When it comes to providing top-quality patient care, few people would deny that nurses play a central and indispensable role.

Among other duties, nurses carry out treatment plans, monitor patients’ progress, interact with friends and family members, and have more direct patient contact than any other single group of health care professionals. As such, they are vital to both the physical and spiritual well-being of their patients. In fact, for many patients, nurses are the face—and often the heart—of KU Med.

To recognize the crucial role nurses play in patient care, KU Med will celebrate National Nurses Week, May 8 through 12, with a number of activities. The Department of Nursing Central will give tote bags containing a customer service self-study inservice module to all RNs and LPNs on Tuesday, May 8. The department will also provide sack lunches for all three nursing shifts on Wednesday, May 9.

Kansas University Physicians Inc. (KUPI) will also host a reception May 12 for all KUPI caregivers, which includes medical assistants, nurses aides, nurse techs, LPNs, RNs, and ARNPs. The reception will be from 1 to 3 p.m. in the Prairie Room, Delp Cafeteria. Those attending will receive refreshments and a gift.

“Nurses Week is a time when we honor the many contributions nurses make to the care of our patients and the efficient operation of the hospital,” said Vice President of Patient Care Services and Chief Nurse Executive Lynn Churchill, RN, MS, MBA. “We appreciate what nurses do all year round. However, this is a time we can highlight the profession of nursing, and thank our nurses for the great job they do.”

Nurses Week, which grew from the celebration of Florence Nightingale’s birthday on May 12, is celebrated by health care organizations across the country. This year’s theme is “Nurses—Keeping the Care in Health Care.”

As Churchill noted, Nurses Week occurs at the same time as Hospital Week this year, a happy coincidence which allows KU Med to share both celebrations.

“All departments here at KU Med are closely related, so it’s good that we can work together to recognize other disciplines and employees,” Churchill said.

Churchill said the Nursing and Hospital Human Resources Departments have worked together to plan both events. In celebration of Hospital Week, all KU Med employees will receive a tote bag.
Why reach out?

Irene M. Cumming
President and Chief Executive Officer
KU Med

KU Med provides quality health and medical care for all Kansans and patients from throughout the Midwest. KU Med is known as “the hospital for Kansas.” Patients come here for diagnosis and treatment not available elsewhere. And, physicians provide outreach by taking their services throughout the state. KU Med physicians “reach out” because that’s how they provide care for all Kansans.

Executive Forum

There are many more ways KU Med achieves community outreach. Nurses, therapists, students and others provided health screenings for nearly 5,000 persons last year. Wellness programs held throughout the metro area reached more than 7,000 persons. Approximately 400 KU Med classes were offered by educators, nurse specialists, physicians and support groups.

A new outreach initiative is developing health and wellness relations with area corporations such as Proctor and Gamble, Aetna, Owens Corning, Blue Cross and Honeywell. KU Med is providing employee screenings, information and programs.

KU Med is reaching out to physicians throughout the state in several ways. An easily accessible physician consultation line is provided, so physicians can reach KU Med specialists. Follow-up letters and calls are made to physician offices to be sure their needs were met. KU Med provides physicians’ offices with health and wellness information for their patients and families.

An added benefit is the “new physician introduction.” Physicians throughout the state are sent information about all new physicians on the medical staff. This makes it easier for outstate and KU physicians to build ongoing relationships.

And, we continue to build and expand our outreach services. This helps fulfill our mission and role as “the hospital for Kansas.”

Mission-based management

Deborah E. Powell, MD
Executive Dean
KU School of Medicine

Leaders of schools of medicine across the nation are facing an increasingly complex task of meeting the patient care, teaching, research and service missions of their schools. To meet these challenges, many schools, including the KU School of Medicine, are implementing a management planning process called mission-based management (MBM). This process begins with the systematic collection and reporting of information according to clinical and non-clinical revenues and expenses, as well as faculty activities and contributions on a mission basis. MBM allows medical school leadership to understand and evaluate the commitment of resources to each of the school’s missions, the effectiveness with which the school serves each mission, and the extent to which each mission contributes to the school’s financial health.

