Over time, where you work becomes your second home and those you work with your “second family.”

With that in mind, the Kansas University Endowment Association has a special request for everyone on the KUMC campus – both hospital and university employees. From April 26-May 12, KU Endowment staff, along with university and hospital leadership and many of your fellow co-workers, will ask you to put your “second family” first and invest in your workplace by making a contribution to the KU First Family Campaign.

During the two-week campaign, you’ll hear from some of the many employees who have already given to the KU First Family Campaign during the past year. They’ll share their stories and ask for your support during a special celebration Tuesday, April 27, beginning at 11 a.m. in Battenfeld Auditorium and Francisco Lounge.

The kick-off event officially marks the second year of the Family Campaign on the KUMC campus and launches what will become an annual giving campaign.

At the kick-off, you’ll receive a brochure explaining the 2004 Family Campaign and the top five reasons to invest in your “second family,” along with a donor gift card.

“Every gift, no matter what the size, can have a significant impact on the work we all do here,” explained Donald Hagen, MD, KUMC executive vice chancellor.

“Our goal is 100 percent participation, and we are asking our employees to consider giving at whatever level is possible,” added Irene Cumming, hospital president and chief executive officer.

Contributions to the university can go to student scholarships, professorships, academic programs or to unrestricted funds to serve areas of greatest need. Or university employees can designate their gifts be used for programs and projects within their own departments or divisions.

Contributions from hospital employees can go to the hospital’s STAR Fund to help develop new patient-focused programs and purchase equipment, supplies and other items for patients and their families.
not normally covered in the budget. Or employees can designate their gifts for the Pediatric Unit Fund, the Kim Mercer Fund for indigent patients, the Heart Hospital Fund or other specific programs or facilities at the hospital.

Here are the campaign’s important dates:

• **April 26-May 7:** Information table outside the cafeteria.
• **April 27, 11 a.m.:** Kick-off event in Battenfeld Auditorium with free food and music.

Two committees – one for the hospital and one for the university – are leading the KU First Family Campaign. Their purpose is to foster a culture of giving on the KUMC campus that goes beyond raising money to include volunteer efforts that support fellow employees, patients and the community.

As university advisory committee member David Brown said: “Each of us spends a lot of time and effort here every day, making it more than a workplace – it’s a family. Why not invest in it?”

The university’s KU First Family Campaign committee includes (back row from left) David Brown, Facilities Planning, Alisa Lange, KU Endowment Association, Steve Gafrick, KU Endowment Association, (front row) Barbara Jaekel, In The Center, editor, Emily Naujokaitis, Alumni and Community Relations, Sandra Sanchez, School of Nursing, Mary Beth Gentry, School of Medicine, Anna Kraxner, KU Endowment Association, and Tamela Loos, Human Resources.

New Initiative Accurately Reflects Quality of Care

Accurately reflecting the quality of care that patients receive is a complex challenge receiving increased attention by the Centers for Medicare and Medicaid Services (CMS), the Joint Commission on the Accreditation of Healthcare Organizations and state regulatory agencies.

“We know that our medical staff provides excellent care to our patients,” said Rich Sahlfeld, director, Medical Records. “To demonstrate this to the public, the hospital is committed to accurately reflecting the severity of illness of our patient population.”

To help accomplish this, the hospital has launched a program called DRG ASSURANCE®, a new training and medical records review process that will ensure complete and accurate documentation that reflects the true acuity level of our patients. DRG stands for Diagnostic Related Group. It is the process of translating patients’ diagnoses into a set of code numbers.

These code numbers, which are reported to the CMS and other third-party payers, are used to measure quality outcomes for the medical staff and the hospital. For example, managed care organizations often rely on this data when negotiating contracts with health care providers. Reimbursements for about 50 percent of our patient population are paid based on the DRG coding.

“At The University of Kansas Hospital, we see some of the most severe and complex medical cases,” Sahlfeld said. “Some patients may have up to 100 diagnoses during a single hospital visit. This program will improve our documentation process and ensure that all diagnoses are properly recorded.”

Two review professionals, extensively trained in documentation guidelines, will be responsible for ensuring that patients’ medical records accurately reflect the severity of their conditions and the high quality of care provided by our medical staff.

“This will allow our physicians to focus their efforts on providing patient care,” Sahlfeld added.

The hospital began implementation of the DRG ASSURANCE® program this month. Education sessions are being scheduled with all clinical departments. To learn more about the program, contact Sahlfeld at 8-2467.
Brian Butler enjoys his job as a phlebotomist in the Clinical Laboratory at The University of Kansas Hospital. He works the early shift, drawing patient blood samples at 3:30 a.m. so test results can be ready when physicians do their early morning rounds.

