

# CENTER *express*

THE UNIVERSITY OF KANSAS HOSPITAL • UNIVERSITY OF KANSAS MEDICAL CENTER

## Feb. 28 symposium explores Magnet process, successes

The hospital's second annual Magnetizing KC Symposium is set for Feb. 28 in G013 School of Nursing. The daylong conference, open to all nursing professionals in the metro, focuses on nursing practices at local Magnet hospitals and those pursuing Magnet designation.

Presenters hail from our hospital and other healthcare facilities in the area. There's also a poster presentation.

The conference is free, and 5.75 CE credits are available. Seating is limited so register soon. To register, email [education@kumc.edu](mailto:education@kumc.edu) and include your name, nursing license and phone number. Information: email [magnet@kumc.edu](mailto:magnet@kumc.edu) or email **Liz Carlton**, [lcarlton@kumc.edu](mailto:lcarlton@kumc.edu) or 8-5428.

## NCI campaign earns top award

We won't know until summer if The University of Kansas Cancer Center will be designated as a National Cancer Institute site. But

Advancement, is in the Premier Performance Category for Integrated Advancement. (Last year's winner in this category: Mayo Clinic.)

materials in print and online, social media and a push for \$61 million in contributions.

One of its highlights was a 30-minute TV special that aired simultaneously on four local stations in September.

"This award represents the collective effort of many talented and committed individuals," said **Stephanie Grinage**, KUEA vice president for medical development. "It demonstrates that when a team rallies around a compelling and common vision like our quest for NCI designation, amazing things happen."

The award will be officially presented next month.

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– **Stephanie Grinage**, KUEA vice president for medical development

the philanthropic and marketing effort supporting the NCI application already is a winner.

The campaign received the 2012 Award for Excellence from the Association of American Medical Colleges. The prize, from AAMC's Group on Institutional

KU Endowment Association coordinated the 2½-year campaign, which also was supported by dozens of staff in the cancer center, KUMC and the hospital.

Called "Be Part of the Cure," the campaign included a massive community and media outreach, marketing

## Continuing its growth, HERO surges into 2012

Our HEROs are bigger and stronger than ever.

More than 300 employees volunteered as Hospital Employees Reaching Out in 2011. Known as HEROs for short, they participated in 23 programs during the year, from teaching youngsters about bicycle safety to scraping paint from elderly neighbors' homes and collecting scrubs for Joplin healthcare workers.

Participation levels have climbed every year since HERO debuted in 2007. The program is a way for the hospital to encourage organized employee involvement



Participation levels in the HERO program continue to climb, reflecting employees' increasing community involvement.



More than 300 employees participated in the 2011 HERO program. Among those honored at this week's luncheon were Trauma Services' **Dwayne Walker** (above, from left), **Alvina Fant**, **Alexsis Johnson, RN**, and **Sidonie Moses, RN**.

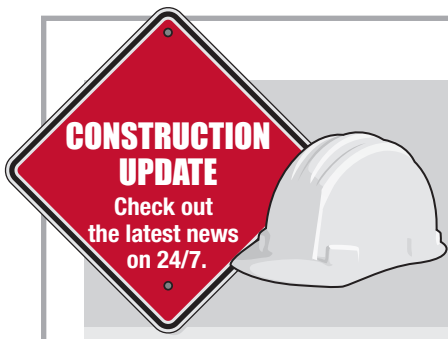
in the community.

During the annual HERO appreciation luncheon this week, organizers said employees who give back

underscore the hospital's leadership role. The hospital is the busiest in the region, yet staff still find time in their lives to do more.

HERO's increasing strength also parallels the hospital's sweeping transformation over the past decade in patient

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## Meal service change moved to Feb. 18

Plans to change patient meal service delivery to specific times have been delayed to Feb. 18. The shift originally was slated for Friday, Feb. 10, but was pushed back to accommodate arrival of new kitchen equipment.

The new meal schedule is a short-term transition back to a traditional menu, with patients circling their choices a day in advance. It will temporarily replace the Just For You service, which will return in June.

