

# CLASSIFIEDS, ETC.

## Automotive:

1997 Pontiac Grand Prix SE, 4-door, white, 59K, CD, tinted windows, alloy wheels, spoiler, excellent condition, \$9,300 OBO. 913-685-8244.

1991 Ford Tempo, 120K miles, new transmission in 8/01, \$1,000. 913-485-9937 after 5 p.m.

1994 Mercury Villager, Nautica edition, loaded, new engine, \$5,500 negotiable. 816-260-0097.

1999 Chevrolet Venture, white with black trim, fully loaded, 50K miles, one owner, \$15,900. 816-537-6270.

1997 Dodge Dakota truck, 318, V-8, 390 horsepower, sport package, fully loaded, red, CD/tape/six Infinity speakers, Tonto cover, dual exhaust, new 60 series Remington tires, lowered suspension, keyless entry with alarm, 74K miles, \$12,000, 913-244-0878.

## For Sale:

Toro push mower, self-propelled with rear bag, model 450 Recycler II, blade sharpened, oil changed, new spark plugs, \$75. 913-780-3391.

Antique dining room table and 5 chairs, custom-made covers, good condition, \$150. 913-485-9937 after 5 p.m.

Maytag large-capacity washer, almond color, \$110; gas dryer, white, \$40; Montgomery Ward 14 cu.ft. refrigerator, almond color, \$75; Frigidaire refrigerator, approx. 19 cu.ft., almond color, \$75; electric range, gold, \$75; large vintage All-steel desk, pale metallic green, \$60; long couch, \$75; children's items; hand-made pottery and other misc. items. Vernon or Valerie 816-561-3145 or 816-797-2520.

## Free to Good Home:

Looking for a loving couple to love and adopt my 7-year-old male Shih Tzu, black and silver, loving companion, trained, sings, talks. 913-831-1111.



"The last time I checked,  
you didn't need a prescription  
for milk, bread, eggs  
and cat litter."

## IN THE CENTER

**Irene M. Cumming**  
President and  
Chief Executive Officer  
KU Med

**Donald Hagen, MD**  
Executive Vice Chancellor  
University of Kansas  
Medical Center

Toni Wills, Editor

Jan Lewis, Senior Writer

Tiffany Mahaffey, Writer

Mary King, Communications Manager

*In The Center* is a weekly employee publication published by the KU Med Public Relations Department. Send story ideas to Toni Wills, G114 Hospital or e-mail [twills2](mailto:twills2) or call 8-1846.

**Ad Policy** - Send or bring your ad to G114 KU Med, or fax to 8-1225, or e-mail [twills2](mailto:twills2) by noon Thursday of the week before it is to run. Ads run free of charge for employees, students and volunteers. All ads requested must include the advertiser's name and work extension (or student box number) for verification. Only home phone numbers—no pager numbers or work extensions—will be published. Please include area code. No ads for commercial services or pets for sale will be accepted.

**Ads will not be taken by telephone.** Ads may be held a week if space is limited.

# coming up

## Friday, April 5

- Rural Health Education and Services program, "Facts and Myths of Practicing Medicine in a Small Town," noon-1 p.m., Wahl East Auditorium.
- Department of Psychiatry and Behavioral Sciences Grand Rounds series, "Pharmacological Studies of Aggression in Persons with Developmental Disabilities," Jessica Hellings, MD, associate professor of Psychiatry and Behavioral Sciences, 10-11:30 a.m., Sudler Auditorium.
- Caregiver Support Group Meeting, 11 a.m.-12:30 p.m., Landon Center on Aging.

## Monday, April 8

- Kindergarten readiness program, 6-7:30 p.m., KU MedWest, 7405 Renner Rd., Shawnee, Kan.

## Tuesday, April 9

- Senior wellness program, "Surfin' the Net," 10 a.m.-noon, Senior Resource Center.

## Wednesday, April 10

- Outcomes Management and Research Seminar series, "Evaluating Psychotropic Treatment Outcomes with a Developmentally Disabled Population," Travis Thompson, PhD, director of the Institute for Child Development, 12:30-1 p.m., Landon Center on Aging.

