

CENTER *express*

THE UNIVERSITY OF KANSAS HOSPITAL • UNIVERSITY OF KANSAS MEDICAL CENTER

KUMC Launches **New** Magazine

A new magazine, 39th & Rainbow, published for University of Kansas Medical Center employees, alumni and community patrons, debuted earlier this month.

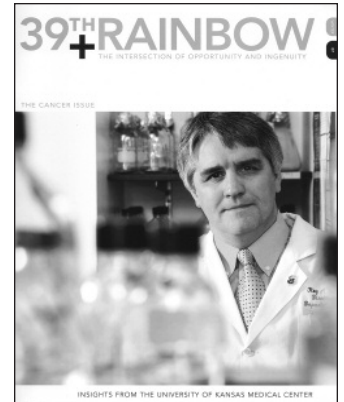
“Our goal for this new publication is to reflect the essence of KUMC as the intersection of opportunity and ingenuity; the epicenter of innovation; a place of healing and hope,” said

David Adkins, JD, vice chancellor for External Affairs and publisher of the magazine. “The address (39th and Rainbow) is the pivot point for all that we do as an academic medical center; a common point of reference for every student, patient and initiative.”

The inaugural issue focuses on cancer research conducted by KUMC faculty and personnel, and the cover features

Roy Jensen, MD, director, KU Cancer Center. It also details the pursuit of National Cancer Institute designation as a Comprehensive Cancer Center.

The glossy, four-color magazine is published by KUMC’s Office of External Affairs. Each issue will focus on an aspect of work accomplished at the medical center and will include in-depth perspectives, research, profiles



and several regular features. The next issue will focus on life sciences.

eXtra: An online version is available at <http://39rainbow.kumc.edu>.

New Campaign Recruits Nurses

You’ll see familiar faces, wearing scrubs and Magnet pins, coming to billboards and print advertisements near you as The University of Kansas Hospital launches its 2007 nurse recruitment image campaign.

Continuing to build on the theme “Find Yourself,” the campaign features close-up photos of four employees: **Amanda Gartner, RN**, unit coordinator, Cardiovascular Treatment and Recovery; **Amanda Meats, RN**, unit coordinator, Unit 54; **Sara Miller, RN**, Unit 66; and

Chris Morrisey, RN, Surgical Intensive Care.

The campaign is targeted at experienced nurses seeking an academic medical center environment. Nurses are encouraged to join the hospital for a “front-row view of world-class health care, where you’re an essential part of the latest discoveries ... where you’re inspired to learn and grow into the best nurse you can be.”

The new campaign includes the hospital’s recent Magnet designation for nursing excellence and will run in newspapers, magazines, direct mail, and on billboards and radio. The campaign runs through May, as February

through May is the busiest period for nurse recruitment.

Interested nurses are prompted to call 8-1227 or visit kumed.com to schedule a Shadow Day opportunity. They also can receive a CD containing career and benefits information, virtual tours of patient care areas and video interviews with hospital executives, nurses and physicians.

Black History Month Events Planned

Several events honoring Black History Month are taking place on campus.

On Monday, Feb. 19, **Lewis**

Diuguid, vice president of community relations at The Kansas City Star, will discuss his new book, “Discovering the Real America: Toward a More Perfect Union,” from noon to 1 p.m. in Clendenning Auditorium. He has co-chaired the newspaper’s diversity initiative since 1995 and has facilitated diversity workshops for colleges and organizations throughout the community.

“Stories of Our Past: Black Medical Professionals in KC,” will be noon to 1 p.m. Tuesday, Feb. 27, in Clendenning Auditorium, with a reception to follow in the foyer. Sharing experiences will be **James Thomas, MD**, chair of

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General/Vascular Surgery for The University of Kansas Hospital and Medical Center; **Jasper Fullard**, Midwest Metropolitan Physicians Group/Kaw Valley Medical Society internist; and **Cleo Degraffenreid, RN**, retired U.S. Army colonel.

Other Black History Month activities include Art4Health, an exhibit of work by black artists from the Kansas City area, which is on display through the end of the month in Clendening Library. **Joseph Sebareni**, former head of the Rwanda Parliament, was a guest speaker on campus Feb. 6.

Race to Complete Mandatories

Hospital employees must complete hospital mandatory training on the Learning Management System (LMS) by the end of April.

Access LMS through the icon on your computer desktop.

The first department teams to finish mandatories will receive an incentive prize yet to be announced. One team has finished the “mandatories race,” and several are past the halfway mark.

