March 16, 2000 was a day to remember for 124 fourth-year medical students. On this day, they learned where they will be spending the next two to five years of their lives.

The occasion . . . Match Day, an annual rite of passage for medical students nationwide. At precisely 11 a.m. Kansas City time, every medical school in the country was allowed to release the results of a computerized residency-matching program. This match determines what field of medicine students will study, where they will study and, ultimately, what field of medicine will become their life’s work.

For KU School of Medicine students who gathered with family and friends in Wahl East Auditorium, the event was both exciting and challenging. After waiting anxiously for their name to be called, each student came to the front of the auditorium and was handed an envelope, with a printout stating his or her residency program. “Good news or bad,” each student then announced the decision to the world.

“It was nerve-wracking,” said senior Cynthia Crowder. “You don’t know where you’re going or what you’ll be doing. And when you read it to the audience, you don’t know which emotion will come out.”

Students are placed in residency programs throughout the country based on their personal preferences and a computerized matching program. Although the atmosphere of Match Day is tense, most students receive the placement they desire. Nationally, the program is operated by the National Resident Matching Program (NRMP), which is managed by the Association of American Medical Colleges. At KUMC, Match Day is coordinated by Laura Zeiger.

See Match Day, page 3
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Each of us can make a major difference in the service our patients receive. It's the "little things" that make the real difference.

There are four easy steps in our "service" training. By remembering these steps and integrating them into everything we do ... we are making sure that KU Med Cares. The first step is to acknowledge the person. It's easy and simple ... look at the person when you are speaking, recognize their concerns, questions, fear and emotions. This can be done when you are visiting with a patient or family member, or when you are treating a patient, or when you are bringing in a meal ... it's all the times we interact with people at KU Med.

The second step is to clarify the situation. It could be that you are explaining a test and the patient or family is puzzled ... take the time to review the situation, what will be done, how it will be done and why it is important.

And, the third step is to meet, or exceed, the needs of our patients and families. For example, all patients need their medications and treatment and an explanation of what is happening. If the nurse could add a smile, inquire about how the patient is feeling, see if the patient has questions ... then, the needs are not only being met, but exceeded.

The fourth step is to confirm that the patient is satisfied. We should do this many times each day, whether we are checking to see if the food was good, if the room is the right temperature, if the new medicine is working, if the shot hurt ... and so forth. We are then checking ourselves, our service ... and the patient's satisfaction.

It is each of us, doing our part each day to make sure that our patients are “first” in everything we do!

I will discuss how each of the schools, the Research Institute and the hospital have worked together to define their directions for the coming years. We have also worked with consultants to explore how our campus might be reconfigured to accommodate the new directions. Soon, we should have a campus master plan.

I will review and share information about University and civic initiatives. In addition, I will discuss the status of the capital campaign, the Life Sciences initiative in K.C., potential new partnerships and affiliations and opportunities to move forward.

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Meeting goals will require mutual trust and confidence

Irene Cumming
President and CEO
KU Med

Donald Hagen, M.D
Executive Vice Chancellor
University of Kansas Medical Center

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Executive Forum

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Zeiger, senior coordinator of medical student affairs at the KU School of Medicine, Zeiger is the only person at KUMC who knows the results before they are announced.

Zeiger also works with the few students each year who fail to secure an outright match. These students make a special trip to Zeiger's office a couple of days before the ceremony to find an appropriate program. Last year, only 5 percent of students didn't have a match, and Zeiger was able to find them a residency program. In the 26 years Zeiger has been in charge of Match Day, not one single graduate of the KU School of Medicine has failed to achieve his or her goal of finding a residency program.

Match Day organizers also work hard to ease the tension of the event with a party-like atmosphere. As in past years, for example, each student put a dollar into a hat before the ceremony, and the student whose name was called last—the person who had to wait the longest—wins the money. This year's winner was Jana Bryant, who was pleased at winning the pot and with her Match Day outcome, a radiology residency at the Cleveland Clinic.

KU School of Medicine students were among more than 25,000 individuals who participated in Match Day this year, according to the NRMP.
Sign up now for the Corporate Challenge

From football to fishing and tennis to tug-of-war, this year’s Kansas City Corporate Challenge is shaping up to be one of the best competitions ever. With teams forming around the city, now’s the time to show your KUMC spirit by signing up for the KUMC 2000 Kansas City Corporate Challenge team.

This year’s Corporate Challenge will begin May 13 and run through June 25. Participants may sign up for competitions in track, swimming, volleyball, racquetball and a variety of other events. All participants are urged to sign-up by April 1, as early April will be dedicated to practice opportunities and qualifying events where needed. Everyone who participated in previous years is asked to recruit at least one new participant this year.

Nicole Andrewson to represent Kansas at national CMN telethon

Nicole Andrewson, who won the hearts of KUMC employees a year ago during her battle against Ewing’s sarcoma, is on her way to winning the hearts of the nation. Nicole has been selected to represent the Kansas City Children’s Miracle Network (CMN) market and the state of Kansas at the national CMN telethon later this year.

