

# IN THE CENTER

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## Tempting Food, Entertainment Delight Treads & Threads Guests

More than 1,950 people had a good time for a good cause Sept. 12 at the second annual Treads & Threads gala at Kansas Speedway, benefiting the Cancer Center at The University of Kansas Hospital.

“We expect to exceed the \$280,000 raised at last year’s gala,” said Janice Benjamin, vice president of Development for the hospital. Benjamin helped coordinate the event along with Treads & Threads co-chairs Mark and Stacy Parkinson and U.S. Senator Pat Roberts and his wife, Franki, and a steering committee of community and hospital leaders. Honorary chair Larry Moore of KMBC-TV, a former cancer patient, served as event emcee.

Irene Cumming, president and chief executive officer of The



The Temptations Review, featuring Dennis Edwards, took to the stage at Treads & Threads.

University of Kansas Hospital, welcomed guests and thanked them for their support. She said that all proceeds from this year’s event would be used to enhance patient services in the newly expanded outpatient Cancer Center.

“By your support, you show your trust and confidence in us,” Cumming said. “Let me promise you that we will honor that trust in our stewardship of the money raised tonight and in our commitment to being the center for advanced medicine.”

Sponsors and patrons enjoyed a pre-event party that included photos in Victory Lane and a ride around Kansas Speedway’s track in a pace car.

Guests in creative black-tie –

many sporting NASCAR attire – sampled food from the area’s finest restaurants and caterers and traveled back in time with the soulful sounds of The Temptations Review, featuring former lead singer Dennis Edwards. Hits such as *My Girl* and *I Can’t Get Next to You* brought hundreds of people to their feet and onto the dance floor.

Following a fantastic fireworks display that lit up the night sky, guests continued to dance until midnight to the music of Chicago’s Bill Pollack Orchestra, which delighted the audience with its unique blend of rock and roll, big band, jazz, and rhythm and blues.

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# Ad Campaign Positions Hospital as Region's Premier Academic Medical Center

Hospital employees and medical staff are invited to stop by Battenfeld Auditorium from 2-4 p.m. Thursday, Sept. 18, to see and hear the new fall advertising campaign. It is designed to continue to position The University of Kansas Hospital as the region's premier academic medical center.

The campaign, which debuts Sept. 21 and runs through Nov. 22, includes television and radio commercials, print ads and billboards. A 2004 campaign will begin in January and run through May.

Last week, the Authority Board approved the formalization of the hospital's name from KU Med to The University of Kansas Hospital. The ad campaign also introduces the new formal name and logo to the public.

"Sustained advertising helps the hospital maintain its unique niche within the marketplace and differentiates it from competing hospitals," explained Julie Amor, director of Marketing. "It also serves as a foundation for our recruitment initiatives."

The campaign features themes and concepts that support the hospital's strategic initiatives – cancer, cardiology, quality and primary care.

Television, print and billboard ads feature physicians who represent these key initiatives and build a connection with consumers through repetitive images. Physicians in the ads include: Sarah Taylor, MD, cancer; Loren Berenbom, MD, cardiology; Amy O'Brien-Ladner, MD, quality; and James McDonald, MD, primary care.

TV ads will run during news broadcasts and prime time on KCTV, KMBC, KSHB and WDAF. Radio ads will target drive times and daytime hours on KCMO-FM, KBEQ-FM, KFKF-FM, KMXV-FM, KSRC-FM, KUDL-FM and WDAF-FM.

Print ads will appear in various newspapers, magazines and programs including *The Kansas City Star*, *Kansas City Business Journal* and the *Lawrence Journal-World*.



## Pingleton Named Internal Medicine Chair

Barbara Atkinson, MD, executive dean of the School of Medicine and vice chancellor for Clinical Affairs, announced Sept. 12 the appointment of Susan Pingleton, MD, as chair of the Department of Internal Medicine. Pingleton has served as interim chair since July 2002.

"Dr. Pingleton is uniquely qualified to lead the School of Medicine's largest clinical department," Atkinson said. The department includes the divisions of Cardiology, Dermatology, Immunology and Rheumatology, Endocrinology, and Pulmonary and Critical Care Medicine.

Pingleton received her under-

graduate and medical degrees from the University of Kansas. She completed her internship, residency and fellowship training at KUMC and became board certified in internal medicine and pulmonary disease, as well as in critical care medicine.