Finish Line

- Bio Med Tech Administration

Final Laps

- EEG Lab

Research Forum Deadline Nears

The deadline is approaching for abstract submissions for the 2007 Student Research Forum (SRF), a two-day showcase of research produced by students from the University of Kansas Medical Center campus.

The SRF allows students from the Schools of Allied Health, Medicine and Nursing and the Graduate Studies Program to organize and showcase their research to a

general audience through oral and poster presentations.

Submit abstracts online by 4:30 p.m. March 2. Visit kumc.edu/student/GSC/SRF/ssrfhome.html for detailed instructions on how to submit an abstract, as well as a sample abstract.

The SRF will be April 12-13 in Dykes Library, with the A.L. Chapman Keynote Lecture at noon in Rieke Auditorium.

eXtra: For more information, visit the Web site or contact SRF co-chairs **Gabe Bargen**, gbargen@kumc.edu, or **A. Paige Peterson**, apeterson@kumc.edu.

Wanted: Change Bandits

The Children’s Miracle Network, located on the University of Kansas Medical Center campus, and Mix 93.3 radio station will recruit “change bandits” to raise money for **Rocket** and **Teresa’s** ninth annual Mix For Kids Radiothon, March 7-9.

Children’s Miracle Network

will send each “bandit” a change bag, “wanted” poster and stickers. Volunteers are asked to collect change from co-workers, family and friends, and are eligible to win prizes.

Change bandits will turn in their loot at the Bandit Bash with radio personalities **Rocket** and **Teresa** at Argosy Casino March 1. Prizes, food and drinks will be available. Change bandits also can drop off or mail donations to:

Children’s Miracle Network
2100 W. 36th Ave., Suite 116
Kansas City, KS 66103

Last year’s event raised more than \$530,000 for Pediatrics at KU Medical Center and The University of Kansas Hospital, as well as Children’s Mercy Hospitals and Clinics. Children’s Miracle Network funding supports the treatment of uninsured and under-insured children, as well as pediatric research.

eXtra: For more information or to volunteer, contact **Megan Hunter**, 8-9107, or mhunter@kumc.edu.

exposure

Cardiac Nurses Honored at Reception

Chuck Muth, RN, Cath Lab, and **Gerre Fiore, RN**, Cardiothoracic Surgery Intensive Care, received the Award for Excellence in Cardiovascular and Cardiothoracic Surgical Nursing Feb. 12 at a reception at the Center for Advanced Heart Care. They were chosen for providing outstanding patient care and exhibiting the highest level of Five Star performance in the areas of Service, People, Quality, Cost and Growth. Nominees also were recognized at the event. From left are **Peter Tadros, MD**, cardiologist; Muth; **Bob Page**, senior vice president and chief operating officer; Fiore; **Michael Gorton, MD**, director of Cardiac Surgery; **Tammy Peterman, RN, MS**, senior vice president and chief nursing officer; **Randall Genton, MD**, president of Mid-America Cardiology; **Beth Clark, RN**, clinical director of Cardiovascular Services; and **Roy Hegde, MD**, cardiologist.



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eXtracurricular

Thursday, Feb. 15

CANCER AND DEVELOPMENTAL Biology Seminar: "A Recurring Dilemma: Preformation vs. Epigenesis in Patterning Early Mouse Embryos," Davor Solter, MD, PhD, Max-Planck Institute of Immunobiology, 8:30-9:30 a.m., G032 Lied Auditorium.

CLINICAL TRIALS Educational Lecture Series: "Confidential Disclosure Agreements: What You Don't Know Can Hurt You," Cydney Rabourn, noon-1 p.m., Clendening Auditorium.

BELIZE BENEFIT Auction: Fundraiser for medical trips sponsored by KUMC International Outreach; food, music, silent and live auction, 7 p.m., Battenfeld Auditorium. Visit kumcio.org for auction list.

Friday, Feb. 16

EDUCATOR'S BREAKFAST Series: Micro-teaching workshop, visit kumc.edu/som/facdev/educators.html for speakers and topics, 7-9 a.m., 1014 Orr-Major. CME credit available.

NEUROLOGY/Neurosurgery Grand Rounds: "Treatment of Refractory

Epilepsy," Jacqueline French, MD, 7-9 a.m., Lied Auditorium.

