

# IN THE CENTER

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## Construction to Begin on New Biomedical Research Building

Ground will be broken Friday, Sept. 19, for a University of Kansas Medical Center state-of-the-art biomedical research building where researchers will tackle stroke, AIDS, diabetes and other debilitating illnesses that affect citizens across the state and region.

The KU Biomedical Research Center will help KU and the Kansas City area in becoming a national research center in the life sciences, said KU Chancellor Robert Hemenway, PhD.

The 11 a.m. groundbreaking ceremony will be near the future site of the building, at the northeast corner of 39th Street and Rainbow Boulevard. Construction of the 205,000-square-foot facility will cost about \$56 million.

The Hall Family Foundation of Kansas City provided \$27 million



toward construction of the building. The gift was a part of the \$42 million commitment the foundation made to the Kansas University Endowment Association in 2001. The majority of the additional funding needed was raised through state-supported bonds.

Hemenway said the five-story building was designed to foster collaboration among researchers exploring the nature of disease.

“The life sciences require an interdisciplinary approach for successful, multidimensional studies,” Hemenway said. “To unravel the mysteries of disease and debilitating conditions, we need to create an environment that will attract top researchers and foster collaboration.

“The impact of their research efforts will reach far beyond the Greater Kansas City area. People the world over who suffer from stroke, AIDS, diabetes and other debilitating illnesses will be touched by what happens here. In addition, the center will dramatically boost the

economic development of this region’s life sciences initiatives.”

The building will feature state-of-the-art equipment, administrative space, support space and laboratories that can be configured into flexible suites suitable for current and future research requirements. It will house scientists in KU research programs such as neuroscience, reproductive biology and proteomics, a field that examines the structure of proteins and how they can be used to treat diseases. Each research group in the facility will have between 15,000 and 20,000 square feet of office, research support and laboratory space.

Laboratories for biochemistry and molecular biology, toxicology and pharmacology, and the School of Allied Health will be included. Researchers will integrate information from the study of proteomics, genes and chromosomes or genomics, and biological systems.

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Irene Cumming, KU Med President and Chief Executive Officer

## Hospital, Physician Issues Intertwine

Activity a thousand miles away could have a significant impact on KU Med and our medical staff.

Congress is working on changes to the Medicare program. While most of the media attention focuses on a Medicare prescription drug plan, there is also a push to stop reductions in Medicare reimbursements, especially for teaching hospitals and physicians.

That's the reason KU Med organized a trip to Washington, D.C., last week. Chief of Staff Bill Barkman, MD, joined me to help present the case for our physicians. Representatives of the hospitals associated with the Wichita campus of the University of Kansas School of Medicine were also in attendance.

Hospital and physician issues are more related than they might appear. For example, a recent study indicated that about 40 percent of urban family physicians in Kansas no longer accept new Medicare patients. A significant reduction in physician payments would make access to primary care even more difficult for seniors and might, in turn, increase their reliance on hospital-based care at a more advanced stage of illness.

Unless Congress intervenes, that could happen. The federal government recently announced that the reimbursement doctors receive from Medicare will be reduced by 4.2 percent in 2004. However, the formula used by the government to

determine the amount physicians receive is badly flawed.

Dr. Barkman made a strong case for congressional action to preempt that cut. We made it clear that, as a hospital, we support efforts to revamp the formula, and we specifically advocated an increase of at least 1.5 percent in 2004 and 2005. One version of the Medicare reform bill includes such an increase.

Another concern we addressed together is the reduction of rates for Indirect Medical Education (IME). This is funding through Medicare for teaching hospitals. Medicare rates in general do not reflect the added costs that teaching hospitals incur, so teaching hospitals receive additional reimbursement through IME in Medicare.

(There is also a GME or Graduate Medical Education reimbursement add-on through Medicare. KU Med directly passes all that money on to the School of Medicine.)

