Winter 1998

The Review - Fall/Winter 1998

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The Review
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College of Health Professions (CHP)

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MESSAGE FROM THE DEAN

Dear Alumni,

I am proud to tell you that the College of Health Professions (CHP) is on the verge of marking our 30th anniversary. Established in 1969, the college has grown and changed to reflect developments in health care. As you know, we adopted a new name and mission statement in 1999. The university as a whole has changed dramatically during this time as well. As it gains widening renown for excellence in healthcare academics, it also is now organizationally distinct from the Jefferson Health System, which in turn is gaining an ever-greater leadership role in delivering healthcare services in the region. While change has been the hallmark of the past three decades, the most

important characteristic of the college has not changed—the quality and dedication of our students and graduates.

As we are learning from the College's Longitudinal Study and other sources, you-our alumni—are doing remarkable things in your careers. I'm impressed with the innovative ways you find to build on the education you received here at Jefferson, and I am struck by the variety of approaches you use to make a difference.

This spring, we recognized two alumni at the college's Annual Awards Ceremony (see page 9). We awarded Susan Wiener, CNS, BSN, MSN, NURS, the first Alumni Emerging Leader Award. Weiner received the award for her excellence in teaching on the college's nursing faculty and for the many activities through which she has established herself as an authority on women's health. We awarded Ann Estherau Spoljar, BSN, PhD, DHPH, former faculty member of the Department of Dental Hygiene, the Alumni Special Achievement Award for her 14 years of experience and clinical research that has established her as a recognized expert in periodontology and in applying pharmacology to dental hygiene practice.

perspective on the college and a respect for the accomplishments of students, alumni, faculty, and staff. Please join me in welcoming her to her new position.

In the months to come, you will be hearing more about the college's 30th anniversary celebration. Watch for the spring edition of The Review, which will highlight the college's past 30 years. We also hope that you enjoy the improvements that we continue to make in the design and content of The Review, based partly on readers' comments. Keep in mind that this is your publication. Please continue to send us your letters, suggestions, and other feedback.

As always, I encourage you to participate in the life of the college and to help ensure its success in the next 30 years.

Sincerely,

Lawrence Abram

Dodie<br>

CHP alumni are finding diverse and creative paths to fulfilling their potential.

As we move into our fourth decade, I am pleased to announce that we have appointed Dottie Grieb as Director of the college's Office of Alumni Relations (see page 9). While Dottie may be a new face to many of you, she has actually been with us in various capacities since 1988. Dottie co-founded, with me, the college's Health Careers Guidance Clinic and produced earlier editions of the long-running Health Careers Guidance Manual, now in its 10th edition. This longevity gives Dottie a wonderful perspective on the college and a respect for the accomplishments of students, alumni, faculty, and staff. Please join me in welcoming her to her new position.

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Jefferson to have an understanding of the full range of options and evidence Western and Eastern modes of practice, the conference statement on acupuncture, issued last November, validates its literature on the psychophysiological effects of mind-body therapies such as acupuncture, hypnosis, and shiatsu, to name a few. Based on these 90-minute sessions, participants could learn about the specific training required for proficiency in various therapeutic techniques. They could also sample the therapy for themselves.

Pioneering a Complementary Approach "Our job at the CHP's Office of Continuing Education is to provide current, timely courses relevant to the professional needs of our alumni and other health-care members of our community," says Dr. Gleber. "For this conference, we chose alternative medicine because it's such a hot topic. Consumer interest is high, alternative therapies are in demand, and services are being offered all around us."

Jefferson is already ahead of other health-care institutions in offering alternative therapies. Besides their mediation program, its Commons activity center offers classes in yoga and Tai Chi, as well as services in therapeutic massage. Jefferson Health System Main Line has recently established an alternative Medicine Network, providing a variety of therapeutic services such as acupuncture, hypnosis, and shiatsu, to name a few.

Doctors, nurses, physical and occupational therapists, and pharmacists were among 125 health-care providers who participated in the conference. They shared views, networked, and identified resources in alternative care. Attendees gave the course high evaluations, thought it beneficial, and expressed their wishes to have it taken in all the available sessions. "Great topics . . . I had difficulty choosing," said one nurse attendee. "How about a follow-up with other modalities," suggested a PhD attendee. A nurse attendee wrote, "Thank you for having this day and taking a step in the direction of making complementary therapies more visible."

In response to the demand for a follow-up program, another Health & Healing Conference was held on October 10, 1998. 

Nursing Master's Graduates Choose from a Variety of Advance-Practice Opportunities

The challenge in educating health professionals today is anticipating the future of health care, so that students can respond and adapt to it, and ultimately help shape this rapidly evolving field. By offering a master of science in nursing program designed to prepare nurses for advanced and specialized clinical practice in areas such as clinical nurse specialists, case manager, nurse practitioner, and nurse administrator, Jefferson is meeting this challenge.