Her career in academic medicine began in 1977 at the University of Missouri-Kansas City School of Medicine, where she was an assistant professor, then full professor and head of the division of pulmonary disease. Pingleton returned to her alma mater in 1982 to become associate professor of Medicine and director of clinical investigations in

the division of Pulmonary and Critical Care Medicine.

"During the past 21 years at KUMC, she has devoted her life to the critical care of patients with end-stage pulmonary disease, to the teaching of future pulmonary physicians and to organizational improvement and leadership within the institution and the health care system," Atkinson said.

Pingleton is a member of the Graduate Medical Education Committee and senior medical director for The University of Kansas Hospital.

# National Quality Initiative Report Released

This week, 23 Kansas City-area hospitals issued the first in a series of public reports about the quality of care provided to patients. The report, a pilot program of the National Quality Initiative, is available online at [www.healthykansascity.org](http://www.healthykansascity.org).

The University of Kansas Hospital has taken a leadership role in getting local hospitals to participate in the program. The report focuses on compliance with standards of treatment for heart attack, heart failure and community-acquired pneumonia (CAP). Data was collected during the last two quarters of 2002 and the first quarter of 2003.

According to the report, The University of Kansas Hospital ranks first among area hospitals in heart attack and ties for second in heart fail-

ure. Standards of care for heart attack consist of giving patients aspirin and beta-blockers within 24 hours of arrival, prescribing these drugs at discharge and providing medication if heart function is impaired. For heart failure patients, standards of care call for a diagnostic test to determine if heart function is impaired, if the test has not been done before, and prescribing medication, if needed.

“Our compliance with standards of treatment for pneumonia indicate much need for improvement. In fact, we ranked last among area hospitals,” said Irene Cumming, president and chief executive officer of The University of Kansas Hospital. “On a positive note, we’re taking several steps to improve our treatment standards.”

A CAP multidisciplinary team has been formed. It includes representatives from the Emergency Department, Family Medicine, Internal Medicine and Pediatrics, departments where pneumonia patients are often treated.

Working with staff from Organizational Improvement, the team is making improvements in the way orders and charts are completed for pneumonia patients. Changes are also being made to the chart review process.

“Improved quality and patient care are the ultimate goals of this quality initiative. I am confident our pneumonia compliance data will improve significantly when the next round of reporting occurs,” Cumming said.

## Diederich Named Top Doc in *Ingram's*

*Ingram's* September special medical edition salutes Kansas City's top doctors – 12 honorees selected by their peers.



Dennis Diederich, MD, director of the Division of Nephrology and Hypertension at KUMC, is featured on the magazine's cover and inside for his work as a physician, educator and mentor.

Diederich has practiced medicine since 1959 and overseen nearly 1,200 kidney, 250 liver and 75 pancreas transplants. Remarkable improvements in surgical techniques, technology and screening have greatly improved patients' survival rates, he told *Ingram's*. But “finding the resources to help the needy and to educate people to prevent kidney disease and injury” remains Diederich's biggest challenge.

He also pointed out the critical need for organ donors.

Diederich said he enjoys working with people and their families for whom “I may make a difference.” Almost as significant to him is “observing the transformation of a student into an outstanding, caring, bright physician.”

The University of Kansas Hospital also moved from fourth to second in the magazine's ranking of top area hospitals and medical centers as determined by gross revenues. In 2002, the hospital had gross revenues of \$713.2 million, compared to \$513.9 in 2001.

## Treads & Threads Gala

Stephen Williamson, MD, medical director of the Cancer Center at The University of Kansas Hospital, with his wife, Marta, both members of the Host & Hostess Committee, and their friends Joanie and Jim McLaughlin.



Front & Center



Douglas Girod, MD, and his wife, Susan, members of the Host & Hostess Committee.



Steven Hall and Patricia Sanders-Hall, vice president of Ancillary Services, The University of Kansas Hospital.

Reginald Dusing, MD, and his wife, Jill, members of the Host & Hostess Committee.



Susan Brown, Dorothy Lynch, Dr. Chris Cumming and Irene Cumming, president and chief executive officer of The University of Kansas Hospital.

