrolled 40 percent of the current membership.

Just as BMC HealthNet Plan's membership has grown, so too have the services it offers. To better meet the needs of patients and providers, it continues to broaden the range of covered services. The plan recently expanded its coverage to include chiropractic, podiatric and hearing aid services. In addition, the BMC HealthNet Plan now offers breast pumps, free of charge, to new mothers who are plan members.

The plan continues to offer free bike helmets, car/baby seats, and over-the-counter medicine. All pharmacy prescriptions can be filled at more than 1,000 locations in Massachusetts, including all Brooks, CVS, Osco and Walgreens pharmacies, as well as at the BMC pharmacies.

For help in assisting patients with enrollment and eligibility, contact Trish Melchionda at 414-3559. ♦

Welcoming back familiar faces

Former Neonatal Intensive Care Unit patients (NICU) and their families returned to BMC on June 3 to reunite with the doctors and nurses who once cared for them during the annual NICU Reunion. At the event, which was sponsored by Parents as Partners, guests enjoyed entertainment, games, food and other fun. The former patients, ranging in age from a few months to adulthood, also had the opportunity to share their experiences with current NICU patients and families.

Julyn Frazier-Ryan gives children's television character Tinky Winky a friendly pat during the festivities.



New entrance to A Lot

In approximately one month, visitors and employees who park in the Visitors Lot and the House Officers Lot will be relocated to other areas on Albany Street, including the A Lot. The main entrance to the A Lot will be relocated on Albany Street across from East Brookline Street. The A Lot entrance across from East Canton Street and adjacent to the Flower Market will then be closed. This relocation will allow for construction of a new 1,000-space garage in the Visitors Lot area.

Pedestrian gate installed

A new pedestrian gate has been installed at the rear of the Starbrush Lot on East Canton Street for the convenience of employees in the Gambro Building.

Increased shuttle hours

As part of a continuing effort to accommodate employees' parking needs, the shuttle to all parking lots will now run until 1 a.m.

The Office of Parking and Transportation will continue to work to accommodate the parking needs of patients, visitors, staff and students as the medical center's landscape changes and improves. Please feel free to call 638-4915 if the Office of Parking and Transportation can provide further assistance.

PARKING UPDATE

Construction Update

Demolition of the Administration Building is scheduled to begin in August. To prepare the site, workers have secured the area around the building with a chain-link fence, rerouting pedestrian traffic along Harrison Avenue. Employees and visitors who need to travel from one end of the campus to the other may walk along Albany Street or utilize the campus shuttle.

The MRI Building on East Concord Street will be demolished upon the completion and occupation of the new MRI addition at the Harrison Pavilion.

The demolition projects are designed to result in a centralized pathway connecting the entire campus. ♦

C A L E N D A R

August

2 SDM orientation – Orientation/classes commence for first-year DMD and Advanced Standing I students.

2 SDM barbecue – A welcoming barbecue for all SDM students will be held on the Talbot Green at 5 p.m.

12 Orthodontics orientation – Orientation/classes commence for entering SDM orthodontics students.

31 SPH student orientation – SPH faculty, staff and continuing students will be hosting a comprehensive, day-long introduction to the school. The orientation will begin at 9 a.m. and culminate in the afternoon with an outdoor barbecue on the Talbot Green. For more information, call 638-5059.

September

1 Medical sciences orientation day – BUSM's Division of Graduate Medical Sciences will hold orientation for new students between 9 a.m. and 5 p.m. For more information, call Susan Wilcox at 638-5210.

2 BUSM White Coat Ceremony – BUSM will hold its annual White Coat Ceremony at 3 p.m. in the Bakst Auditorium. The keynote speaker will be Andre-Jacques Neusey, MD, director of Global Health at NYU. A reception sponsored by the BUSM Alumni Association will follow on Talbot Green.

7 White Coat Ceremony – The White Coat Ceremony for entering DMD students will be held at 6 p.m. in the Hiebert Lounge, 14th floor, BUSM. All faculty and staff are invited to attend.

Corporate Communications also publishes a weekly listing of clinical meetings and grand rounds. For more information, call 638-8491.

First Lady joins ROR's anniversary celebration

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First Lady Hillary Rodham Clinton says that Reach Out and Read exemplifies the message that children are special.

Speaking on behalf of the parents of program participants, Abdulah expressed her gratitude to ROR for inspiring her own three children to become bookworms.

"I attribute my children's love of books to this program, this wonderful program," she said.

Abdulah added that although many parents become caught up in the daily routine of providing for their families, it is essential they take advantage of every moment with their children.

Recognizing Clinton's immense support of the program, Zuckerman commended her national efforts to promote early childhood literacy. "Reach Out and Read's national achievements would not

have been possible without the visionary leadership of Hillary Rodham Clinton," he said.

In 1997, Clinton launched "Prescription for Reading," a nationwide early childhood literacy initiative based on ROR. The program teams up physicians and book publishers to prescribe parental reading to infants and toddlers and make it a part of standard pediatric care. Clinton has also financially supported ROR through proceeds from her book "It Takes A Village."