Each time he enters a patient’s room, he sees it as an opportunity to connect with the patient. He asks how the patient is feeling. He relates patient concerns to the nurse in charge. He knows he’s a part of a health care team – along with nurses and physicians – that’s responsible for patients’ comfort and quality of care.

Brian is one of 16 patient phlebotomists in the Clinical Laboratory who have taken part in a new customer service initiative. Launched in 2002, the program trains all lab employees to meet and exceed customers’ needs. These customers not only include patients, but physicians, nurses and other hospital personnel as well. In 2003, members of the Laboratory’s phlebotomy staff refocused their efforts, emphasizing their roles in direct patient care, with the goal of increasing patient satisfaction.

“During National Medical Laboratory Week, April 18-24, we want to recognize Brian and the more than 135 employees in the Clinical Laboratory Department who are often behind the scenes but crucial in providing the services that physicians need to diagnose and treat patients,” said Vicki Parsons, assistant director, Clinical Laboratory.

“We have spent a great deal of time instilling customer service as part of doing business. Brian is a perfect example of how our frontline staff works with patients and other health care providers to resolve patient issues.”

But behind the scenes, in the labs, are cadres of other scientists and technologists who receive and prepare blood and tissue samples, do stat chemistry and hematology testing, culture microorganisms, perform genetic testing, cross-match blood products, maintain the lab’s computer system and create lab reports.

The department also is in the final stages of an automation process that included a $4 million renovation and capital equipment project to make it the one of the most technologically advanced clinical laboratories in the country.

Once again this year, the Clinical Laboratory is showing its support of the American Heart Association’s Heart Walk by holding a gift basket raffle outside the cafeteria on Friday, April 23, 11:30 a.m.-1:30 p.m.

JayDoc Run

The JayDoc Free Clinic is hosting its first annual 5K run/walk beginning at 8 a.m., Sunday, April 18. The race will start and end at Kirmayer Fitness Center and wind through the neighborhood.

Proceeds from the run will benefit the clinic, which operates out of the Southwest Boulevard Family Clinic, located on the corner of Rainbow and Southwest Boulevards. The clinic is completely student run with guidance from the School of Medicine and volunteer physicians. Since opening in August 2003, the clinic has treated more than 450 patients free of charge.

The benefit run/walk is open to the public, and prizes will be awarded to the winners. The registration fee is $25. Registration forms are available at:

- www3.kumc.edu/jaydocfreeclinic
- www.active.com
- KU Med Bookstore
- Hospital Information Desk
A Grande Affair

University of Kansas School of Medicine professors nominated for the annual "Rainbow Award for Teaching the Art of Medicine by Example" were recently honored at the medical student spring formal and award presentation, a Grande Affair. Those nominated included (from left) Michael Kennedy, MD, Allan Fleming, MD, Steve Simpson, MD, Cathy Taylor, MD, and Chris Haller, MD. Simpson was selected the winner by student vote.

Welcome Back from Iraq

Jim Fishback, MD, sophomore pathology course director and associate professor, Pathology and Laboratory Medicine, recently returned from one year of active duty with the 303rd Fighter Squadron, stationed at Whiteman Air Force Base in Knob Noster, Mo. Fishback, an Air Force reservist, served as a flight surgeon (aerospace medicine physician) during Operation Iraqi Freedom, working mainly from Kirkuk Air Base, Iraq. His specialty — infectious disease pathology — was helpful in treating patients for common gastrointestinal ailments, often caused by lack of proper sanitation and running water. “But the hardest part was the heat,” Fishback recalled. Temperatures in Kuwait and Iraq often reached 120 degrees. “It was like living inside a hair dryer.”

Treads & Threads Sponsor Committee

Members of the sponsorship committee for the third annual Treads & Threads gala benefitting the Cancer Center at The University of Kansas Hospital met April 1 at Bayer Corporation. The meeting was hosted by John Payne, co-chair of the event with his wife, Nancy. Also serving as co-chairs are Kansas Governor Kathleen Sebelius and Gary Sebelius. Attending the meeting were (above from left) Rick Womer, Nancy Payne, John Payne and Bob Walker. Other committee members not pictured are Clay Blair, Stu Lang and Steve and Debbie Palerma. The creative black-tie event will be held Friday, Sept. 10, at Kansas Speedway.
**Gift to Benefit Patients**

KUMC Auxiliary board members recently test drove a new vehicle that will be used to transport patients back and forth from the Cambridge Garage to the front entrance of The University of Kansas Hospital. The new cart was purchased with funds raised by the Auxiliary.