The problem is that IME rates have been steadily cut back, taking away much-needed funds from teaching hospitals, including ours. Between 1997 and 2002, IME payments were cut by 15 percent. During the current federal fiscal year alone, teaching hospitals have been hit with an additional 15 percent cut. We advocated restoring IME funding to at least the 2002 level.

We recognize that budgets for the federal and state governments

are tight. However, reducing funds for teaching hospitals and physicians will wind up costing more money to taxpayers through the loss of programs and limited access to care.

Currently, House and Senate conferees are combining their versions of the Medicare bill and negotiating a final product that both chambers can pass. It is proving to be a difficult task because there are significant differences between the two bills.

When meeting with our legislators, we also discussed issues such as reimbursement policies for oncology drugs, the market imbalance created by certain kinds of boutique or niche hospitals and funding for health professions grants. It was our hope to put a Kansas face on these issues.

Our visit was well received, and I am confident that we helped bolster the case that members of the Kansas congressional delegation can make as the Medicare work continues. We will continue to play an active role in advocating for policies that are important to hospitals, physicians and our patients, and we will keep you informed of our progress.

# Center Incubates Best Ideas and Brings Them to Market

Incubators protect fragile beings, surrounding them with a protected, nurturing environment where they can grow up healthy and strong. A business incubator does the same thing for good ideas that need a healthy place to grow.

On Friday, Sept. 19, the KUMC Research Institute will host a ribbon-cutting ceremony for a community-based, life science incubator at 3800 Cambridge Street. The ceremony will immediately follow the 11 a.m. groundbreaking of the Biomedical Research Center.

“It is appropriate that the two ceremonies will be linked,” said Donald Hagen, MD, KUMC executive vice chancellor. “The Biomedical Research Center represents leading-edge science. The Biotechnology Development Center is a place where those scientific discoveries can result in new business opportunities. This is where the fledgling biotech companies can grow and become a tremendous force in the Kansas economy.”

The two-story Biotechnology Development Center of Greater Kansas City (KCBDC) features 6,000 square feet of combined office and wet lab space, an environment where life science technologies can grow into life science companies.

For the past seven years, the incubator served the KUMC faculty. Xenotech, the most recent company to be housed in the building, grew from one to 68 employees in six years and recently moved to its own facility in Lenexa, Kan.

After renovating the building to include office spaces for seven start-up life sciences companies, the KUMC Research Institute is re-opening the facility as a community-based incubator available to all biotechnology entrepreneurs.

“Having a place for entrepreneurs to grow their businesses is vital to their success,” said Tom Noffsinger, PhD, executive director, KUMC Research Institute. “At KCBDC, entrepreneurs can tap a variety of resources unique to life

science technologies.”

Services include business development and market strategy, collaboration with scientific researchers and access to animal care facilities in close proximity to KUMC.

KCBDC is managed by a partnership that includes the Ewing Marion Kauffman Foundation, the Kansas Technology Enterprise Corporation, KCCatalyst, the Unified Government of Wyandotte County/Kansas City, Kansas, and Kessinger Consulting Associates.

*Construction, continued from page 1*

The research will also focus on child development and applied neuroscience to answer questions about diseases such as Alzheimer’s, Parkinson’s, stroke, epilepsy, deafness and communication disorders.

Joan Hunt, university distinguished professor and senior associate dean for research in the School of Medicine, is among the faculty members who will bring their research programs to the Biomedical Research Center.

Hunt, an internationally recognized researcher on communication networks between mothers and babies during pregnancy, has been continuously supported by the National Institutes of Health. Her studies have helped physi-

cians develop new treatments for infection-associated pre-term labor and infertility in women.

“Researchers look forward to developing KU Medical Center as a regional and national center of excellence in biomedical research,” she said.

Hunt recently was named to the National Advisory Research Resources Council of the National Center for Research Resources of the NIH. She is the first person at the University of Kansas to be named to one of the NIH councils.