PEDIATRIC GRAND Rounds: "Increasing Booster Seat Use in At-Risk Communities: Tailored Communication and Behavior Change," Beth Ebel, MD, 8-9 a.m., Wahl Hall West Auditorium.

PSYCHIATRY GRAND Rounds: "Alcohol Pharmacogenomics in Mexican Americans," Yu-Jui Yvonne Wan, PhD, professor; Pharmacology, Toxicology and Therapeutics, 10:30 a.m.-noon, Sudler Auditorium.

STUDENT WELLNESS Program: "Dating Didactics – Discovering Balance," panel presentation, noon-1 p.m., 1014 Orr-Major. Co-sponsored by American Medical Women's Association and Department of Student Wellness.

Tuesday, Feb. 20

BIostatistics SEMINAR: "Statistical Consulting Is an Ill-Conditioned Problem," Charles McCulloch, PhD, University of California, San Francisco, noon-1 p.m., Clendening Auditorium. Lunch provided for first 25 attendees.

EMERGING TRENDS Series, KU School of Nursing: "The Journey to Excellence – Critical Care Environments, Patient Care Technologies and Outcomes," Caryl Goodyear-Bruch, RN, PhD, clinical assistant professor, Nurse Anesthesia Education, KU School of Allied Health, noon-1 p.m., 1050 School of Nursing.

INVESTITURE CEREMONY: Jeffrey Holzbeierlein, MD, receives the John W. Weigel Professorship in Urology, noon-1:30, School of Nursing Auditorium, reception follows in the Atrium.

GI GRAND Rounds: "Journal Club," 5-6:30 p.m., B012 School of Nursing.

GIRLS' NIGHT IN: Heart Health & Halls, sold-out fundraiser for Women's Heart Program with best-selling author Mehmet Oz, MD; patron's party, 5-6 p.m.; presentation,

Join the Lunar New Year Celebration

A celebration of the Lunar New Year, the biggest holiday in most Asian countries, is from noon to 3 p.m. Friday, Feb. 16, in Stoland Lounge, and features food, games, drawings and prizes.

Cost is \$3 to \$5 for food and 50 cents per game. Tokens won at games can be redeemed for additional games and food. The Asian American Medical Students Association and Students Educating and Advocating for Diversity are event sponsors.

Research Technology Forum Will Be Held

The Research Technology Forum, a bi-campus gathering of research communities from the University of Kansas and the KU School of Medicine, will be 8:30 a.m. to 1:45 p.m. Thursday, Feb. 22, in the Kansas Room of the KU Memorial Union in Lawrence. For more information and to register by Thursday, Feb. 15, visit <http://restechforum.kumc.edu>, or contact **Jim Bingham**, associate vice chancellor for Information Resources, 8-7301.

KUMC Family Night Set Feb. 22

KUMC Family Night at PowerPlay Family Entertainment Center, 13110 W. 62nd Terr., Overland Park, will be 5 to 10 p.m. Thursday, Feb. 22.

Tickets cost \$20 for adults and \$15 for children 13 and younger, and include an all-you-can-eat pizza buffet, whirlyball court and referee, and a four-hour unlimited time card for bumper cars, laser tag, golf, tilt-a-whirl, pool games and more than 250 arcade games. The facility will be closed to the public.

Purchase tickets by cash or check by Friday, Feb. 16, at 1024 Murphy Hall.

6:15 p.m.; reception and shopping, Halls Crown Center.

Wednesday, Feb. 21

INTERNAL MEDICINE Grand Rounds: "Update in Hematology 2006," Barry Skikne, MD, professor, Division of Hematology/Oncology, 8-9 a.m., 3015 Sudler Auditorium.

STUDENT WELLNESS Program: "Student Financial Aid – Money Madness," Laura Schultz, noon-1 p.m., 1050 School of Nursing. Lunch provided for first 30 attendees.

ASH WEDNESDAY Mass: 12:15 p.m. and 4:45 p.m., Spencer Chapel.

Thursday, Feb. 22

FAMILY CAREGIVER'S Support Group: Myra Hyatt, facilitator,

fourth Thursday of the month, 210 Landon Center on Aging. Lunch provided.

Friday, Feb. 23

NEUROLOGY/Neurosurgery Grand Rounds: "Management of Severe Head Trauma," Neal Haynes, MD, 7-9 a.m., Lied Auditorium.

EDUCATOR'S BREAKFAST Series: Visit kumc.edu/som/facdev/educators.html for speakers and topics, 7-9 a.m., 1025 Orr-Major.