**Student Research Forum Speaker**

Jonathan Beckwith, PhD, autographed copies of his book “Making Genes, Making Waves” at a book signing and reception following his keynote address at the April 7 Student Research Forum. Beckwith, who gave the A. L. Chapman Research Lecture, is the American Cancer Society Research Professor in the Department of Microbiology and Molecular Genetics at Harvard Medical School. The annual two-day forum, hosted by the Graduate Student Council and the office of Graduate Studies, included student presentations, workshops and a poster session.

**New Baldrige Board Examiner**

The University of Kansas Hospital has announced that Terry Rusconi, senior director, Organizational Improvement, has been selected to the board of examiners for the prestigious Malcolm Baldrige National Quality Program. The Baldrige Award, created in 1987, is the highest level of national recognition for performance excellence that a U.S. organization can receive.

“This appointment is a great honor and an opportunity to learn from the very best companies,” Rusconi said. “It will allow us to better assess ourselves, improve our performance and develop excellence programs to make us an even more competitive organization.”

Rusconi is one of approximately 400 examiners representing leading businesses and health care and education providers. The examiners review applications, take part in site visits and do outreach and educational activities on behalf of the Baldrige Program.
SoM Studies Alternative Heart Treatment

The University of Kansas School of Medicine is one of several sites across the country studying the effects of chelation therapy. It is a controversial treatment that some doctors think can reduce calcium buildup in clogged arteries and thus decrease the risk of heart attack, stroke, high blood pressure and other blood-related diseases.

David Meyers, MD, professor of Cardiology, and Jeanne Drisko, MD, program director for the Program in Integrative Medicine, are conducting the study. It is funded by the National Institutes of Health’s National Center for Complementary and Alternative Medicine and the National Heart Lung and Blood Institute. Research participants are needed for the study.

Meyers explained the roots of the chelation controversy.

“A drug called EDTA (ethylene diamine tetra-acetic acid) has been around for a long time and is still used for the treatment of lead poisoning,” Meyers said. “Around 1960, a doctor proposed that calcium, like lead, can be eaten away or chelated by EDTA. Since that time it has become a highly controversial subject. “On one side, virtually every medical organization, including the Food and Drug Administration and American Medical Association, has said it is not an effective treatment, and it is not paid for by insurance companies. On the other side, there is an organization of doctors who say that it does work, and they list thousands of patients they say have been saved by chelation therapy.”

Chelation therapy is just one of many controversial alternative treatments that the NIH has decided to test through rigorous study.

Drisko added, “We are interested in determining if chelation therapy is safe and efficacious in the treatment of cardiovascular disease because so many patients are seeking this therapy. We want to make safe recommendations for our patients, and we are confidant that this study will help us answer these important questions. “This study is a good example of how mainstream medical researchers are partnering with complementary and alternative doctors to rigorously study a controversial therapy in common use. In the end, the consumer benefits by having unbiased facts available.”

Although three studies from outside the United States have found no merit to chelation therapy, Meyers said this would be the largest study ever on the subject.

To participate in the study, subjects must be 50 years old and have had a previous heart attack. The study involves one three-hour infusion a week for 30 weeks. Meyers said all patients would continue on their current treatment plans and that the medicine involved is FDA-approved and safe. Although the study treatments are free, participants will not be compensated. For more information or to find out if you are qualified to participate, call 8-6104.

SoN Open House

The University of Kansas School of Nursing will hold an open house on Thursday, April 22, 4-6 p.m., in the SoN Atrium. The event allows nurses to visit with faculty members about the BSN completion program, master’s programs, PhD programs, Web-based courses, nursing research and scholarship opportunities. Prospective students can come at any time during the two-hour period.

Tables will be set up with information about the RN-to-BSN online program and the RN-to-MS program. Information also will be available about the various master’s degree tracks. Refreshments will be served. For more information, call the SoN Student Affairs Department at 8-1619 or visit the Web site at www2.kumc.edu/son/.
Leadership Series
KUMC is offering a new leadership series for faculty and staff. SuperTrax 2004 consists of seven classes beginning April 30.

Although several of the classes are geared toward those who supervise others, they are open to all university employees, both classified and unclassified, and are not just for supervisors. The classes are free.

Employees may attend the entire series or any one of the individual classes. The classes offer participants skills, tools and strategies for hiring, managing and getting along with employees, as well as dealing with organizational change. Employees will also have an opportunity to network with colleagues and share ideas, experiences and their expertise.

A description of each class, a schedule and online enrollment forms are available at www2.kumc.edu/hr/training/supertrax.html. For more information, contact Lila Langford at 8-5159.