“The position will provide me the opportunity to speak for Kansas as research resources are considered,” Hunt said.

The Biomedical Research Center should be completed by 2006.

## 97 Percent Club Members

The KU Med switchboard handles more than 120,000 incoming calls each month. Three shifts of 16 opera-

tors answer phones nonstop, 24 hours a day. All operators must answer at least 95 percent of all incoming calls.

An elite few who maintain a 97 percent or higher answer rate on all calls for one year become members of a special "club" and receive gift certificates. This year's honorees included Linda Guinnip (front), Lois Anderson (left) and Mary St. Clair (right). They are pictured with Brenda Paige (back center), switchboard technology supervisor.



Front & Center

## Books Galore

Loretta Burdiss, billing supervisor, Pathology, and her grandson, James Drake, pick out children's books at the "Books Are Fun" Book Fair in Stoland Lounge, sponsored by the Division of Student Services. All proceeds from the Sept. 4-5 event will directly benefit students currently enrolled at KUMC.





## Psychology Award

Bruce Liese, PhD, professor, Family Medicine, was recently honored with the first Presidential Citation for Distinguished Service to Division 50 from the American Psychological Association. Liese was a founding member of the division, which focuses on addictions and addictive behaviors. He has edited and published the division's *Addictions Newsletter* for the past nine years.

## Volunteering Fun

KUMC and United Way of Wyandotte County hosted their first joint Volunteer Job Fair on Sept. 3 in Hixson Atrium. About 70 area non-profit agencies took part in the event. Below, Sarah O'Bryan (left) and Jennifer Keeney handed out flyers on the "Top 10 Reasons" you should volunteer at the Kansas City Zoo.



Others taking part were (left) Mike Rodak with the Boy Scouts and Jackie Bostic with the Girl Scouts.



## Happy 40th Anniversary!

Judith McGuire (above with corsage) celebrated 40 years of service to KU Med and the Physical Therapy Department with a reception in her honor Sept. 4. Attending the celebration were (from left) Sally Brandt, PhD, director of Rehabilitation Services, Bonnie Swafford, manager of Physical Therapy, and Patricia Sanders-Hall, vice president of Ancillary Services.



# Five Star Performance: Prompt Service

In 2001, KU Med introduced a hospital-wide customer service initiative called “Five Star Performance” and established standards of behavior to help employees achieve service excellence.

This is one in a continuing series of articles that honors employees for their exceptional performance in 10 key areas: helpful attitude, professional appearance, prompt service, communication, response to patients’ needs, elevator courtesy, privacy, safety awareness, teamwork and personal pride.



**Juanita Valiant**  
**Health Care Associate**  
**Unit 41**

“Patients and co-workers consistently report that Juanita is very prompt in responding to any need,” said Noella McCray, nurse manager, Unit 41, who nominated Jaunita. “She also takes initiative and does things that need to be done before being asked.”

Jaunita said when people ask her why she is always smiling, she replies, “Why not?”

“I love helping people. I’m happy and outgoing. It’s just part of who I am. Working at KU Med helps me to appreciate life more. When I see what others are going through, I realize that I have no complaints.”

Others nominated include:

- **Allison Blankenship, RN,** Surgical Intensive Care Unit
- **Sara Cleveland,** Rehabilitation
- **Jan Coons, RN,** Surgical Intensive Care Unit
- **Mike Eckstein, RN,** Surgical Intensive Care Unit
- **Theresa Isabell, RN,** Same Day Surgery
- **Vicki Koehly,** Medical Records
- **Mary Lynn McCathy,** Medical Records



**Adrianna Sauls**  
**Mental Health Technician**  
**Psychiatry**

Adrianna Sauls knows the importance of building good relationships with her patients and their families, as well as with physicians and nurses in her department.

“I try to become comfortable with my patients so they will become comfortable and feel at ease talking to me,” she said. “I try to not only help them while they are here, but work with them to develop a plan on what they will do when they leave.”