Today, ROR counts many foundations, corporations and individuals among its supporters. During the celebration, Clinton announced several new corporate commitments to ROR, including a donation of 100,000 books from Scholastic Inc.; \$250,000 from CVS Pharmacy to support local and national efforts; and a \$300,000 pledge from the Cordelia Corp. In addition, Houghton Mifflin and Candlewick Publishers will provide special donations to the program, and Pfizer Pediatric Health Corp. will sponsor the first national conference to promote ROR. She also announced that BMC HealthNet is the first managed care organization in the country to offer ROR as a standard program benefit to its members.

"Reach Out and Read is changing the practice of pediatrics to orient doctors toward the whole child, not just their physical well being," said Zuckerman. "Our goal for the year 2000 is that for pediatricians, giving books to children will be as routine as giving immunizations." ♦

SPH student receives award for international humanitarian work

A student at SPH, a physician assistant in the Emergency Department at Southern Maine Medical Center and a world traveler, David Kuhns has now added international health care advocate to his list of achievements.

A volunteer with the international relief organization Doctors Without Borders since 1994, Kuhns has risked his life to save others suffering from the ravages of war and poverty and in doing so has garnered nationwide recognition for his actions.

Acknowledging his extraordinary compassion and dedication to those in need, the American Academy of Physician Assistants (AAPA) recently honored Kuhns with the 1999 International Humanitarian Physician Assistant of the Year Award. One of only two physician assistants in the country to receive the honor, Kuhns accepted the award on June 2 at the organization's annual conference in Atlanta.

In Maine, Kuhns works closely with doctors in the emergency room, participating in everything from stitching lacerations to assisting cardiac arrest patients. On the other side of

the world, however, he has served as medical coordinator for a project in Somaliland in northwestern Somalia; helped combat a cholera outbreak in Djibouti; and traveled to Jalalabad, Afghanistan, to serve a six-month appointment as the project medical coordinator for 45,000 refugees. Kuhns was also the first physician assistant to volunteer with Doctors Without Borders, and has helped educate the organization's European members about the role of a physician assistant.

"We've got a lot of people over here taking care of patients," said Kuhns. "But there's a big demand in the rest of the world that's going unmet. They need people."

Although his passion for helping those in need was the motivating factor behind his selection for the honor, the AAPA awards committee also cited Kuhns' commitment to bringing international humanitarian issues to light in the United States. In June 1995, Kuhns became a spokesman for the Doctors Without Borders' campaign against land mines, and he has testified before the U.S. Senate Foreign Relations Committee about humanitarian issues in Afghanistan. ♦

Members elected to BMC Trustees

BMC recently added two new members to its Board of Trustees, Arthur Collias and David Passafaro.

Collias, a private investor who manages personal and family investments, has more than 35 years of experience in engineering, marketing and medical product development. His entrepreneurial skills have resulted in the formation of several successful corporate ventures. Since 1995, Collias has been involved with several other entrepreneurial endeavors.

Passafaro is the managing director for real estate at Cambridge Associates Holding Corp. (CAHC). CAHC, a wholly owned subsidiary of Boston Concessions Group Inc., manages, develops, sells and acquires a variety of real estate. From 1995 to 1998, he served as Mayor Thomas Menino's chief of staff, directing the operations of the mayor's office. Passafaro also chaired the Mayor's Cabinet and served as the mayor's designee in the Boston City Hospital/Boston University Medical Center Hospital merger.

"We are delighted to add Mr. Collias and Mr. Passafaro to our Board of Trustees," said Manuel Ferris, chairman of the Board of Trustees. "Each of these well-accomplished men will bring a unique perspective and make valuable contributions to our board."

People

BUSM students **Ashley Ackerman, Ann Marie Francisco** and **John Su** have been selected as 1999-2000 Boston Schweitzer Fellows. The fellows design and carry out health-related community service projects to assist those who lack adequate health services in the Boston metropolitan area. Each fellow creates and implements his or her community service project with a local agency, in collaboration with a mentor at the community site and a faculty advisor at BUSM.

Ackerman will work on the BUSM Outreach Van Project, for which she will develop a health education program for workers at Suffolk Downs Racetrack. Working with BMC's Project HEALTH, Francisco will help educate inner-city youth about their environment and health through photography, illustration and writing. As one of the co-directors of the Hepatitis B Education and Prevention Boston Initiative, Su will help stop the spread of hepatitis B through community outreach efforts.

Aram Chobanian, MD, dean of BUSM and provost of BU Medical Campus, was appointed a University Professor at a recent ceremony attended by BU Chancellor John Silber and BU President Jon Westling. The University Professors group, which includes Richard Egda, MD, PhD, director of the Health Policy Institute, and professor of surgery and public health at BUSM, is comprised of distinguished scholars from the different colleges and schools of BU.