This information will help better allocate resources to best achieve the mission priorities. MBM promises to be such a valuable tool for assisting the decision-making processes that it has been the focus of extensive development, evaluation and implementation by the Association of American Medical Colleges and many of its affiliated medical school institutions.

We have been actively involved in Phase I—development and implementation of the MBM process—for the past 12 months here at the KU School of Medicine. The Advisory Committee on Finance and Compensation (ACFC), comprised of medical school leadership and faculty at large, have worked to establish an MBM process that uniquely addresses the needs of our school. The ACFC began by structuring a conceptual framework which was then piloted in select departments. After obtaining feedback, the process was modified and subsequently tested in all remaining school departments. Additional feedback has resulted in further refinements of the plan. This will lead into Phase II which will be ready for completion in fiscal year 2001.
School of Allied Health research is diverse, interdisciplinary

By John Ferraro, PhD
Professor and Chairman, Hearing and Speech
And Associate Dean for Research, School of Allied Health

The KU School of Allied Health (SAH) comprises 10 different departments, and is the most diverse administrative unit within KUMC. As expected given its administrative structure, research activities within the SAH also reflect a wealth of diversity.

The school currently brings in nearly $1 million in external research funding. Much of the work associated with these projects involves interdisciplinary collaboration with other KUMC units such as KUMed, the Center on Aging, Cancer Services, the Children’s Development Unit, the Mental Retardation Research Center and various clinical and basic science programs within the Schools of Nursing and Medicine. Joint studies with faculty on the Lawrence campus also exist.

Some examples of current research initiatives within the SAH include:


“Clinical Measures of Linear/Nonlinear Processes,” Mark Cherthoff, PhD, associate professor, Department of Hearing and Speech.

“Aging and Selective Attention: Understanding Negative Priming,” Joan McDowd, PhD, associate professor, Department of Occupational Therapy Education.

“Motor Learning in Individuals Post-Stroke,” Patricia Pohl, PhD, assistant professor, Physical Therapy Education.

“Calcium Regulates the Structure/Function of the Nuclear Pore Complex,” Lisa Stehno-Bittel, PhD, associate professor, Physical Therapy Education.

As we strive to achieve the research goals outlined in the school’s new strategic plan for 2000-2003, we will work to augment our current research initiatives in several ways: by recruiting and sustaining research faculty in the allied health sciences, by increasing research collaboration among the departments in the SAH and other KU schools and centers, and by strengthening the research infrastructure of the SAH. Through these efforts we will foster the continued growth and development of competitive research within the SAH during the next three years and beyond.

Mission

(continued from page 2)

In Phase II, faculty will be asked to complete an annual survey to determine how much time they spend in various mission activities. This information will be coupled with selected metrics defined by the ACFC, which are intended to measure the level of patient care, teaching, research, and service generated by the school, its departments and faculty. From this data, the school can measure output against benchmarks established by the project steering committee. The information will provide data for evaluating the effectiveness of faculty deployment, and facilitate decisions regarding how to best focus future efforts. Finally, the MBM process includes the collection and analysis of financial data to determine ways each of the school’s missions contribute to overall financial performance and uses for school funds to support these activities. With this information, the school’s leadership can allocate scarce medical school funds to best support mission priorities.

We anticipate continual refinement of the MBM process over the next several years. The ACFC believes this current MBM process is an excellent start on a tool that will continually provide extremely valuable information for managing the school in the years to come.
Patients with Parkinson’s Disease and other neurological disorders, as well as family and friends, gathered from across the nation April 16 for “Celebrating Five Years of Deep Brain Stimulation—Giving Life Back To Those Who Live Life.” The event, hosted by Steven Wilkinson, MD, Neurosurgery, and Rajesh Pahwa, MD, Neurology, brought together former patients whose tremors have been improved thanks to the deep brain stimulation procedure pioneered at KUMC.

Helen Copeland of Volunteer Services displays just a small portion of the flowers that were delivered to KUMC for Secretary’s Day, April 26. The KUMC Bookstore also sold carnations for the occasion.