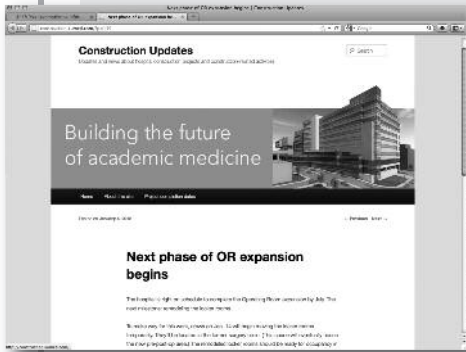
The changes are due to a major kitchen remodeling, which will allow the hospital to serve meals to 20 percent more patients.

### Go online for more updates on construction

Remember, you can get the latest news and a comprehensive view of all the hospital's construction projects at the new

Construction Updates website. It's under Quick Links on 24/7.

The site also contains artist renderings, photos and construction info organized by category: lobby, heart center, operating rooms, burn center, kitchen and Westwood Breast Imaging.



## PET scanner accreditation is first on main campus

The hospital's PET scanner on the main campus has been awarded a three-year term of accreditation from the American College of Radiology.

It marks the first phase of efforts to obtain ACR accreditation for all radiology services on the main campus.

Radiology services at the Westwood Campus and Imaging Center-West Plaza already are ACR accredited. Radiology services in the Medical Office Building are under review for accreditation.

Located on the second floor, the PET scanner – or positron emission tomography – is a type of nuclear medicine imaging. Nuclear medicine is a branch of imaging that uses small amounts of radioactive material, ingested by the patient, to diagnose or treat many types of cancers, heart disease and variety of other diseases.

The ACR gold seal of accreditation represents the highest level of image quality and patient safety. It is awarded only to facilities meeting ACR standards after a peer-review evaluation by physicians and medical physicists who are experts in the field.

They assess image quality, personnel qualifications, adequacy of facility equipment quality control procedures and quality assurance programs. The findings are reported to the ACR Committee on Accreditation, which provides the practice with a comprehensive report they can use for continuous practice improvement.

The ACR is a national organization serving more than 34,000 diagnostic/interventional radiologists, radiation oncologists, nuclear medicine physicians, and medical physicists.

# exposure

## STAR Funded

Does your hospital department have a special need for patients or training? STAR Fund applications are due Monday, Feb. 6. The STAR Fund is part of the Employee Campaign. The 2012 Employee Campaign officially kicks off in mid-February.



New IV arms in Education and Development were one of 26 grants funded last year through the STAR Fund. The department's **Naomi King, RN** (above left), last week used the IV arms to help new employees **Shquettea Lofland** and **John Njeri, RN** (left), hone their blood-drawing skills. The arms also are used to train nurses on peripheral IV techniques.

### NCI, continued from page 1

"This campaign was equal parts strategic and aggressive," wrote one judge. "The decision to [use] airtime on all the local affiliates was a bold but smart and creative move.

"The print collateral was warm and personalized and the earned media coverage was successful in generating additional interest. Smart use of social media."

Wrote another: "Very comprehensive approach to engage and mobilize an entire city in attaining goals of NCI designation, philanthropy and awareness of one's mission. KU used a relatively shoestring budget to make a high impact."

# eXtracurricular

## Thursday, February 2

**AHEC PHARMACOLOGY ITV Seminar:** Part of a series of 6 hour-long broadcasts held at noon on Thursdays in January and February. "Type 2 Diabetes," Shirley Dinkel, PhD, ARNP. Register or learn more: AHEC Southeast Regional Office, 620-235-4040.

## Friday, February 3

**NATIONAL WEAR Red Day** to support women's heart health. Help raise awareness and money in the fight against heart disease in women. Sponsored by the American Heart Association and the National Heart, Lung, and Blood Institute.

**NEUROLOGY/NEUROSURGERY Grand Rounds:** "Neurogenetic From Phenotype to Genotype and Back," J.B. Le Pichon MD, PhD, 8-9 a.m., Lied Auditorium.

**PEDIATRIC GRAND Rounds:** "What Will you Do when Disaster Strikes?" Dennis Cooley, MD, 8-9 a.m., Clendening Auditorium.