"Research clearly indicates that we need more nurses prepared for advanced practice," explains Mary G. School, EdD, RN, Associate Professor of Nursing, Vice Chair and Director of the Graduate Program for the Department of Nursing. "The three program specialties we offer reflect positions that have emerged in health care. Specifically, the intense environment of the intensive care unit is the setting for clinical specialists who are increasingly needed in hospitals. The second area, the critical care, is designed for nurses who work in the emergency room and medical-surgical units. The third area is the specialty care practice, where nurses take on a role similar to that of the physician. These programs are designed to meet the needs of these nurses."

"Our students are currently working in all areas of the hospital and are interested in pursuing advanced education in areas such as oncology, critical care, cardiovascular, or gerontological nursing," says School. "They have the opportunity to choose a program that best suits their needs and interests."

Jefferson's Master of Science in Nursing is a two-year program that provides students with the opportunity to pursue advanced education in areas such as nursing administration, nursing research, and educational practice. The program is designed to prepare nurses for leadership roles in health care organizations and to enhance their knowledge and skills in the field of nursing.

The program offers a variety of tracks, including a research track, a clinical practice track, and a leadership track. Students can choose to specialize in one of these tracks or select a combination of tracks. The program also offers a variety of electives, allowing students to tailor their coursework to their interests and career goals.

In addition to the required courses, students are required to complete a research project or a clinical practicum, depending on their chosen track. The research project involves the design and execution of a study to address a gap in the current literature or to answer a question of practical importance.

The clinical practicum involves the performance of a series of tasks that are designed to enhance the student's knowledge and skills in a specific area of nursing. The practicum is supervised by a clinical preceptor and is designed to provide students with the knowledge and skills necessary to practice effectively in a given area of nursing.

The program is designed to prepare nurses for leadership roles in health care organizations and to enhance their knowledge and skills in the field of nursing. Jefferson's Master of Science in Nursing is an excellent choice for nurses who are seeking to advance their careers and make a difference in the field of nursing.
Alumni Owned Businesses

Working Hard, Making a Living, and Enjoying It

The chance to be your own person, to gain independence, to have something that's yours and that gives you at least the prospect of greater financial reward than can come from a staff salary. All these things are part of theiren song of starting, owning, and running on own business.

The trend among the educated workforce to answer this call, and to move to full- or part-time self-employment, including home-based businesses, is one of the most watched phenomena in the work world. For the significant number of CHF graduates who are part of this trend, self-employment has brought its own set of trials and rewards: They have thrilled to being their own bosses and been sobered by the major commitment of time and energy required to run a vital business. They have gained the joy of a flexible work life but had to respond to the dedication, discipline, and agility required to toggle between the professional world and pursuit of other life interests. Here are the stories of just a few of those CHF alumni.

Becoming Chair(Man) of the Board

Some skills are hard to teach, especially the ability to see an opportunity and jump on it. But Ann S. Boris, NU’90, was born with such facility. After graduation, she delivered care and then consulted in the homecare field, eventually helping two national homecare chains to set up their Philadelphia-area operations.

“I was struck throughout by what an opportunity there is to automate paper processes in managed care,” says Boris. While consulting with hospitals, nursing homes, and private practices on policies and procedures, and eventually with systems for billing, supply chain, and other functions, she saw the need for information technology in these organizations.

As in many stories of business start-ups, Boris first turned to friends and family for assistance. Partially with their help, she found co-workers and equity capital, and in 1996 founded MCR Systems Inc., a Philadelphia company that provides data collection, processing, and systems to managed-care companies. MCR, which now has 12 employees and is continuing to experience significant growth, offers several software systems as well as warehouse data for healthcare companies. The systems that MCR sets up for clients can also involve use of pen-based or hand-held devices for data input by clinicians or administrators. MCR’s staff of programmers analyses clinical, financial, and other types of data and reports it. Clients, which have included surgery centers, group practices, HMOs, and hospitals, can dial in to get results. The company is also now serving one of the nation’s largest HMOs.

Boris, who is chair of MCR, recently hired a CEO, Christopher Dunne, who garnered media attention this spring for MCR when he traveled to Ireland with Christopher Dunne, who garnered media attention this spring with MCR systems that MCR sets up for clients can also involve use of pen-based or hand-held devices for data input by clinicians or administrators. MCR’s staff of programmers analyses clinical, financial, and other types of data and reports it. Clients, which have included surgery centers, group practices, HMOs, and hospitals, can dial in to get results. The company is also now serving one of the nation’s largest HMOs.

“People call me sometimes and say, ‘So, you work for Mr. Dunne? And I say, ‘No, he works for me’,” explains Boris, who feels that “too few women are founders, owners, or major shareholders in technology companies.”