Gene Gibson of Parking and Landscape Services, center, was honored with a reception April 28 on the occasion of his retirement from KUMC. Gibson, shown with co-workers Billy Shumate, left, and Jamie Howe, also received a certificate of recognition for his 12 years of service to the department.

Class of what? Alyson Berry, left, Joni Thayer, Tiffany Spratt and Lynn Butler showed their class spirit during the School of Nursing Senior Celebration, April 28 at the Hyatt Regency Crown Center.
During the past few weeks, Larry Beets, left, and Willy Wyrick of the KUMC Paint Shop cleaned and repainted the Clendening Fountain and surrounding areas in preparation for spring and upcoming alumni and graduation events. The fountain is expected to be refilled and operational by early next week.

The KU School of Nursing hosted a hands-on presentation for kids during Take Your Child to Work Day, April 27. At right, Nicole DeJanes learns how to use a stethoscope on a mock patient. Below, nursing student Millie Ables, left, spends some time visiting with Rebecca Casparian, Natasha Richardson, Nicole DeJanes and Katelyn Meeker.
School of Nursing students create Y2K time capsule

As the KU School of Nursing moves forward into a new building, students are busy preparing a record of the past. A time capsule, containing relics of the year 2000, will be dedicated at the Alumni Open House for the new School of Nursing Building, May 13.

“We have compiled a number of items for the time capsule, including School of Nursing scrubs, an IV starter kit, a foley catheter kit and menus from some local establishments,” said Christina Kucenic, one of the nursing students in charge of the project. “Each item has a brief description with it. We don’t know when it will be opened, whether it will be in 30 years, 50 years or more. That’s up to the students of the future.”

At the May 13 dedication, Kucenic will make a brief dedication speech, and School of Nursing Dean Karen Miller, RN, PhD, FAAN, will screw in the last bolt on the capsule. The container will be displayed in a glass case in the new building until opened by future generations.

Upcoming events

Sunday, May 7:

The Student Wellness Program will sponsor a Study Break open to all students, from 9 to 10:30 a.m. in the Courtyard Café. The break includes food and stress relievers.

KUMC received national media coverage last month when Assistant Professor of General and Geriatric Medicine Patrick Moriarty, MD, appeared on cable’s Family Health Channel. Dr. Moriarty spoke on the benefits of EVISTA, a drug approved for the treatment of osteoporosis.

On a local level, KUMC made headlines on WDAF-4 with Professor of Gastroenterology/Hepatology Richard McCallum, MD, and his gastric pacemaker program. Professor of Vascular/General Surgery William Jewell, MD, was also spotlighted on WDAF, discussing the importance of running biopsies on moles that are removed. In addition, Associate Professor of Neurology Sharon Lynch, MD, was interviewed by three television stations, radio station KMBZ-AM 980 and The Kansas City Star for her work on the CORAL study, which tests a new oral medication for multiple sclerosis.
**Genome director speaks**

Francis S. Collins, MD, PhD, director of the highly publicized human genome project, will present “The Human Genome Project and the Future of Medicine” from 11:30 a.m. to 12:15 p.m., Friday, May 5 in Wahl Hall East. Dr. Collins is director of the Genome Program at the National Human Genome Research Institute, National Institutes of Health, Bethesda, Md. In this role, he oversees the complex multidisciplinary project aimed at mapping and sequencing all human DNA. Dr. Collins will also present “Reading Our Own Instruction Book: The Human Genome Project” at 9 a.m. May 5 at the City Stage Theater, Science City at Union Station, 30 W. Pershing Road, and “The Human Genome Project: Constructing Biology’s Periodic Table of the Elements” at 2 p.m. May 5 in Room 130, Budig Hall on the KU Lawrence campus.

**Masons Day**

The Kansas Cancer Institute (KCI) will host the Fifth Annual Masons Day, May 5, from 8:30 a.m. to noon in the Francisco Lounge and Battenfeld Auditorium. The event is held each year to recognize the Kansas Freemasons, whose contributions help fund many KCI programs. Presenters will include Professor of Surgery and KCI Director William Jewell, MD; KCI Coordinator Rebecca Hegarty; Associate Professor of Preventive Medicine John Neuberger, MD; Professor of Medicine and Interim Director of the Division of Clinical Oncology Stephen Williamson, MD, and Director of Surgical Pathology, Pathology and Laboratory Medicine Ossame Tawfik, MD, PhD. A lunch featuring remarks by Vice Chancellor for Administration Ed Phillips will follow.