**UNIVERSITY COMPUTER Equipment Drop-Off:** 8:30-10:30 a.m., Hixson Atrium. Dispose of university-owned computers and computer-related equipment. Information: 8-1081 or [www2.kumc.edu/safety](http://www2.kumc.edu/safety).

**WOMEN IN MEDICINE and Science (WIMS) Event:** "Art Show with Sheila Jewell Benefiting WIMS," Sheila Jewell and William Jewell, MD, 5-8 p.m., 1262 Stratford Rd., KCMO.

## Monday, February 6

**PATHOLOGY & LABORATORY Medicine Grand Rounds:** "Dr. Julian Lewis and the Problematic History of Laboratory Normality and Race," Christopher Crenner, MD, PhD, noon-1 p.m., Lied Auditorium.

## Wednesday, February 8

**INTERDISCIPLINARY MEDICAL Research Conference at Internal Medicine Grand Rounds:** "Role of Mast Cells in Vascular Inflammation and Atherosclerosis: From

Cell to Mouse to Human Being," Kottarappat Dileepan, PhD, and George Cherian, MBBS, 8-9 a.m., 3015 Sudler.

**BROWN BAG Lunch Series for Older Adults:** "Laughing Matters: Discover the Secret to Aging with Humor," noon-1 p.m., 200 Landon Center on Aging. Reservations: Matt Chandler, 8-3094.

**KANSAS PUBLIC Health Grand Rounds:** "Environmental Epidemiologic Concerns in Oregon," Michael Heumann, epidemiologist, Oregon State Health Department (retired), noon-1 p.m., Sudler Auditorium. Lunch provided for first 10 participants.

## Thursday, February 9

**HOSPICE AND PALLIATIVE Care Lecture Series:** "Complimentary and Alternative Medicine," Emily Riegel, MD, 8-9 a.m.; "Bowel Badness: Malignant Obstructions and Colorectal Cancer," Lindy Landzaat, DO, 9-10 a.m. Registration fee for each program is \$15. Series continues every Thursday morning. Register and select an ITV viewing site: [coa.kumc.edu/cpgec/palliative](http://coa.kumc.edu/cpgec/palliative).

**AHEC PHARMACOLOGY ITV Seminar:** Part of a series of 6 hour-long broadcasts held at noon on Thursdays in January and February. "What You Need to Know About Lipids in One Hour," Jim Backes, PharmD. Register or learn more: AHEC Southeast Regional Office, 620-235-4040.

## Friday, February 10

**JAYROCK CONCERT:** 8 p.m., Uptown Theater. Event features Nashville-based The Delta Saints with Lawrence-born Quiet Corral. Doors open at 7 p.m.; VIP party at 6 p.m. Concert benefits KUMC's JayDoc Free Clinic. Student tickets are \$15. General admission is \$25 when ordered at [jayrockconcert.com](http://jayrockconcert.com) or \$30 at the door.

Send calendar items to [centerexpress@kumc.edu](mailto:centerexpress@kumc.edu). Items must be received by noon on the Monday prior to publication.

## Roses are red . . . or give something you can eat

Want to surprise your sweetie with some sweets? The Landon Center on Aging is hosting a Valentine's Day Cupcake Fundraiser to benefit its community outreach programs.

For \$5 you get a boxed, super-sized cupcake for your valentine. Choose from diva dark chocolate, romantic red velvet or valentine vanilla.

To order, go to Murphy Lobby 11 a.m.-1 p.m. Wednesday, Feb. 8, or call **Debi Barton** at 8-0798 by Friday, Feb. 10.

Cupcake pickup is 9 a.m.-3 p.m. Tuesday, Feb. 14, in Murphy Lobby.

Cupcakes are provided by In the Middle Cupcakes ([inthemiddlecupcakes.com](http://inthemiddlecupcakes.com)) in Lee's Summit, where "every cupcake is filled with a delicious treat 'in the middle.'"

## Smile, grandpa!

Also at Landon Center, the annual photo contest is clicking away. The contest is open to amateur and professional shutterbugs in Kansas and some Missouri counties. (Landon Center's employees and relatives aren't eligible.)