Her manager, Laura Burch, said: “Adrianna goes out of her way to make sure that her patients’ needs are met. She establishes rapport easily with patients and their families and is able to anticipate their needs. Her approach to patient care is extremely positive, and she always greets patients with a kind word.”



**Nancy Fike**  
**Patient Registration Rep**  
**Admitting**

Since Nancy Fike is usually the first person patients encounter when they’re admitted to KU Med, she strives to make their first impressions lasting, positive impressions.

“The patient comes first,” she said. “I give patients my immediate attention. I try to make them comfortable while they are waiting for a room. I’ll get them blankets, glasses of water or cups of coffee – whatever it takes.”

Her manger, Fran Gebhardt, said: “Nancy is so gracious and kind to patients. She is sensitive to their needs and acts as a facilitator whenever necessary to make sure their needs are met. She is a five-star employee.”

## New Hospital Ads

The hospital will unveil its new fall ad campaign Friday, Sept. 18, 2-4 p.m. in Battenfeld Auditorium.

The campaign will debut Sept. 21 and run through Nov. 22. It includes three television ads, three radio ads, four print ads and various billboards throughout the metropolitan area. The ads will position KU Med as the region's premier academic medical center.

All hospital employees and staff are invited to attend the presentation to learn more about the campaign and see and hear the new ads.

## New Appointment

Dorothy Knoll, PhD, KUMC dean of students, recently named Lisa Erwin the new director of Student Financial Aid and assistant dean for Information Systems in the Department of Student Services. In her new position, Erwin and her staff will provide financial aid services to KUMC students through scholarships, grants and loans.

In addition, Erwin will continue to work with the PeopleSoft Student Administration System, which provides students computer access to a wide range of information, including admissions, enrollments, tuition and fees, student records and more. Erwin is also working on a new student financial aid system that will

be implemented as part of the PeopleSoft Student Administration System in January 2005.

## Urology News

J. Brantley Thrasher, MD, chief of Urology, and John Weigel, MD, professor of Urology, were both recently honored as "America's Top Physicians." They were included in the "Guide to America's Top Physicians" by the Consumers' Research Council of America.

The Washington, D.C., independent research company based the selection process on a point value system that awards points to physicians for education, years in practice, affiliations with professional associations

and medical board certification. Last year, Thrasher was included in the "Best Doctors" database and was recently notified of his inclusion again this year. Physicians are included based on the results of an extensive, confidential peer-review process.

Jeff Holzbeierlein, MD, assistant professor of Urology, was recently awarded a Bridging Grant from the Kansas University Research Institute. Holzbeierlein's work centers on prostate cancer and specifically the genetic targets of the androgen receptor in prostate cancer. Holzbeierlein and Benyi Li, MD, PhD, assistant professor of Urology, are also exploring novel inhibitors of the androgen receptor and its targets.

## SoM Student Wins Award

Jeff Statland, a third-year student at the University of Kansas School of Medicine, recently received the Howard Hughes Medical Institute (HHMI) Continued Fellowship for Medical Studies. The fellowship provides a \$21,000 annual stipend and a \$16,000 education allowance for up to two years as Statland completes his medical studies.

Last year, Statland did research in the Laboratory of Cellular and Synaptic Neurophysiology at the National Institute of Child Health and Human Development in Bethesda, Md.

Statland, who is in his first rotation in obstetrics and gynecology, hopes to gain clinical experience that will help guide his approach to research and exploring scientific questions in the future.

A panel of senior scientists at the National Institutes of Health selected winners of the HHMI award based on their research and recommendations from principal investigators. Since the program's inception in 1988, HHMI has supported 841 fellows, many of whom have chosen to pursue careers in academic medicine and research.