Consulting is a popular form of self-employment and is an approach that allows an individual to position himself or herself as an expert within a certain knowledge niche. Margaret Dorando-Unkle, OT’85, has done that with a successful consulting practice in which she assists schools that are in the process of moving children with special physical and cognitive needs into mainstream classrooms.

Dorando-Unkle graduated in CHF’s first OT class in 1985, worked in traditional clinical settings for several years, then returned to Jefferson to complete her master’s in OT in 1990. “That was a turning point for me,” she recalls. “I was in awe of the professors that taught me marketing and finance. They helped me develop a thesis that was also a business plan.” Dorando-Unkle immediately put the plan into action starting Therapeutics, her practice that continues to thrive today. In addition to her long-standing special interest in pediatric OT, she also has a certification in special education.

Dorando-Unkle holds in-services for teachers, providing training in the staff skills, equipment, and support services needed to provide education in regular classrooms to children with special needs. Her ideas and problem-solving abilities in this area have been much in demand. As one point, she had as many as 11 school systems fully contracted with her in and around Camden and Gloucester County, New Jersey, where she works out of a home office, and makes the most of her freedom to juggle her consulting and her daily duties to her own children, ages 1 and 6.

Marketplace Considerations

Joe Ruhl and Jeff Ostrowski, both PT’86, met at Juniata College, where Joe was the athletic trainer for the school’s basketball team and Jeff was a player: “Little did they know they would someday be business partners.

Ruhl and Ostrowski remained friends during their time in CHF’s second class of PT students. “The program was still developing at that time but already had a problem-solving approach that developed the thinking process. This made a big difference for what we ended up doing,” recalls Ostrowski, who was interesting for a position at a local university medical center after graduation, when the Sheraton Society Hill asked him to start a PT program within its health club. He asked Ruhl, who was then at the Jefferson Sports Medicine Center, to join him.

Soon, they left the Sheraton, rented office space, and made Society Hill Physical Therapy their own business.

“She talks about it; I’m not sure the decision to go on our own was the most rational thing,” laughs Ostrowski, “I never thought I wanted my own business, but then all of a sudden the desire just clicked for me.”

In their first month, the two physical therapists treated four clients. In one recent month, in their new 2,800-square-foot facility in Philadelphia, which includes a gym and therapy equipment, they treated 1,200 clients (and another 200 at their second office in Northeast Philadelphia).

“Our business has definitely turned out to be more lucrative than the clinical staff track at a hospital would have been,” Ostrowski explains. “But Ruhl-like the two other physical therapists they have hired onto their staff—work a very full case load. He also strikes another cautionary note: The reimbursement system for each business is becoming increasingly complicated. Large rehab chains and hospital systems make the field very competitive, and groups such as ours must participate in managed-care networks, which can become saturated with contracts,” he explains. “The prospects for small PT businesses are limited, because it doesn’t matter how good a therapist you are, if you can’t get reimbursed.”

Ostrowski alludes to possible plans for Society Hill PT to branch out into offices in the suburbs someday. But both he and Ruhl—like the two other physical therapists they have hired onto their staff—work a very full case load.
and Ruhl are married and have children, and they have approached expansion cautiously because of the effect it would have on their lifestyle and time for their families.

**Getting in, Getting out, Getting Back in Again**

And so it’s true that if you run your own business, you’re often married to it. But that doesn’t mean you may not be married to someone else. For that reason, a business may not be forever.

In 1989, Kristin (Flemming) Swanick, DFST, started Radiology Technologists, Inc., a temporary staffing and placement service for healthcare professionals in radiology, located in Trevose, Pa. Her physician partner handled the division of the company placing physicians, while Swanick handled the division placing technologists.

At the point Swanick and her partner began their enterprise, such services were new and much in need. In 1991, the Philadelphia Business Journal named her company one of fastest growing in the greater Philadelphia metropolitan area.

"But the work was consuming," recalls Swanick, "partly because we paid the salaries of the people we placed and then billed our clients." In addition to the constant churning of payables and receivables that this created, the business often required she and her partner to be on call 24 hours a day for urgent scheduling and staffing.

Swanick, nevertheless, assisted in establishing a division for placing both nurses and respiratory therapists. At one time or another in its first five years, Radiology Technologists staffed almost every hospital in the Delaware Valley.

Four years ago, though, Swanick sold the business and banked the proceeds to be at home with her first child. She is now expecting her second child.

"It was great while that lasted," she says. "But I can't say I didn't have my moments. And the technical background I got there is what I parlayed to get into my career."

Holland established a comfortable enough practice that she can donate a part of each week to volunteer activities in such areas as youth services and the environment. The county in which the Hollands live has recognized the couple for their extensive volunteering.