Photos must contain at least one person age 60 or older. Prize for first place is \$300. Deadline is Feb. 23. Rules, entry form and previous winners are at [www2.kumc.edu/coa](http://www2.kumc.edu/coa).

## Alumni Award nominations due Feb. 8

The KUMC Alumni Association seeks nominations for the 2012 Alumni Awards. These are the highest honors the association bestows on graduates of the KU Schools of Medicine, Nursing and Health Professions, and those who have made outstanding contributions to healthcare professions.

Deadline is Wednesday, Feb. 8. Awards will be presented during 2012 Alumni Reunion Weekend in October.

For a nomination form, email [alumni@kumc.edu](mailto:alumni@kumc.edu). Information: 8-1255 or [www.kumc.edu/alumni](http://www.kumc.edu/alumni).

## International Outreach group hosts auction Feb. 17

KUMC International Outreach will hold its 9th Annual Benefit Auction Feb. 17 in the School of Nursing atrium. The event, which is KUMCIO's largest fundraiser, helps finance the group's medical missions to Guatemala.

The silent auction starts at 5 p.m. followed by a live auction at 7 p.m. Complimentary beer from 23rd Street Brewery in Lawrence, locally donated wine and hors d'oeuvres will be provided.

Hundreds of items will be auctioned, including jewelry, artwork, hotel packages, sports tickets and gift baskets. Participants are asked to make a donation to KUMCIO.

Formed in 2002, KUMCIO this year encompasses about 40 KUMC students, faculty and alumni. Information: KUMCIO co-presidents **Lyndsey Kilgore** at [lkilgore@kumc.edu](mailto:lkilgore@kumc.edu) or **Elsbeth Pearce** at [eparce@kumc.edu](mailto:eparce@kumc.edu), or search Facebook for "KUMC International Outreach."

## Discounts available for March 2 hockey game

The Missouri Mavericks hockey team once again is offering discounted tickets for Hospital Family Night, March 2.

Discounts are available to hospital employees, KUMC staff and students, and The University of Kansas Physicians staff.

The Mavericks will host the Rapid City Rush at Independence Events Center, 19100 East Valley View Parkway in Independence.

Discounted tickets are \$21.75. Details are on 24/7, or go to [www.bit.ly/mavsgame](http://www.bit.ly/mavsgame). Enter the offer code Kansas.

# eXchange

## Vehicles

2008 KIA OPTIMA, 61K, 1 owner, excellent cond., \$9,000. 913-568-3223.

2006 YAMAHA ROAD STAR Warrior 1700 (1670cc), low mileage, lots of extras (chrome package, big air kit, custom pipes), \$7,000 OBO. 913-526-8662.

## For Sale

DEPRESSION GLASSWARE, beautiful, clear/bubble trim, includes plates, salad plates, goblets, miscellaneous pieces, very unusual, \$200. 913-226-5858.

COACH BAG, authentic "Carly," mint cond., traditional brown/beige fabric with beet red trim, \$125. 913-707-5129.

HIGH-QUALITY WOODEN futon with mattress and tan cover, great cond., no rips/tears, non-smoking/pet-free home, \$150. 816-616-5191. (Leave message.)

WICKER TABLE, small with 42" round glass top, 3 chairs, \$50, you pick up. 816-668-3101.

DINING TABLE, solid oak, 5' x 3.5' with 4 chairs, 2 leaves (adds 3' more), great cond., photos, \$650 OBO. Text 913-626-4473.

PHOTO SUPPLIES: 3 36-exp. 35 mm black/white 400 speed film and photo paper, 8" x 10", Multigrade IV RC Deluxe, 85 sheets, \$70 for all of it. 816-525-2888.

SPYDER SKI pants, 3 pairs, girls' size 14, worn 1 time, white/fuchsia/black, \$20 each. 816-668-3971.

LADDERS: 16' extension ladder, fixed rung locks, \$40; 8' Werner type IA fiberglass step ladder, 300-pound capacity, \$100. Text 913-626-4473.

AIRGLOW SPRAY TAN system, new/in box, micro-nutrient protein tan dries on contact, includes 110-volt AC adapter, charger, warranty, \$20. 913-306-3952.

