The University of Kansas Hospital is looking for nurses who are committed to outstanding patient care and who enjoy the stimulating pace of a top-rated academic medical center. So a comprehensive marketing effort has been created to show nurses the benefits of “finding yourself” at The University of Kansas Hospital — the campaign’s theme.

The nurse recruitment effort, which continues throughout May and June, includes a series of three direct mail postcards to area nurses and an advertising campaign that includes billboards throughout the metropolitan area, radio ads on a variety of local stations and advertising in publications such as The Kansas City Star, Kansas City Nursing News and Nursing Week.

“There are many benefits to a nursing career here,” explained Tammy Peterman, RN, vice president of Patient Care Services and chief nurse executive. “We provide our nurses with one of the most comprehensive compensation and benefits package in the Kansas City area.”

The campaign’s print ads urge nurses to “discover the difference in nursing.” They state that at The University of Kansas Hospital a nurse is “an integral member of a team performing at the leading edge of health care, where your opinions are respected and your experience and contributions rewarded. Opportunities for advancement are virtually endless.”

As part of Nurses Week activities, hospital nurses had an opportunity to preview the new advertising campaign at a special presentation May 3 in the Wyandotte Room.
Many Roles of Nursing

There is probably no better time to be a nurse than today. Colleagues, patients and the general public have come to recognize the important contributions nurses make to health care.

Research has shown that a nurse’s skill level, experience and education impact the quality of patient care, that greater levels of nursing education result in better patient outcomes and that nurses make a significant contribution to the overall quality of patient care.

Now, more than ever before, nurses are seen as essential partners with physicians and other health care professionals in developing effective patient care plans. They are valued as knowledgeable and experienced resources, essential to providing comprehensive patient treatment and support for families. Nurses are able to explain the complex health care process in a way that makes it more understandable to patients and their families.

Nurses are also leaders. They spearhead teams, departments and organizations focused on delivering outstanding patient care and service. Through outstanding research, they identify new and improved processes that support the development of even more patient-centered and effective practices.

Ultimately, nurses are heroes. Through their work, commitment, professionalism, education, experience and partnership, they change the lives of patients every day. And they do this without giving a second thought to recognition or reward. Their fulfillment comes from knowing they have made a difference in the lives of patients and their families.

During National Nurses Week and throughout the year, we recognize nurses and celebrate their impact on the health of this nation. Congratulations, and happy Nurses Week!

SoN Programs Prepare Nurses

National Nurses Week celebrates the contributions that nurses make to the health care team.

Nurses graduating from the KU School of Nursing are well prepared for the many nursing specialties and roles. The SoN curriculum is a complex combination of clinical assessment and technological skills, along with patho-physiological sciences, biomedical and psycho-social therapeutic interventions. Nurses are prepared to be strong communicators with the ability to connect to people and to provide reassurance for patients and families in a variety of stressful situations.

The University of Kansas Hospital employs many new SoN graduates each year. The academic programs for nurses include the baccalaureate in nursing (BSN) with a practicum clinical experience in a particular specialty and the online BSN completion program for practicing nurses who wish to complete their college education.

The school has a variety of graduate programs including the master’s in nursing for advanced practice nurses, such as nurse practitioner with specialty options in family nurse practitioner, psychiatric/mental health and adult-gerontology; clinical nurse specialist in adult-gerontology; nurse midwifery; nurse anesthetist in the School of Allied Health; public health nursing; healthcare informatics; and nursing leadership.

Certificate post-master’s programs are available in family nurse practitioner, nursing education, midwifery, outcomes management and research, and psychiatric/mental health. The SON offers a doctorate in nursing that prepares nurses for numerous roles as nurse scientists, health care executives, educators and other leadership positions.

Congratulations to all KUMC nurses and nursing students celebrating National Nurses Week. Your commitment to patients, families and to the work of everyone in the health care team is greatly appreciated. Thank you for your nursing excellence and caring ideals!
Many members of the hospital and university leadership teams (pictured right) gave to the KU First Family Campaign prior to its official launch April 26. They challenge their co-workers to donate as well. For more information, call the KU Endowment Association office at 8-5249.