## Thursday, April 11

- Music at the Med, Ed Laut, cello, and Alice Downs, piano.
- Nursing Graduate Education open house, 4-6 p.m., School of Nursing Atrium.

# IN THE CENTER

04 APRIL 2002 • VOLUME 4 • NUMBER 14

## Nursing staff stars in new ad campaign

You might have heard a few familiar voices on the radio the past couple of weeks. They belong to KU Med nurses talking about the advantages of working at an academic medical center.

“Advancing the future of nursing” is the theme of KU Med’s new nurse recruitment radio ads. They feature Tammy Peterman, RN, vice president and chief nurse executive, Tom Campbell, RN, Operating Room, Stacy Smith, RN, nurse manager, Neurosurgery, and Beth Vandenberg, RN, director, Clinical Excellence Resource Development Services.

Radio stations Mix 93.3, KFKF 94.1, KUDL 98.1, Star 102 and Q104 are running the ads during morning and afternoon drive times.

To reinforce the radio spots,

similarly-themed print ads, such as the ad pictured below, will begin appearing in local and regional newspapers on Sunday, April 7.

*"You come to KU MED not just to be a nurse...but to be the best nurse you can be."*

Tammy Peterman, R.N.  
Vice President of Patient Care

There's a positive energy in the air. The pace is stimulating, the work is challenging, and the commitment is high.

This is nursing at KU Med, one of the country's most progressive and innovative academic medical centers. At KU Med, nursing professionals deliver world-class care in an environment where

**ADVANCING THE FUTURE OF NURSING**

opinions are respected, decision-making is rewarded, and teamwork is the order of the day. These are nurses who possess a keen desire to perform at the leading edge of their profession; to be an integral part of medical breakthroughs; to handle cases that other hospitals rarely, if ever, see.

And these nurses are rewarded with a salary and benefits package second to none in this area.

If you are ready for world-class nursing, contact us confidentially. Call 913-588-1227 or send your resume to KU Med, Human Resources, 3901 Rainbow Blvd., Kansas City, KS 66160.

**www.kumed.com**  
An Affirmative Action/Equal Opportunity Employer

The papers include *The Kansas City Star*, *Sun Newspapers*, *Kansas City Nursing News*, *Lawrence Journal-World*, *Leavenworth Times* and *Topeka Capital-Journal*. Ads will also run in the *Des Moines Register* and *Omaha World Herald* and three Missouri papers: the *Columbia Daily Tribune*, *Joplin Globe* and *St. Joseph News*.

Each of the four ads pictures a member of KU Med’s nursing staff. In addition to Peterman, they are Meredith Bradley, RN, Hematology/Oncology, Carolyn Caldwell, RN, Cardiovascular Care coordinator, and Chris Ruder, RN, director of Critical Care/ Cardiology and Organ Transplant.

## INSIDE

- 2 Read all about JCAHO
- 3 CME accreditation Auxiliary sale
- 4-5 Front and Center
- 6 Bequest benefits KUMC Swagerty VP of AMDA
- 7 What's News?
- 8 Ads and more ...

## coming up

Nursing graduate education open house  
School of Nursing Atrium

Thursday, April 11

4-6 p.m.

# JCAHO Quiz Answers – Patient Education

To help hospital employees prepare for the review by the Joint Commission on the Accreditation of Health Care Organizations, *In the Center* is running a series of 10 informational inserts. Here are the answers to last week's quiz on Patient Care. Remember to complete the quiz and turn in your answers to your unit manager or department head each week. Prizes for correct answers and most participation will be given.