Tuition Assistance
Applications for tuition assistance for The University of Kansas Hospital’s Department of Nursing summer 2004 classes must be received no later than Monday, May 3. Applications may be picked up and returned to the Department of Nursing, second floor Wescoe.

KUMC Golf Tournament
Tee-off time is 1 p.m. for KUMC’s 14th annual golf tournament to be held Monday, June 7, at the Adam’s Pointe Golf Club in Blue Springs, Mo. Golfers should begin arriving at 11 a.m. Entry fees for the four-person team scramble are $65 each for staff, faculty and alumni and $55 for students. Fees include golf, range balls, golf cart, lunch, soft drinks, a buffet dinner and prizes.

Stop by 1024 Murphy to pick up your entry form. Entries must be received no later than Wednesday, May 21. Call Tamela Loos at 8-5148 for more information.
Classifieds, etc.

Automotive:
1998 Suzuki Marauder 800cc motorcycle, red/cream 2-tone, 1 full-face and 1 half-face helmet, Marauder saddlebags, half windshield and cover, very low miles, excellent condition. $3,900 OBO. 913-829-6631.

1998 Ford Thunderbird, 131K, V8, new black paint, new tires/battery/rotors, CD player, keyless entry, power locks/windows, A/C, $3,000 OBO. 816-682-8646.

For Sale:
4721 Wyoming, 3 blocks east of State Line, walk to KUMC. 3 BR, 1 BA, 2-car garage, newer HVAC, hardwoods, W/BFP, park view, $169,500. 816-561-4415.

2 front-row seats to “The Producers” at the Music Hall, Wednesday, April 28, 8 p.m., $63 per ticket, actual face value. 913-677-3865.

Honda HR214 mower, 2-speed, self-propelled, mulching blades, plug, rear bag, aluminum deck, $100; oak twin-bed set with bookcase headboard, 4 drawers and larger compartment under bed, $200; student desk, $40. 913-851-1987.

Old upright Huntington piano, good condition, converted player piano, needs tuning, 15+ years old. 816-803-8564.

Large computer armoire, very good condition, only 3 years old, paid $300, asking $100. 913-592-2378.

Swiss Army pocket watch, perfect condition, keeps perfect time, with long chrome-plated pocket chain, embossed leather pouch, $190. 913-620-0953.

RCA standard capacity washer, $60; older GE dryer works fine, $75; older GE washer with quirks, $25. 913-384-4417.

Double Papasan chair with maroon cushion, $150 OBO; oak entertainment center, 76” wide, fits 36” TV, very nice, $150. 816-763-1082.

To Rent:
Beautiful downtown loft to sublease, 1 BR, 8’ windows, hardwood floors, all new appliances, garage parking, great location, secured entry, full gym+, $610/mo. plus electricity. 785-979-4984.

Overland Park townhome, 2 BR, 1/2 BA, updated, 1,200 sq. ft., great location, easy drive to KUMC, $850/mo. 913-469-5912.

Reliable roundtrip transportation from KUMC to 32nd and Metropitan in KCK, M-F, flexible day shift, beginning in May. 913-262-6681.

Write your story ideas to Barbara Jaekel, Bldg. 48, Room 1070, or e-mail bjaekel or call 8-1074.

Ad Policy:
Send or bring your ad, 30 words or less, to Bldg. 48, Room 1070, or e-mail bjaekel or call 8-1074. 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.

Friday, April 16
• Psychiatry Grand Rounds, Resident’s Forum presentations, Neelofar Khan, MD, Michael Everson, MD, Todd Hill, DO, and Raguvardhan Davaalpur, MD, 10:30-noon, Sudler Auditorium.

• Neurology Grand Rounds, “Palliative Care in Huntington’s Disease: A Model for Other Neurodegenerative Diseases,” Richard Dubinsky, MD, 8:30-9:30 a.m., 1563 hospital.

• Leadership Lecture Series, “Accountable Leadership,” Denise Kruse, senior vice president, Right Management Consultants, noon-1 p.m., 1563 hospital.

Monday, April 19
• “Health and Health Care of the Homeless,” Lilliam Gelberg, MD, noon, 1050 School of Nursing.

Tuesday, April 20
• Kansas Masonic Cancer Research Institute Round Table Seminar, “The mTOR Pathway in Cancer: Cause and Cure,” Peter Houghton, PhD, noon, Wahl Hall West Auditorium.

Wednesday, April 21
• KUMC Auxiliary’s annual plant and bake sale, 8 a.m.-3 p.m., outside cafeteria and Auxiliary Garden.

For a more complete listing of campus events, go to http://www2.kumc.edu/calendar/.