**Benefit Event Planned**

Genghis Khan restaurant will hold a benefit event Wednesday, May 12, to raise money for the KU First Family Campaign. The restaurant will serve an all-you-can-eat buffet of Asian cuisine to celebrate the culmination of the Family Campaign. All proceeds from the event will go to the Pediatric Memory Garden.

To purchase $30 tickets in advance by credit card, call 816-753-3600. Tickets will also be available at the door on the evening of the event for $35.

“I believe in being part of the community,” said Ling Chang, restaurant owner. “And KUMC is a very important part of my community. I have lots of regular customers who work at KUMC, so I’m just trying to support them the same way they support me.”

The Pediatric Memory Garden, located at the KU Children’s Center, will provide a quiet place for patients, families, caregivers and others to share moments of joy, concern or sadness.
Retirement Reception

At a reception April 30, Maria Calvillo (below right) celebrated her retirement from The University of Kansas Hospital after more than 31 years of service. Calvillo was presented a plaque by her nurse manager, Anne Sass, RN. Calvillo started her career in 1972 in Environmental Services. In 1975, she became a hospital attendant in Nursing Services. In 1995, she was promoted to unit clerk in the Surgical Intensive Care Unit.

Guest Lecturer

Jocelyn Elders, MD (right), former U.S. Surgeon General, spoke April 26 to students and faculty from the Departments of Preventive Medicine and Public Health, Health Policy and Management and Internal Medicine. With Elders is Jasjit Ahluwalia, MD, Sosland professor and chair of the Department of Preventive Medicine and Public Health. Elders was part of the Canuteson Public Health Lecture Series, which is funded by the Ralph I. Canuteson Memorial Lectureship Fund through the KU School of Medicine. Canuteson was KU’s first full-time director of student health services. The open forum discussed recent interpretations of the Kansas law requiring mandatory reporting by physicians of minors under the age of 16 who engage in sexual activity. Elders discussed the possible implications of the recent changes in the interpretation and enforcement of this law. Other topics included current threats to public health and emerging public health issues, such as environmental health, new viruses, low educational rates and poverty.
COP Showcase

KUMC student interns in the Community Outreach Program were honored at a recent dinner. All interns are required to complete 135 hours of volunteer service. Pictured at left are (back row) Christina Ward, Christian Huskey, Amy Myatt, Anita Metoyer, Stephanie Bohling, Jinny May, Kate Weber, Kristy Reynolds, Karen Schraeder (second row) Larissa Walker, Eskedar Gizaw, Deepal Munsif, Akiko Kubo, Julianne Fruge, Jaysa Warren, (front row) Michael Oller, Kimberly Campbell and Shenequa Deas.

Student Leader Reception

KUMC students were honored April 21 at a Student Leader Reception sponsored by the Division of Student Services. Pictured (below from left) are Dorothy Knoll, PhD, dean of Students; Sara Honeck, event organizer; Jennifer Bacani, who won the Student Diversity Award; Stephanie Bohling, who received the Student Organization of the Year Award for the Community Outreach Program; Brian Hermann, who won the Student Leader of the Year Award; and Theresa Brown, who received the Student Advisor of the Year Award.

Hospital Week Events Planned

May 10-14 is National Hospital Week. The University of Kansas Hospital will celebrate with activities for its employees throughout the week. Employees must wear their IDs to the lunch activities.

Monday, May 10

Department managers will thank hospital employees and present them with a gift.

Free Burgers ’n More lunch served at these locations:
- Dialysis Building, 11:30 a.m.-1:30 p.m.
- Broadmoor Building, 11:30 a.m.-1 p.m.
- Support Services, 11 a.m.-1 p.m.

Wednesday, May 12

Candy Cart makes rounds.

Thursday, May 13

Free Burgers ’n More lunch served at these locations:
- KU MedWest, 11 a.m.-1 p.m.
- Hospital – 2nd shift, Murphy Courtyard, 6-7:30 p.m.
- Hospital – 3rd shift, Murphy Courtyard, midnight-1 a.m.