In May 1999, then 5-year-old Nicole of Derby, Kan., underwent chemotherapy in her fight against Ewing’s sarcoma, a rare form of cancer. The cancer had so damaged her left thigh, however, that physicians had to remove it. In a rare operation called tumor resection and rotationplasty, Assistant Professor of Orthopedic Surgery Kimberly Templeton, M.D., removed Nicole’s thigh bone, then turned the lower part of Nicole’s leg backward and attached it to her hip. After recovering from surgery, Nicole was fitted with a lower leg prosthesis and, using her ankle as a knee, has spent the last several months learning to walk.

In February, Nicole was selected to represent the state of Kansas as one of the IOF Champions Across America and Canada, a group of children from each U.S. state and 11 regions of Canada. The group will be featured on the 2000 CMN Telethon, June 3 and 4.

The Top 10 Corporate Challenge Excuses

When it comes to physical exertion, some people can conjure up some pretty creative reasons not to participate. Don’t let excuses like the following—gathered while trying to recruit participants at the 1999 KUMC Holiday Party—keep you from joining the KUMC team.

10. “I’m challenged in other ways.”
9. “I’m too old!”
8. “If they had a dessert challenge, I’d sign up.”
7. “Maybe next year I’ll be in better shape.”
6. “Just coming to work is a corporate challenge!”
5. “I don’t want you all to lose!”
4. “It’s too early to sign up!”
3. “I just volunteered for something else, so I need to get over that first.”
2. “Do they have an event I can do in my easy chair?”
1. “Does this mean I have to run?”
Emergency Department Nurse Manager Pat Huffman, RN, BSN, left, and Assistant Nurse Manager Debra Jordan, RN, BSN, pose with Lucas Platt of the New York Times Television Division. Platt is a producer for “Paramedics,” a Learning Channel program that will begin filming in Kansas City March 27. Camera crews will ride with actual MAST paramedics for a month, and may accompany them into local emergency departments, including KU Med.

Mary Ellen Vincent, MS, RD, dietary director at Rainbow Mental Health, left, and Adrienne Moore Baxter, MS, RD, nutrition specialist, KUMC Nutrition Information Service, offered tips on good nutrition and samples of healthy treats to passersby outside the Main Cafeteria March 16. The display was in support of National Nutrition Month.

Bob Morgan, also known as Bobbin the Clown or— at KUMC—Dr. Knott, takes a lunch break from his volunteer duties March 16. Morgan volunteers two days a month to entertain children in Pediatrics, Pediatric Rehabilitation and other areas of KU Med.

Amy Ham, MA, Otolaryngology, describes hearing aids during the “Hearing Loss” Senior Wellness class, March 17 in the Prairie Room.
KU Med is working to obtain certification as a Level I Trauma Center. As part of this effort, Trauma Services has recently implemented a new Mass Casualties Response Protocol called Code Yellow.

Code Yellow outlines the procedure to be followed when more than two trauma patients arrive in the Emergency Department (ED) at the same time. The plan includes three trauma levels: Level Three, for three to four trauma patients; Level Two, for five to six patients; and Level One, for seven or more patients. At each level, the ED will draw resources as needed from a variety of departments, including Nursing, Operating Room, Critical Care, Clinical Labs, Blood Bank, Respiratory Care, Radiology, Environmental Services and the Safety Office.

Specific procedures have been developed for each level, and personnel in the departments mentioned above have been trained. For areas not listed above, department heads will inform employees if any Code Yellow procedures apply. For more information, contact Jeff Strickler, ext. 8-5428 or e-mail <jstrick>, or Chris Warholic, ext. 8-6126 or e-mail <cwarholi>.

Pingleton visits Congress to request increased health care funding

Professor of Pulmonary and Critical Care Medicine Susan Pingleton, M.D., testified before the U.S. House of Representatives this week regarding fiscal year 2001 budget appropriations for various national health care agencies. Dr. Pingleton was invited to speak to the House Subcommittee on Labor, Health, Human Services and Education on behalf of the American College of Chest Physicians (ACCP), the international organization of which she is president.

In her March 21 testimony, Dr. Pingleton advocated a 15 percent increase in funding to the National Institutes of Health (NIH). She also supported increasing funding by 15 percent for the National Heart, Lung and Blood Institute (NHLBI). Dr. Pingleton said the increase would allow the NHLBI to expand its programs for genomic analysis in heart and lung disease, continue programs for more early diagnosis and therapy of heart attack patients, and establish new clinical research networks.

Dr. Pingleton also recommended a budget of $935 million for the National Institute of Allergy and Infectious Diseases (NIAID) for its work on asthma, particularly among children and minorities. Finally, Dr. Pingleton urged members to increase funding to the Centers for Disease Control (CDC) for its work in tobacco prevention and control programs.