## Faculty Reception

Many faculty members were honored by Barbara Atkinson, MD, executive dean of the School of Medicine, during a reception Sept. 12. Pictured, from left, are Christopher Crenner, MD, PhD, director of the Orr Academic Society; Daniel Stechschulte, MD, Bohan Teaching Award; Kim Templeton, MD, Daugherty Professor for Women in Medicine and Science 2004-2007; Patricia Thomas, MD, chair, Department of Pathology and Laboratory Medicine; Bill Barkman, MD, director, Center for Environmental & Occupational Medicine; Dean Barbara Atkinson, MD; Ed Dismuke, MD, dean of the SOM-Wichita; Bruce Toby, MD, chair, Department of Orthopedic



Surgery; James Thomas, MD, interim chair, Department of Surgery; Jon Schrage, MD, chair, Department of

Internal Medicine–Wichita; and Craig Molgaard, MD, chair, Department of Preventive Medicine.



## KUMC Carnival

Amy Meara (above left), director of premedical programs, Admissions, and Dorothy McGhee (above right), executive assistant, Dean's Office, presented leis to those attending the KUMC employee appreciation carnival Sept. 10 in Murphy Courtyard. Employees enjoyed free food, games and live entertainment.

## Kemper Award

The "Surprise Patrol" completed its work for the academic year Sept. 10 when it presented K. Allen Greiner (below right), assistant professor of Family Medicine, with a \$5,000 Kemper Award for excellence in teaching and advising. Presenting the award were (from left) Allen Rawitch, PhD, vice chancellor for Academic Affairs and dean of Graduate Studies, Mike Wall, vice president for medical development, KU Endowment Association, Betsey Green, Commerce Bank representative, and KU Chancellor Robert Hemenway, PhD.



Greiner received his medical degree from the KU School of Medicine in 1995 and joined the medical school faculty in 1999. In 2001, the medical student body honored Greiner with the Student Voice in Teaching Award. He also serves as faculty adviser for the JayDoc Free Clinic, supervising 70 medical students who run the primary care clinic.

# New KU Endowment VP to Create Volunteer Board

Michael J. Wall, new vice president for medical development, Kansas University Endowment Association, has only been on the KUMC campus a few weeks, but he's excited about what he sees.

He's impressed with the Endowment Association's efforts to raise private gifts for the university and hospital. He also believes the KU First Family Campaign sends a strong message to potential outside funders about the level of commitment and support that alumni, employees and staff have for KUMC's mission.

After more than 20 years in development and advancement activities – most recently at Benedictine University in Lisle, Ill. – Wall is happy to be back at an academic medical center.



Michael J. Wall

"I enjoy science and medicine and love the excitement of working in an arena where research, education and clinical care combine to make great things happen," Wall said.

Wall previously directed advancement activities at the University of Illinois Medical

Center in Chicago.

"Academic medical centers have made the biggest impact on medicine and health care in this country. It's exciting to be a part of it and, hopefully, to have a major impact."

Wall hopes to raise the level of fundraising efforts across the campus and seeks philanthropic dollars for research, education and patient care. His personal goal is to help solicit what he calls a significant "gift that will really help transform the medical center and take it up a notch."

To reach that goal, Wall is already working to create a volunteer board of 15-25 business and civic leaders. They will help raise awareness of the medical center on local, regional and national levels and promote it as the place to come for medical care.

## SoM Students Say "Thank You" for Gift of Life

Second-year medical students and members of the Department of Anatomy and Cell Biology used poetry, stories, music and a slide presentation to say "thank you." Their heartfelt messages were for the families of those who donated their bodies to the University of Kansas School of Medicine during 2002 to help further medical education.

More than 200 family members attended "The Gift of Life" remembrance service Sept. 9 in Battenfeld Auditorium.

In opening remarks, Dale Abrahamson, PhD, professor and chair of the Department of Anatomy

and Cell Biology, thanked the families "for this cherished gift that will promote the health and well-being of countless other people.

"Our medical students will never forget their 'first' patient. The legacy of this gift will extend from these students, enabling them to treat many other patients."

Louis Wetzel, MD, professor of Radiology and Anatomy and Cell Biology, explained the importance of donating one's body to help teach anatomy to future physicians. A single gift of life can directly or indirectly affect 135,000 lives and save or prolong 5,400 more, he said.

Mayra Sanchez, second-year medical student and memorial service coordinator, told the families their loved one's gift "is an investment in the quality of life for generations to come."