Jeff Statland

## Classifieds, etc.

### Automotive:

1987 Chevy Astro van, excellent condition, runs well, automatic, power steering/windows, \$1,000. 913-980-8044.

1990 Accord EX, teal, 4-door, 5-speed, manual, sunroof, power windows/locks, alloy wheels, spoiler, tinted windows, 142K, excellent condition, well maintained, \$2,950. 816-444-0780.

1991 Mitsubishi Montero, blue, good condition, 4-wheel drive, automatic, A/C, 120K, good student car, \$1,500 OBO. 913-789-7386.

1991 Dodge pickup, 2-door, hatchback, red, excellent condition, \$1,500 OBO no lower than \$1,200. 816-241-6116.

1991 Chevy Camaro Z28, 5-speed, nice car, \$3,500 OBO. 816-763-1082.

1999 Honda Passport EX, loaded, very clean, \$14,000. 913-384-4417.

### For Sale:

Oak roll-top desk with wooden desk chair, \$450. 913-709-5838, leave message.

Cub Cadet 3240, 40th anniversary edition, riding lawnmower, 22 hp, 54" deck, 160 hours, power steering, cruise control, hydrostatic transmission, 2½ years into 5-year/500-hour warranty, \$5,000. 816-792-4425, evenings.

Beautiful, formal, long gown, pale lilac, size 10, never worn, princess-style bodice, wrap to match, \$50 firm. 913-422-5360.

Compaq Presario laptop, 1 year old, with Windows XP and Microsoft Money complete package, asking \$600, will take \$500. 816-241-6116.

Peach/seafoam green striped sofa and love seat with 3 stone/white-washed tables, \$500 OBO; white-washed dining room set, 6 chairs, leaf, large hutch, \$400 OBO. 913-709-6918.

3 Dooney & Bourke handbags: cream with British tan trim, large sling, slightly used, \$70; black medium drawstring, like new, \$125; denim with red trim, medium hobo, \$65; Coach handbag, cream, small camera bag, slightly used, \$65; Nine West black vinyl day pack, \$25; DKNY small black signature hobo with silver clips, \$30. 816-419-8263.

### Wanted:

At least 2 tickets to the Chiefs/Broncos game Oct. 5. 816-444-4389.

### Free:

Sofa bed, double-size, fair condition, you pick up. 913-226-5661.

## Coming Up

### Friday, Sept. 12

- 10th annual Heartland Long-Term Care Symposium, 8 a.m.- 5 p.m., School of Nursing.
- Treads & Threads gala benefiting the Cancer Center at KU Med, 6 p.m.- midnight, Kansas Speedway.

### Saturday, Sept. 13

- Helen Gold 5K Race/Walk to benefit KUMC Parkinson Disease Center, 7:30 a.m., the Fountains Center, Overland Park, Kan.

### Monday, Sept. 15

- Prostate cancer awareness display, 11 a.m.-1 p.m., outside cafeteria. Continues Tuesday.

### Thursday, Sept. 18

- "Manuscript Submissions: Responding to Peer Reviewer's Comments," Jasjit Ahluwalia, MD, 7:30-8:30 a.m., 1050 School of Nursing.
- KU Med advertising campaign presentation, 2-4 p.m., Battenfeld Auditorium.

## Helmet Giveaway

A "bike rodeo" will be a highlight of Operation Helmets for Kids on Saturday, Sept. 27. The event will be held in conjunction with the KUMC Street Fair and the Rosedale Parade from 10:30 a.m.-1 p.m. in the parking lot at the corner of 36th and Rainbow Boulevard.

From 300 to 500 bike helmets will be distributed to area children. The event will also offer a bike safety course and bike safety instruction. The event is co-sponsored by the Kansas Chapter of the American College of Emergency Physicians and the Phoenix Foundation of Greater Kansas City.

## IN THE CENTER

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

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

Barbara Jaekel, Editor  
Val Renault, Senior Writer  
Kevin White, Senior Graphic Designer  
Jan Lewis, Editorial Manager  
Mary King, Communications Services Director

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