**CMN ‘Miracle Fish’**

Show your support for Children’s Miracle Network (CMN) by stopping into your local Long John Silver’s and buying a “Miracle Fish.” All proceeds from the paper fish will go directly to CMN. The promotion will continue through May 31. If you want to help CMN in a different way, sign up to volunteer for the CMN Radiothon, June 1-4, or the CMN Telethon, June 3-4. Volunteers are needed for a variety of positions and shifts. All volunteers will receive a free T-shirt and refreshments. For more information or to sign up, contact Danielle Wolfe, ext. 8-8009, or e-mail <dwolfe>.

**Burn camp**

Firefighters from several Kansas City, Kan., firehouses will be collecting money at the corner of 39th Street and Rainbow Boulevard on Saturday, May 6 to help send children to burn camp. The fundraiser, which will run from 10 a.m. to 3 p.m., is in conjunction with the Burnett Burn Center. If you’re at the Street Fair Saturday—or just in the neighborhood—stop by and make a donation to help young burn victims go to camp.

**Volunteers needed**

Volunteers are needed to work from 10:30 a.m. to 2 p.m. at the Executive Vice Chancellor’s Graduation Luncheon, May 20. If interested in helping to celebrate the future of KUMC health professionals, call Shelley Bratton, ext. 8-1252 for a registration form.

---

**visit us online at:**

http://www2.kumc.edu/publications/inthecenter/
**FOR SALE:**

RCA console AM/FM radio/record player combo, incl. extra set of speakers, $75. Call 913-432-7859 after 6 p.m.

Golf equipment, men’s & women’s, incl. woods, putters, bags, cart, very good, cheap. Call 913-362-2492.

Acer Extensa 380D laptop computer, 233 MHz Intel Pentium processor, 12.1” high contrast LCD, 128-bit graphic accel., 2 gig memory, 3-hour battery life, 20X CD-ROM, USB, ZV port & Cardbus support, built-in fax/modem up to 60 kbps, external hot-pluggable disk drive, 1.1 MB video RAM, all Windows 97 programs, $850 OBO. Call 913-558-7841.


Antique oak dresser, $325; antique curved sofa w/coffee table, $1,000; Kimball studio piano, $1,500. Call 913-649-8586.

Ludwig 14 piece drum set, dbl. bass, good cond. Call Diter, 913-621-2708.

24” x 72”, $60; red leather sofa, $120; recliner, $100; wooden coffee table, $1,000; Kimball studio piano, $1,500. Call 913-649-8586.


WANTED:

“Little Tykes” outdoor activity set w/slide. Call 913-393-6369.

**HOUSING:**

For Rent: 2BD house near Swope Park, close to bus line & schools, avail. May 1, $350/mo., w/deposit. Call 816-916-6979, leave message.

For Sale: 3BR, 2 ½ BA house in Olathe, w/4BR in fin. basement, 2 car garage, new appliances & windows, fenced yard, $123,500. Call Ken or Gretchen, 913-393-3226.

**WANTED:**

Healthy adult subjects, 18-50 years of age to participate in non-invasive study of memory and learning. Involves 1 hour visit to the Cognitive Neuroscience Lab for the recording of event-related brain potentials (ERPs or brain waves). For more information, contact Jennifer Vavoul, ext. 8-5997.

The Kirmayer Fitness Center will offer special rates on massages May 8-19. Kirmayer members can get three 30-minute massages for $54; the price for non-members is $90. Three 60-minute massages are also available. The price is $90 for Kirmayer members, and $120 for non-members. For more information, call ext. 8-7706.

**STUDY SUBJECTS WANTED:**

Persons age 6-65 years with mental retardation and aggression, destructive behavior and/or self injury wanted for drug study. May also have autism. No seizures for the past year. Contact Dr. Jennifer Zarcone, ext. 8-6473.