"You and your loved one have empowered me with knowledge," said Brenda Mellies, second-year medical student. "And I will be forever grateful."

At the end of the service, as a token of their gratitude, SoM students presented tulip bulbs wrapped in white netting to each family member. A tulip garden is planned on campus to honor the donors.

# WHAT'S NEWS

AT KUMC

## Continuing Ed Seminars

“Biostatistics for the Nonstatisticians” is the title of a Continuing Education (CE) seminar to be held Saturday, Oct. 4, 7:45 a.m.-4:45 p.m. in the School of Nursing.

The seminar, designed for physicians, nurses and population-based researchers, is sponsored by the Medical Statistics and Research Design Unit of the Department of Preventive Medicine and Public Health.

Another CE symposium, “Healthcare Informatics Institute,” will be offered Thursday through Saturday, Oct. 9-11, at the Fairmont Hotel on the Plaza. It is designed for administrators, clinicians, academicians and software suppliers who want to learn about the efficient and effective use of information technology in health care.

A third CE symposium,

“Problems in Epilepsy Care,” will be held Saturday, Oct. 18, at the Hampton Inn and Suites on the Country Club Plaza. It is sponsored by the Department of Neurology.

This symposium is for the primary care team, primary care physicians, internists, advanced practice nurses and other family care practitioners who see epileptic patients. It will address common problems in epilepsy care that primary care physicians and neurologists often face.

To register or to receive a complete program brochure on any of these symposiums, contact CE at 785-864-5823 or visit the Web site, [www.kuce.org/kumc](http://www.kuce.org/kumc).

## Tastevin 2003

The 12th Annual Tastevin 2003 wine-tasting and auction to benefit the Kansas Cancer Institute at KUMC will be held Saturday, Oct. 11, 2-4 p.m. at the Fairmont Kansas City Hotel.

The event will feature an array of wines from local and regional winemakers, hors d'oeuvres and a silent auction featuring fine wines,

dining and entertainment packages, and gift items. Attire is casual.

Tickets are \$45 per person. For more information or to purchase tickets, contact Traci Wilper at 8-4732 or [twilper@kumc.edu](mailto:twilper@kumc.edu).

## Hispanic Heritage

In honor of National Hispanic Heritage Month, KUMC presents two exhibits on display through Sept. 26 in the foyer of Clendenning History of Medicine Library.

- “Those Who Came Before: Mexican Americans in Kansas, 1900-1950,” courtesy of the Kansas State Historical Society.
- “Ensuring the Future: The Children and Families of Kansas City’s Guadalupe Center, 1920-1930.”

Both exhibits are presented by the Department of History and Philosophy of Medicine, the Diversity Council and the University of Kansas Endowment Association. For more information, contact Nancy Hulston at 8-7243 or Chuck Romero at 8-8011.

## Welcome KUMC Alumni and Guests!

More than 330 alumni and guests will participate in this weekend’s reunion festivities, culminating with the Alumni Celebration and Awards Gala, 6 p.m., Saturday, Sept. 20, at the Hyatt Regency Crown Center Hotel.

During the gala, the KUMC alumni associations will honor the 2003 Distinguished and Honorary Alumni Award recipients and pay tribute to landmark anniversary classes dating from 1933 to 1993.

A highlight of the weekend is the 57th annual Peter T. Bohan Lecture, 3-4:30 p.m., Friday, Sept. 19, in

Clendenning Auditorium. Everyone is invited to attend. This year’s presenters will be the Distinguished and Honorary Medical Alumnus award winners. They are Roger P. Reitz, MD, class of ’59, Kansas State Representative, 67th District, and Dennis A. Diederich, MD, professor and director of Nephrology and Hypertension, KUMC.

For a complete calendar listing of events, go to [www.kumc.edu/alumni/reunion](http://www.kumc.edu/alumni/reunion).

# Classifieds, etc.

## Automotive:

1990 Corvette, rebuilt transmission and motor, new tires, \$5,000. 913-397-8679 days or 620-625-2983 evenings.

2000 Ford Taurus, 80K, alloys, new tires, navy blue with tan interior, great condition, \$6,500 OBO. 913-422-0844.

1989 Mercury Sable wagon, 64K, power windows/locks/seats, no rust, garaged, great transportation, asking \$2,800. 913-962-4658.