Dr. Pingleton also outlined the work the ACCP has done in support of the proposed budget increases, including programs on asthma education and treatment and an anti-smoking campaign.

She concluded her testimony by praising Congress for its past support of important health initiatives.

“As a practicing physician who cares for real patients in the real world,” she said, “I would like to commend the committee on past budgetary decisions.” She added that these decisions have “already led to important advances in medicine.”
Encore Customer Service

All employees are invited to participate in Encore Customer Service, the customer relations program offered by University Human Resources. The program focuses on skills and techniques to improve communication, create positive public impressions and deal effectively with difficult situations and issues of confidentiality. Encore Customer Service will be offered Wednesday, April 5 from 9 to 11:30 a.m. A second session is scheduled for Tuesday, May 9 from 1 to 3:30 p.m. Class locations will be announced. KU Med (hospital) employees may attend with permission from their department heads. For information or to enroll, call University Human Resources, ext. 8-5099.

Preventing Violence

The University Human Resources Department and the University Police Department will present “Preventing Violence in the Work Place,” from 9 to 11 a.m., Thursday, April 6. The location will be announced via e-mail. For more information or to enroll, call ext. 8-7542.

Chonko honored

Professor of Nephrology Arnold Chonko, M.D., was recently inducted into Ohio State University’s “All Century Football Team 1916-1999.” Dr. Chonko was an All-American defensive back at Ohio State, and a star player on the baseball team. He was drafted by the Detroit Lions and Miami Dolphins of the National Football League, and the Detroit Tigers and Cleveland Indians of the American Baseball League. However, he declined these options in favor of medical school. Dr. Chonko was honored for his achievements last month at the Columbus Touch-Down Club in Columbus, Ohio.

Doctors’ Day

The coveted “Top Doc” award will be bestowed upon five attending physicians at KUMC and to five residents in recognition of Doctors’ Day, March 30. The awards are based on nominations from the nursing staff. All staff physicians are requested to pick up red carnation boutonnieres in the Physicians’ Lounge, G425 KU Hospital, between 7 and 9 a.m. March 30.

A Grand Affair

The KUMC Medical Student Assembly invites all School of Medicine faculty members to attend the spring formal “A Grand Affair,” Friday, April 7 at the Downtown Kansas City Marriott. This annual event allows medical students and faculty members to celebrate the successes of the school year with a cocktail reception, dinner and dancing. The prestigious Rainbow Award and Student Voice Awards will also be presented by the student body to recognize excellence in teaching by faculty members. Tickets are $60 per person or $600 for a table of 10. To reserve tickets, call Carol Barber, ext. 8-1419.

Medical Staff Meeting

The next semi-annual Medical Staff Meeting will be Monday, March 27 in Wahl East Auditorium, beginning with a 4:30 p.m. reception. The actual meeting will take place from 5 to 6 p.m., and will include an administrative update by KU Med President and CEO Irene Cumming, as well as an introduction of new medical staff members.

visit us online at:
http://www2.kumc.edu/publications/inthecenter/
FOR SALE:
14’ fiberglass pleasure/fishing boat, equipped for professional fishing tournaments incl. new carpet & seats, trolling motor, fish finder, almost new motor, AM/FM radio, trailer, oars, anchors, etc., a steal at $1,200 OBO. Call Charlie at 913-422-5360.

IBM Aptiva Tower computer, 486 Pentium processor, 16M B RAM, 2 gig hard drive, CD ROM, 17” monitor, Lexmark 2050 ink jet printer, speakers, all cables & accessories, plus computer desk, $600 OBO. Call Lloyd, 913-236-8725.

Simmons Flotation Watermark king-size mattress, heater, liner, baffled w/air jet valve, $100 OBO. Call 913-677-3173.

3 tool boxes, Craftsman, various tools, worth over $2,000, sell for $1,500 OBO. Call 913-831-4593.

3-piece matching living room set, sofa, loveseat, high back chair, sage green, rose & ivory floral print, asking $300. Call 816-931-7382.

Starcraft pop-up camper, ’70s model, sleeps 6-8, new rollout awning & tires, no A/C, ice box, heat, sink, stove, screens, canvas, plastic, all in exc. cond., $1,300 OBO. Call 785-242-3726.

AUTOMOTIVE:
1997 Mazda 626 ES, 4-dr., new tires, under warranty, loaded, 6 disc CD changer, leather seats, $14,500. Call 913-677-3173.


1989 Nissan Pathfinder, 2-dr., 4WD , runs well, very clean, $3,500 OBO. Call 816-361-0322.


WANTED:
Need handyman to nail a few (5-7) new shingles on roof, have shingles and nails, will pay good for labor or give your estimate. Call 913-631-4996 after 4 p.m.

CORRECTION:
William Barkman, M.D., chief of staff at KU Med and associate professor of Pulmonary and Critical Care Medicine, was inadvertently omitted from the list of KU Hospital Authority Board members that appeared on page 2 of the March 16 InTheCenter.