- 1. Who must sign the Code Blue Resuscitation Form?**  
*c. Both a nurse and a physician*
- 2. A patient only needs one signed Blood Consent Form for every hospital admission.**  
*a. True*
- 3. How are medication errors reported?**  
*a. On the Medication Incident Report*
- 4. To help ensure medication safety, pharmacists review medication orders before they are administered.**  
*a. True*
- 5. An interdisciplinary nutrition therapy plan is developed, monitored and periodically updated for all patients at nutritional risk.**  
*a. True*
- 6. When physical restraints are a necessary part of a patient's care, which of the following must exist?**  
*e. All of the above (reason for restraint, a written physician's order every 24 hours, the type of restraint and a complete Physical Restraint/Constant Observation Documentation Flow Sheet)*
- 7. Alternative interventions and least restrictive methods should always be considered prior to ordering restraints.**  
*a. True*
- 8. Behavioral restraints are ordered when patients are at high risk for harming themselves or others due to violent or aggressive behaviors.**  
*a. True*
- 9. Goals of moderate sedation/analgnesia (conscious sedation) include all the following except:**  
*c. Induce unarousable sleep (The goals are relieve anxiety, decrease intensity of pain, partial amnesia and maintenance of protective reflexes.)*
- 10. If code blue drugs become outdated, contact Materials Management.**  
*b. False*

## It's nearing "showtime" for JCAHO review

Preparations for the upcoming Joint Commission on Accreditation of Healthcare Organizations (JCAHO) site visit will feature a bit of Hollywood glitz.

"Our theme for getting everybody prepared for this review is 'Star Search,'" said Kathy Robinson, who is the JCAHO coordinator. "It's meant to be a fun and educational way to encourage

all KU Med employees to realize their 'star potential.'"

Recent JCAHO leadership prep sessions featured Dorothy and the wicked witch from "The Wizard of Oz" (played by Tammy Peterman, vice president and chief nurse executive, and Robinson, assistant director of nursing, respectively), and the directorial debut of "Baron Von Page-Adams"

(in reality, chief operating officer Bob Page-Adams).

Other JCAHO preparation events will soon be rolled out for all employees, including a pre-review "cast party" and some surprise celebrity visits to departments and nursing units.

The JCAHO site visit is expected to occur between late May and mid-June.

# WHAT'S NEWS

AT KUMC

## Nursing education open house

The University of Kansas School of Nursing (SoN) is hosting a graduate education open house Thursday, April 11 from 4-6 p.m. in the SoN Atrium.

Prospective students can talk to graduate faculty and student affairs representatives about the SoN's master's and PhD programs.

For more information, call the Student Affairs department at 8-1619 or visit the website at [www2.kumc.edu/son/](http://www2.kumc.edu/son/).

## Street fair

The third annual KUMC Street Fair is coming up on Saturday, April 13 from noon-6 p.m. in the parking lot west of Dykes Library.

The event, a fund raiser for the School of Medicine's Silver City Clinic and the Rosedale Development Association, features rides, games, food and entertainment for all ages.

For more information, check out the Street Fair website at [www2.kumc.edu/students/sgc/streetfair/](http://www2.kumc.edu/students/sgc/streetfair/).

## Calling all Heart Walkers

Plans are well under way for this year's American Heart Association (AHA) Heart Walk slated for June 15 at 8:30 a.m. at Mill Creek Park.

KU Med is looking for team leaders to recruit 10-15 walkers, encourage walkers to raise \$200 each and participate in activities to raise awareness of the event on the KUMC campus. A luncheon for team leaders will be held Monday, April 15 from noon-1 p.m. in the SoN Atrium.

All KU Med walkers will receive a team T-shirt, and team leaders will receive special gifts.

Last year, the KU Med team raised \$40,000 and had more than 400 walkers. This year's goal is \$45,000 and 500 walkers.

KU Med is the largest local recipient of AHA research funds. During 2001-02, KU Med received nearly \$940,000 for heart-related research and education.

If you are interested in becoming a team leader or need more information, contact Amy Metcalf at [ametcalf](mailto:ametcalf).

## Take Our Daughters to Work Day

The University will participate in national Take Our Daughters to Work Day (TODTWD) April 25. Sons are also welcome to take part.

The half-day event begins with a light breakfast and a welcome from Donald Hagen, MD, executive vice chancellor, and his wife, Karen, in the School of Nursing (SoN) Atrium.