Friday, May 14

Free Burgers ’n More lunch served:
- Hospital – 1st shift, Murphy Courtyard, 11 a.m.-2 p.m.

A gift will be delivered to all employees to recognize the hospital’s receipt of the Solucient 100 Top Hospitals award.
Heart Team Newsletter Debuts

The first issue of a newsletter from the heart team at The University of Kansas Hospital is now in print. *Cardiovascular Directions* is sent to friends of the heart program, including donors, community and state leaders, referring physicians, hospital medical staff and other interested members of the community.

“*Directions* will provide news about advances, programs, technology, facilities and personnel at the heart program at The University of Kansas Hospital, as well as news about fundraising opportunities and recent gifts,” said Tajquah Hudson, senior vice president of Business and Strategic Development for the hospital.

The newsletter will be published three times a year, in the spring, fall and winter. Seven physicians serve on an editorial advisory board for the newsletter, which has been created by a steering committee of hospital administrators and the staff of Communications Services.

The newsletter is also available online at www.kumed.com.

Campaign Raises Funds for Heart Facility

Groundwork is being laid at 39th and Rainbow for a new heart hospital at The University of Kansas Hospital that will benefit patients from throughout the region.

Now a fundraising campaign, “You Gotta Have Heart,” is also under way to support construction and development of the facility. The project will cost approximately $72 million, financed through a combination of bonds, operating funds and private donations.

“The heart hospital campaign will include many naming opportunities for the new facility, in addition to gift opportunities for patient program needs,” said Janice Benjamin, vice president of Development for The University of Kansas Hospital.

The physicians who will provide patient care in the new facility made a leadership gift of $500,000 to kick off the fundraising campaign. The contribution came from the cardiologists of Mid-America Cardiology, the cardiothoracic surgeons of MidAmerica Thoracic and Cardiovascular Surgeons, Inc., and the cardiologists and vascular surgeons of Kansas University Physicians, Inc.

Prospective donors and others who have a strong interest in the future of heart care are being invited to small gatherings to learn more about the heart hospital’s special benefits.

The heart hospital campaign is being conducted in partnership with the Kansas University Endowment Association, the official fundraising organization for the University of Kansas and its affiliates. For more information, contact Benjamin at jbenjamin@kuendowment.org or 8-1435.
Credit Union Picnic

The KUMC Credit Union’s annual meeting and election of officers will be held Wednesday, May 26, 11:30 a.m.-1 p.m., in Murphy Courtyard. A catered picnic will be served to all registered members attending. Advance registration is required. Register in the Credit Union from May 10-21.

Lecture Series

A Distinguished Visiting Scholar Lecture Series will be held Monday, May 10, at noon in 4016 Varnes, School of Nursing. The presentation, “Private Guns Public Health,” will be given by David Hemenway, PhD.

Hemenway is a professor of Health Policy and Management at the Harvard School of Public Health and serves as the director of the Harvard Injury Control Research Center. He is nationally known for his work in injury prevention, health economics and applied microeconomics. He has published five books, with the sixth due out this year, “Private Guns Public Health.”

Lunch will be provided for the first 40 attendees. The lecture is sponsored by the Department of Preventive Medicine and Public Health, the Center of Excellence in Minority Medical Education: Program in Disparities and Diversity in Health, and NIH-K30 Clinical Research Curriculum Program. Co-sponsors are the Cancer Prevention, Control and Population Sciences Program of the Kansas Masonic Cancer Research Institute.

New Phone Number

The Breast Center has a new phone number for scheduling procedures. Call 913-588-3442 to schedule all mammogram appointments, ultrasound-guided breast biopsy and stereotactic (mammotest) biopsy appointments. The Breast Center hours are 8 a.m.-4:30 p.m., Monday-Friday. The receptionist’s number for the Breast Center is 8-3415.