Jeffrey Hutter, DMD, MEd, associate professor and director of the Advanced Specialty Education Program in Endodontics, and chairperson of the Department of Endodontics at SDM, was recently elected vice president of the American Association of Endodontists (AAE). Hutter is a diplomate of the American Board of Endodontics and a past director of both the American Board of Endodontics and the AAE's board of directors. He most recently served as the secretary of the AAE. Hutter also serves as a member of the scientific advisory board of the "Journal of Endodontics" and the editorial board of "Oral Surgery, Oral Medicine and Oral Pathology," and was recently elected to serve on the American Dental Association's Council on Scientific Affairs.



Maria Kukuruzinska, PhD

Maria Kukuruzinska, PhD, associate professor in SDM's Department of Molecular and Cell Biology, was selected to join the oral biology and medicine study section of the National Institutes of Health's (NIH) Center for Scientific Review. As a section member,

Kukuruzinska will review grant applications submitted to NIH, make recommendations on these applications, and survey the status of research in oral biology. Kukuruzinska was selected for her achievements in the field of oral and molecular biology. In her new role, she will have a unique opportunity to contribute to the national biomedical research effort. Kukuruzinska joined SDM in 1987. Her recent research has focused on the molecular mechanisms underlying growth and development.

Lillian McMahon, MD, program director of the Boston Comprehensive Sickle Cell

Center at BMC and associate clinical professor in the departments of Medicine and Pediatrics at BUSM, was honored by the Boston Celtics as a local hero, as part of the team's "Heroes Among Us" program. McMahon has dedicated her life to the care of children with blood diseases.

Stephen Sentovich, MD, chief of the Section of Colon and Rectal Surgery in the Department of Surgery at BMC and assistant professor of surgery at BUSM, was honored at the 100th Anniversary Meeting of the American Society of Colon and Rectal Surgeons in Washington, D.C. Sentovich was honored for his paper titled "Accuracy and Reliability of Transanal Ultrasound for Anterior Anal Sphincter Injury," which was recognized as Best Paper from the 1998 World Literature on Pelvic Floor Disorders. In addition, Sentovich presented an update on "Adjuvant Therapy for Colon and Rectal Cancer" at the meeting, and was advanced to a Fellow of the American Society of Colon and Rectal Surgeons.

Grants and Awards

BUSM's Cancer Research Center was one of only two facilities nationwide to receive funding from the National Cancer Institute (NCI). BUSM's grant, which totals more than \$1.8 million, will be used to support new research programs and clinical and translation research at BUSM over the next five years. The NCI grant acknowledges the accomplishments of the Cancer Research Center in the areas of basic research, clinical research, and cancer control and prevention. According to

Douglas Faller, MD, PhD, and the center's director, the NCI grant will allow the Cancer Research Center to continue to develop new treatments that will benefit patients.

A four-year grant, totaling \$240,000, has been awarded to **John**

Wiecha, MD, MPH, director of predoctoral education in the Department of Family Medicine at BUSM. The grant will assist in the instruction of third-year medical students and fund the design, implementation and evaluation of an electronically delivered curriculum for students in BUSM's family medicine department.

The grant is part of the Robert Wood Johnson Foundation's Generalist Physician Faculty Scholars

Program, which offers four-year career development awards to outstanding junior faculty in the medical school departments/division of family practice, general internal medicine and general pediatrics.

New appointments

Jeff Massey has been named director of the Food and Nutrition Services Department at BMC. Massey came to BMC in January 1998 as the assistant

director of Food and Nutrition Services. He has worked as a food service director with Olympus Health Care. Massey is also a sergeant in the Air Force National Guard and supervises its food service operation.

Charles Motley was recently named director of Support Services at BMC. In this new role, Motley will assume responsibility for administrative oversight of the Pharmacy Department. In addition, he will continue to be responsible for the Materials Management and Transport departments.



Jeff Massey



Charles Motley



Lillian McMahon, MD, is flanked by Boston Celtics guard Dana Barros and Indiana Pacers Captain Reggie Miller.

BUSM honors former faculty member

The Richard J. Elkort, MD, Memorial Plaque and Portrait were recently dedicated outside the Grasberger Library in the Division of Surgery at BMC. Elkort was a member of the BUSM faculty, as well as a surgical oncologist and nutritionist at the former University Hospital, until his untimely death in 1985. For the past 10 years, an award has been given to the graduating BUSM student who best exemplifies Elkort's dedication and commitment to patients and their families. The recipients' names are inscribed on the plaque. Pictured are members of his family and former colleagues including (l-r) Carolyn Elkort, his daughter; Stephanie Elkort, his daughter-in-law, who is holding Ross, his grandson; Michael Elkort, MD, his son; and Joseph Vitale, MD, professor emeritus of pathology and laboratory medicine, socio-medical sciences, and community medicine at BUSM. Also attending the dedication were Avril Elkort, Dr. Elkort's widow; Robert Beazley, MD, professor of surgery at BUSM and chief of Surgical Oncology at BMC; and James Becker, MD, James Utley Professor and chairman of Surgery at BUSM, and chief of the Division of Surgery at BMC. ♦



MedCenterNews

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