50LB CENTURY PUNCHING bag, great cond., includes hanging chains, training gloves, photos, \$60 OBO. Text 816-522-1073.

6' ARTIFICIAL PALM tree, 300 clear lights, new, \$75; couch, gray/white, 3 cushion seats, 5 reversible throw pillows, contemporary, half of "L-shaped" couch, photos, \$50. 816-591-1011.

MAYTAG DISHWASHER, white, 4 cycles, 4 options, barely used, \$200 OBO. 816-916-9244.

THOMAS and Brio trains/track: 38 trains and tenders, 6 play sets, 12 elevated tracks, 4 bridges, 35 curve tracks, 7 ascending tracks, 25 straight tracks, 5 tight curves, 9 switch tracks, several small pieces, play mat, \$200. 913-526-9187.

Please send classified ads to [centerexpress@kumc.edu](mailto:centerexpress@kumc.edu) or post online at 24/7. Items must be 25 words or less and received by noon Monday. Ads are for staff and students only. You cannot promote personal businesses or commercial ventures. Ads run on a space-available basis.

## Housing

### For Rent

HOUSE, 4 BR, 2 BA, 4213 Mission Rd., walk to KUMC, stove, refrigerator, AC, \$675/month. 913-722-0505.

FULLY FINISHED large walkout basement in newly renovated Prairie Village, includes bedroom, living area, full bath, washer/dryer room, \$600/month. 913-707-6689.

DUPLEX, 2921 W. 45th Ave., 2 BR, renovated full bath, remodeled kitchen, oak hardwoods, 1-car garage, individual basement space with washer/dryer, patio, fenced backyard, \$650/month, plus deposit. 913-488-8899.

BASEMENT APARTMENT in Overland Park, 95th and Metcalf, nice, clean, 1 BR, 15 minutes from KUMC, single person, no pets/smoking. 913-548-9530.

SHARE 2 BR, 2 BA apartment in Mission, no pets, \$500/month (includes utilities, trash, cable). 816-682-1351.

APARTMENT, 1 BR at Georgetown Apartments, indoor pool, gym, clubhouse, wireless Internet, sauna, laundry room, sublease for 8 months, \$200 less than regular price, \$645/month (utilities included). 913-636-6720.

DARLING BUNGALOW, 2 BR, granite floors, Italian porcelain bath, nice yard, 5510 Highland in KCMO, security system, no pets/smoking, \$620/month, plus utilities. 816-868-5680.

## Wanted

TODDLER TABLE, at least 2 chairs, in great cond. 573-529-1630.

## HERO, continued from page 1

care and reputation as an employer of choice, hospital leaders say.

One of the luncheon's highlights is the unveiling of the new HERO T-shirt for the year. The 2012 model sports an eye-catching color scheme called dusty orange.

As spring approaches, watch the HERO calendar on 24/7 for opportunities to join with your colleagues and participate in fun and rewarding community events.

Want to form your own HERO team? A team needs just three or more hospital employees to qualify. Details are on the HERO page on 24/7, under Employee Resources.

## eXceptional

Stacey DeJong, PT, PhD, has received a travel award for the 2012 National Institute of General Medical Sciences Postdoc Workshop in Bethesda, Md., March 12-13.



DeJong

Travel awards are extended to exceptional postdoc students to encourage their participation in industry

conventions. Applicants were chosen based in part on their potential for a career in the biological and behavioral sciences.

The workshop brings together approximately 150 postdoctoral investigators. It will cover a broad range of topics that will help postdocs transition successfully to independence, from making the right career choice to applying for grants and balancing research with other commitments.

As a post doctoral fellow mentored by **Randolph Nudo, PhD**, at the Landon Center on Aging,

DeJong is studying how brain injuries change connections between brain cells and muscles, and how those changes contribute to movement problems in stroke survivors.

The travel award was provided by the Federation of American Societies for Experimental Biology/Maximizing Access to Research Careers. The organization supports participation of students, postdoctoral fellows and faculty from underrepresented groups at scientific meetings.

## CENTER eXpress

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