1997 Honda Civic EX, 2-door, good condition, excellent gas mileage, \$4,500. 816-407-9638.

1996 Plymouth Grand Voyager van, fair condition, 115K, great motor, minor blemishes, good student car, runs great, automatic, power steering/windows, \$2,000 OBO. 913-206-1463.

## For Sale:

Refrigerator, side-by-side, 22 cu. ft., off-white, late model, \$150; small window A/C unit, recently serviced, excellent condition, \$40; small refrigerator, 4 cu. ft., dorm size, \$35. 913-384-3378.

4' EZ Access suitcase wheelchair ramp, \$250; transferable singles club membership, best offer. 913-334-6043.

Car tires, size 70R14, 3 in great condition, 1 worn, \$15 each. 816-769-2515.

Used clarinet, purchased at Music Al's, only used a few weeks, good condition, case, reeds, cleaning supplies, name tag included, \$300. 913-384-3606.

2 tickets to Kansas Speedway races Oct. 4 and 5, good seats, turn 4 area, \$175 per ticket. 913-384-2922.

L-shaped computer workstation, excellent condition, 1 year old, \$80. 816-505-9505 after 6 p.m.

Twin bedroom set, 36" round marble-top coffee table, drop-leaf table/chairs. 816-363-7006.

Moving sale, Sept. 27, 7725 Ward Parkway, Kansas City, Mo.

Beautiful Jacuzzi Whirlpool indoor corner bathtub, white with brass fixtures, like new, easy to install, compare to \$2,450 new, will sell for \$600. 913-221-9011.

Pool-side townhome, 3 BR, 1 full and 2 half BA, large living room, dining room, eat-in kitchen, 20 min. from KUMC. 913-681-8730.

New leopard print shower curtain, matching leopard lamp and candle. 816-769-2515.

## Wanted:

Good used car, medium-sized, low mileage. 913-642-1233.

## In Memorium

David Robinson, MD, who served as vice chancellor for clinical affairs and chief of staff from 1974-79, passed away Sept. 16 at the University of Kansas Hospital. He was 88.

Robinson received his undergraduate degree from the University of Kansas in 1935 and his medical degree from the University of Pennsylvania in 1938. He began his career with the University of Kansas Medical Center as an assistant in Plastic Surgery in 1945 and held numerous positions, including professor of Surgery and Oncology

from 1955-60. In 1967, he was appointed lecturer, History of Medicine.

Robinson was awarded the title of Distinguished Professor and appointed director of the Burnett Burn Center in 1973. From 1975-76, he served as acting executive vice chancellor. In 1982, the American College of Surgeons awarded him the Distinguished Service Award for his accomplishments in the area of plastic surgery. In 1984, he became an Honorary Medical Alumnus, and in 1985, was appointed University Distinguished Professor Emeritus. Robinson Hall on the KUMC campus is named in his honor.

# Coming Up

## Friday, Sept. 19

- Biomedical Research Building groundbreaking ceremony, 11 a.m., west of Dykes Library.
- Biotechnology Development Center of Greater Kansas City ribbon-cutting ceremony, 11:45 a.m., 3800 Cambridge.
- KUMC Alumni Weekend registration, 8 a.m.-5 p.m., Murphy Lobby. Events continue through Sept. 21.
- 22nd annual Mid-America Cardiology Fall Conference, 7 a.m.-4:30 p.m., Hyatt Regency Crown Center. Continues 7 a.m.-1 p.m. Sept. 20.

## Saturday, Sept. 20

- Kansas Cancer Institute Mason's Day, 8:30 a.m.-4 p.m., Hixson Atrium.
- Alumni Weekend Celebration and Awards Gala, 6 p.m., Hyatt Regency Crown Center Hotel.

## Sunday, Sept. 21

- Kirsten Project Spinal Cord Injury Fund dinner and auction, 5-9 p.m., Stonewall Inn restaurant, Lenexa, Kan.

## IN THE CENTER

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President and  
Chief Executive Officer  
The University of  
Kansas Hospital

**Donald Hagen, MD**  
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**Ad Policy** - Send or bring your ad, 30 words or less, to Bldg. 48, Room 1070, fax to 8-1063, or e-mail [bjaelkel](mailto:bjaelkel) by noon Thursday of the week before it is to run. Ads run free of charge for employees, students and volunteers. All ads 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.