PEDIATRIC GRAND Rounds: "Inflammatory Bowel Disease," Jose Cocjin, MD, 8-9 a.m., Wahl Hall West Auditorium.

PSYCHIATRY GRAND Rounds: "Living with Chronic Mental Illness – a Photovoice Study," Noreen Thompson, RN, and Lisa Ninci, RN, 10:30 a.m.-noon, Sudler Auditorium.



eXchange

Automobiles

2004 VOLVO S40 2.4i, 15K, silver, automatic, fully loaded (leather, premium sound, power seats, seat warmers, moon roof, 6-disc CD, excellent condition, no wrecks, looks new, \$18,500. 913-568-7790.

For Sale

FISH TANK, 55 gallon, black stand and all accessories, \$150 OBO. 913-999-5068.

JUNGLE GYM, wooden, 12-14 feet long, bench swing, 3 individual swings, rings, slide with canopy, pole, rope, ladder and monkey bars, you pick up. 816-935-1721.

FURNITURE, glass-topped kitchen table with 4 chairs, \$50; blue and white couch, \$100; twin-sized bed, \$50; you haul. 913-780-2681.

1995 WAVERUNNERS, Yamaha, 2 available, 700R and 1100R, w/trailer, low hours, always garaged, excellent condition. 913-649-2416.

HOUSE, 4 BR, 5 1/2 BA, 4-car garage, pool, hot tub, 20 minutes from KUMC, see truworthyhome.com. 913-631-1739.

BEAUTIFUL 4 BR home north of river, 7804 N.W. 77th St., KCMO, near Zona Rosa, see vippropertychicago.com. 816-591-0888.

BEAUTIFUL HOME, 1923 Federal Ave., KCK, 2 BR, 2 BA, fully furnished basement, new roof and windows, large back yard, 3 blocks from KUMC, \$119,500. 612-532-1892.

REMODELED HOUSE, 2020 Bristow St., 4 BR, 3 BA, Jacuzzi, lots of updates, finished basement you can rent, walking distance from KUMC, safe neighborhood, \$159,000. 913-636-6720 or 913-636-6715.

Wanted

HANDYMAN needed for carpentry, plumbing and electrical work. 913-638-8873.

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NANNY position in Lawrence for summer, KU senior with daycare and nanny experience, have transportation. 913-424-6333.

Free to Good Home

SHELTIE MIX named Gizmo, male, 8 months old, very loveable, needs lots of attention, great with children and other animals. 913-999-5068.

eXtra: Find classifieds on the hospital intranet, intranet.kumc.edu, under "Quick Links."

Leadership Classes Begin

Friday, Feb. 16, is the deadline for enrollment in University Human Resources' next series of classes in the Supertrax 2007: Leadership in Action program.

The classes, which begin Thursday, Feb. 22, offer skills, tools and strategies for hiring, managing, getting along with employees and dealing with organizational change. Participants also get the chance to network with colleagues throughout the medical center.

Classes are open to all university employees, who may attend the entire series or individual classes.

Visit www2.kumc.edu/hr/training/supertrax.html for class descriptions, schedules and online enrollment form. Contact **Lila Langford**,

8-5159, or llangfor@kumc.edu, for more information.

Diversity Award Deadline Nears

Wednesday, Feb. 21, is the deadline for nominations and applications for the Executive Vice Chancellors Diversity Award.

To be considered for the EVC Diversity Award, the organization/individual must show strong evidence of engagement in projects that:

- Significantly promote diversity and cultural competency development among employees, students and faculty
 - Notably enhance diversity within the community
- KU Medical Center serves.

For information on submitting an application, visit www2.kumc.edu/hr/diversity/award.html or contact

Charles Romero, diversity coordinator, 8-8011, or cromero@kumc.edu.

Nominate a Student Leader

Nominations are open until 4:30 p.m. Monday, Feb. 19, for the KU Medical Center Student Leader Awards, sponsored by the Division of Student Services.

Anyone can submit nominations for the four awards, which recognize student leaders for their service to both campus and community.

- Student Leadership Award
- Student Organization Award
- Student Organization Advisor Award
- Carol Marinovich Award

For information on requirements for each award, visit kumc.edu/studentcenter/sl0607.html, or contact **Sara**

Honeck, 913-588-6211, or shoneck@kumc.edu. Submit nominations to 3001 Student Center.

Awards will be announced at the Student Leader reception April 11 in the School of Nursing Atrium.

CENTER eXpress

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