Children will visit their parents' workplaces and take part in an interactive workshop in the SoN.

Julie Russell, a dramatist, sociologist and nurse at the University of Missouri-Kansas City, will present a program about the history of TODTWD. The program concludes with a lunch in the SoN Atrium.

Participation is free, but parents must preregister. The program is limited to 100. Registration forms may be obtained in the University's Human Resources department, 1024 Murphy. For more information about TODTWD, visit [takeourdaughtersstowork.org](http://takeourdaughtersstowork.org).

## Swagerty elected vice president of AMDA

Daniel Swagerty, MD, MPH, associate professor of Family and Internal Medicine and associate director of medical education at the Center on Aging, was elected vice president of the American Medical Directors Association (AMDA). The announcement was made at the group's annual meeting March 23 in San Diego.

A certified long-term care medical director, Swagerty is active in providing medical direction, clinical care and education at KUMC, as well as two area long-term care facilities.

"This is a wonderful opportunity to serve our patients in long-term care and those health care professionals who care for them," Swagerty said.

AMDA is a national professional association committed to improving the quality of life of long-term care patients. It provides education, advocacy, information and professional development for medical directors and other physicians involved in long-term care.

## Bequest benefits two KUMC departments

A late writer for *The Kansas City Star* and *Vogue* magazine has left \$1.5 million for two programs at the University of Kansas Medical Center. The gift was announced March 28 by Robert Hemenway, KU chancellor.

One million dollars of Jessie Hodges Benton's gift to the Kansas University Endowment Association will support a professorship and research in the department of speech and hearing, honoring her parents.

"This wonderful gift has allowed the establishment of the Frank and Jessie McKoin Hodges Endowed Professorship in Childhood Deafness," said John Ferraro, PhD, chair of the department of hearing and speech. "In the near future, we will begin our search for a leader in this area to join our faculty."

The gift will help devise new ways to improve the communication skills of deaf and hard-of-hearing children. It will also support research on the causes, identification and treatment of pediatric hearing disorders.

The other \$500,000 goes to fund research on two of the major causes of blindness – glaucoma and macular degeneration – in the Department of Ophthalmology.

The longtime Kansas City, Mo., resident had a lifelong interest in both problems because of the experiences of her brother, who became deaf as a baby, and her stepmother, who became blind later in her life.

Benton, who died in 2000, was born and raised in Olathe and graduated from Wellesley College in Wellesley, Mass. She was married to the late William Benton.

"These gifts from Mrs. Benton's estate are wonderful memorials to her family members," said Hemenway. "They will support research that benefits both children and adults who face impairment of the precious senses of hearing and sight."

The gift counts toward the \$500 million goal of KU First: Invest in Excellence, the largest fund-raising campaign in KU history.



*The late Jessie Hodges Benton bequeathed money to two KUMC departments.*

# CME program earns top recognition

The School of Medicine's continuing medical education (CME) program has received a highly valued stamp of approval.

It has been granted a six-year accreditation renewal with commendation from the national Accreditation Council for Continuing Medical Education (ACCME). The program coordinates and administers post-graduate courses for physicians at the University of Kansas Medical Center and across the state.

A six-year renewal is the highest level of accreditation a program can receive and was given to only six percent of all candidates. A four-year reaccreditation is the standard designation.

"It is a feather in the cap of the medical school to have achieved this honor," said Joseph Kyner, MD, assistant dean for continuing medical education, who

received the notification March 25. "This honor should send a message to communities throughout the state that when their doctors attend our events, they are getting the very best. It demonstrates a vote of confidence for the program and the medical school."



*Joseph Kyner, MD*

Physicians must attend advanced courses and attain a certain number of continuing education credits annually in order to maintain their certifications to practice medicine. Educational events are held year-round at KUMC and in affiliation with Area Health Education Centers located throughout the state.

Accreditation is based on a CME program's ability to fulfill the standards set by the ACCME. Each program must demonstrate that it has identified and targeted the needs of its audience and has administered pertinent information efficiently and effectively.