Plant Sale

Associated Youth Services (AYS) will host a spring plant sale on Thursday, May 13, 10 a.m.-1 p.m., in the Auxiliary Garden. The sale includes high quality annual bedding plants, native prairie wildflowers, hostas and other shade plants, hanging baskets, hearty perennials and container gardens.

Proceeds will help underwrite AYS programs, which advance the social, educational and emotional health and success of area youth and families. Every donation is 50 percent tax deductible. All products were grown by youth in the greenhouse program.

Don’t Smoke Fellowship

The Kansas Masonic Cancer Research Institute (KMCRI) will offer a “Don’t Choke on Smoke” (DCOS) Fellowship with a one-year appointment beginning in the fall of 2004.

The responsibilities and duties of the position require complete coordination of the program. There will be a $1,000 stipend offered each semester, for a total of $2,000 for the school year. This stipend may also be split between two co-coordinators.

In addition, a $125 per semester stipend is offered for a student contact from each of the schools of Allied Health, Nursing and Medicine. The students will sit on the DCOS committee and aid in coordinating and organizing the program.

If you are interested in applying for the fellowship, please submit a cover letter and resume to Traci Wilper before close of business Monday, May 10, or contact her about any questions at 8-4732 or twilper@kumc.edu.
Classifieds, etc.

**Automotive:**
- 1992 Ford Escort, blue exterior, light blue interior, good car for teenager, $1,200. 913-788-7234 after 5 p.m.
- 1996 Ford Explorer XLT, all-wheel drive, loaded, $5,000. 816-365-1876.

**For Sale:**
- 11915 Wenonga, Leawood, KS, 5 BR, 3½ BA, 2-car garage, finished basement, walking distance of trails, soccer, baseball fields and fishing ponds, $279,000. 913-271-6929.
- Window unit air conditioner, 15,000 BTU, fits standard-size window, used only once, $250. 913-262-0754.
- New elliptical machine, Pro-Form 650 CardioCross, $200 OBO. 913-946-5912.
- 14’ aluminum fishing boat, $100. 816-365-1876.
- Wedding dress, Vera Wang, pearl color, exquisite beaded bodice, spaghetti straps, illusion veil and hairpiece, size 4 but runs like a 6, train gathers for reception, from Saks in Boston, worn once, professionally cleaned, $1,350, a fraction of original price. 913-338-2345.
- Red Ox pulverizer chipper/shredder, new, 8hp Briggs & Stratton engine, electric push-button start, 3” capacity, 4 pneumatic tires, tractor tow bar, $1,000 OBO. 913-706-5274 or e-mail mark@kc.rr.com for pictures.
- Mikimoto cultured pearl ladies ring, 14K yellow gold, 6mm center pearl encircled by eight smaller pearls, 3mm each, size 7, $300. 913-946-5912.
- Mikimoto cultured pearl ladies ring, 14K yellow gold, 6mm center pearl encircled by eight smaller pearls, 3mm each, size 7, $300. 913-946-5912.
- Overland Park townhouse, 83rd and Metcalf, 2 BR, 1½ BA, large kitchen, fenced-in patio, washer/dryer hook ups, freshly painted, fireplace, small pets welcome. 913-469-5912.
- Japanese language tutor, native and/or previous teaching experience preferred. 913-894-9425.
- Queen-size box spring and mattress set, good condition. 913-768-4853.

**Spanish Classes**

Carlos Navarro and Jose Tello, both hospital interpreters, are offering two Spanish classes for beginners and intermediate students. An advanced course will be offered in the fall.

The beginner’s course, which starts May 24, will cover the basics of Spanish grammar and pronunciation. The course also covers medical language. However, it is not a medical terminology class.

The intermediate course, which starts May 25, will cover advanced grammar and conversation, as well as medical language and terminology.

Classes will be held in Sudler, Suite 1030. Both courses will run 5-7 p.m. and last eight weeks. Class registration is $140 and includes a manual.

For more information, contact Navarro at 913-244-6659. To enroll, send a check by May 21 to: Carlos Navarro, 11915 Wenonga, Leawood, Kan. 66209.