## Auxiliary sets spring sale

Celebrate spring at the KUMC Auxiliary's annual plant sale Wednesday, April 24.

In addition to offering live plants and silk arrangements, the Auxiliary will sell baked goods, dried fruit, nuts and, for the first time, framed art. Some items will be located in the hall by the hospital cafeteria. Live bedding plants, rose bushes and trees will

be sold outside in the Auxiliary's garden area.

"We will have a wonderful selection of fresh, high quality plants at very reasonable prices," said Dorothy Ebner, chair of the Auxiliary sale. "Late April is the perfect time to plant a garden."

The Auxiliary sale coincides with Administrative Professional's Day, formerly Secretary's Day.

"This will be a great opportunity to purchase something for the person who makes your job easier. Many of our items will come packaged to give as gifts," Ebner added.

All of the proceeds from the Auxiliary's spring sale will help fund projects and programs benefiting the hospital, University and students.



## Scrub sale

*Andrea Bess, ENT, checks out the scrub sale in the Wyandotte Room March 29. The sale was a fund raiser for University of Kansas student nurses.*

## Go Hawks!

*Wendy Hildenbrand, left, and Mary Jane Youngstrom, both clinical instructors in Occupational Therapy Education, are pictured in their office with Jayhawk regalia. They decorated to show support for the Hawks in their national semifinal game in Atlanta. Hildenbrand holds a Jayhawk signed by the 1986 KU men's basketball team. Youngstrom was lucky enough to score tickets to the Final Four in a universitywide lottery.*

*Unfortunately, the Maryland Terrapins defeated the Jayhawks March 30.*



## Front & Center ...



## Women's History Month

*Bertice Berry, PhD, sociologist, author and educator, spoke in Battenfeld Auditorium March 29 as part of KUMC's celebration of Women's History Month.*

*Berry, who is noted for her humorous approach to difficult subjects such as racism and sexism, discussed the importance of understanding one's own personal history and the power of books and how they can influence your life.*

*Berry was the host of her own nationally-syndicated talk show, "The Bertice Berry Show," and also hosted a live interview show on cable television. She has been featured on numerous television programs, including "The Oprah Winfrey Show," "The Tonight Show with Jay Leno" and "BET Live."*

*A best-selling author, Berry autographed her books after the lecture. Pictured with Berry, center, is Karen Hagen, KUMC campus host, and Chuck Romero, diversity coordinator.*

## Eye Bank



*To spotlight eye donation, the Lion's Club Heartland Eye Bank handed out information across from the cafeteria during the week of March 25. The display was sponsored by KU Med's Donor Advisory Council, which provides ongoing guidance for KU Med's donation and transplantation programs.*

*The Lion's Club provides financial support and donates eyes for research in residents' surgical training, as well as corneas for transplant.*

*Janel Hanson, left, and Angie Vetter, both with the Lion's Club, look at an eye donation brochure.*

## Cancer benefit

*Leanne Gray, right, stands with Susan Henke Miller at the third annual "Giving-In-Style" fashion show March 16 at Lansing Middle School. Proceeds from the event benefit the Susan Henke Miller Breast Cancer Research Fund at KUMC's Kansas Cancer Institute (KCI).*

*The event, which was presented by the Kayettes Club, a girl's service organization at Lansing High School, was organized by Gray, a junior at the high school. She is the daughter of John and Laura Gray. John is the systems coordinator for KCI.*



## Doctor's Day

*KU Med celebrated Doctor's Day March 27 by hosting a breakfast for physicians in the Medical Staff lounge.*

*Five physicians and five residents were chosen as "Top Docs" from nominations made by hospital staff. The annual awards are sponsored by the Nursing department.*

*In the top photo, Michael Connor, MD, a fellow in Gastroenterology/Hepatology, gets his carnation and certificate from Noella McCray, RN, Unit 42, as Thu Janes, RN, Unit 53, looks on.*

*Top Doc Steven Wilkinson, MD, neurosurgeon, receives a carnation and certificate from Jennifer Kieltyka, RN, Parkinson's Disease and Movement Disorder Center.*