"We feel we are striking a balance of work with family and community," says Holland, who with her husband set up their current arrangement partly in expectation of having children. They are now expecting their first child and look forward to owning their own business, Holland says, "I really believe anyone can do it. It just takes finding the approach that’s right for you."

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**Designing a Lifestyle**

It’s also a titanism of self-employment that setting daily priorities, if not easier, at least wider open when you’re not punching a time clock under someone else’s watch. Laboratory sciences graduate Kelli Holland, now expecting her second child.

"I have all the time in the world," she says. "I can select clients such as these. She also runs a second consulting practice of her own, called Heartside, Inc., which offers marketing expertise to local businesses in her community. "In a large way, I credit lessons learned at Jefferson for giving me the confidence to do all this," says Holland. "It was the intellectual challenge, the small class size, and the individual the low cost to get there. I’m sure I’ll go back into the work world again in a few years."

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**Project IMPART**

Students Get Chance to Push Themselves

Project IMPART places students in part-time positions assisting in various types of nursing and healthcare research efforts. The project’s funding pays them a small salary while they receive invaluable exposure to the world of science. Application for participation in Project IMPART is a competitive process. Students are selected based on talent and motivation.

**MINORITY CONCERN**

Griffiths notes that the program substantially adds to the workload of students who often have significant commitments already. "Many students maintain full-time or part-time jobs, along with continuing their studies at Community College, while they fulfill the research requirements at Jefferson," she explains. "The students from this year’s group range in age from 21 to 50 years old, and some have as many as four children. IMPART adds to the rigors of their responsibilities—inducing a motivating way."

Students have stepped up to the challenge. "Students are willing to do the work because they recognize the tremendous opportunity," says Griffiths. "The project has exposed me to research-related careers. For example, inbugging at the Children’s Health Policy Research Institute, the Neighborhood, Center of Temple University (which has a federal grant to conduct lead screening), and the Diabetes Prevention Program at Jefferson. They have also helped Jefferson faculty members with research in such areas as alternative healthcare strategies. Marva Mitchell, one of IMPART graduates, says that the key to the program is the chance to work with people already in the research field. "Being in IMPART has exposed me to many professionals in the area of nursing, which has been very inspirational," she says. "The exposure has really motivated me to pursue an advanced degree in nursing." Mitchell is now enrolled in the graduate nursing program at Jefferson.

**THE PROGRAM**

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Building Awareness, Understanding of OT

What does an occupational therapy actually do?
Karen Cunningham, OT'98, says that's a question OT students often hear of hearing, so she made answering it her mission as the 1997-98 president of Jefferson's Student Occupational Therapy Association.

In fact, her leadership and accomplishments earned her the College of Health Professions' 1998 Achievement Award for Student Life, presented during the May commencement ceremony. This annual award is for the senior student who has made an outstanding contribution to student life at CHP. As the only collegewide award given to a student, it is a particularly meaningful honor.

"Our winner this year has displayed her talents on many levels," said Lawrence Abrams, EdD, CHP's dean, during the award presentation. "She served her fellow occupational therapy students well, and as chair of the Occupational Therapy Awareness Day organized a highly successful program that was both entertaining and educational for the entire Jefferson community."

Reaching Out
OT is about enabling, re-enabling, and improving people's functional levels in their work and daily life activities. But how to get that message across? For Cunningham, the answer is by discussing people's perceptions of the profession, by letting them see you in action, and by bringing OT to those who need it most.

In these interests, Cunningham believes that an interdisciplinary approach to patient care is best. She used her degree in December 1998.

"I'm leaning towards wanting to pursue a position in pediatrics," says Cunningham. "Like working with children because they often don't know OT is therapy--it's more like play to them." Her long-term goal is to work within a neonatal unit.

"Karen's significant contributions as a student predict real leadership in her professional future," notes William Thygeson, MEd, Assistant Dean and Director of Student Affairs and Services. "She is simply an outstanding young woman."
DENTAL HYGIENE

Rosemary (Mena) Herman, DH'94, is employed at Montgomery County Community College, where she received the Teaching Excellence Award for Adjunct Faculty. She is also a graduate student in the Instruction Design Program at Penn State University.

Michele L. Dattilo, DH'86, is a dental hygienist at KWH Dental Associates where she received the Esmore Colleague Award. She lives in Levittown, Pa.

DIAGNOSTIC IMAGING

Jeffrey A. Krantz, RT'79, recently moved to Pittsburgh, Pa., where he accepted a promotion with South Hills Health System to Director of Planning and Marketing.

Jill (Dorste) Schlosser, DH'88, is a Pharmaceutical Recruiter at The Bandish Group where she places professionals into many of the top pharmaceutical/biotechnology companies in the country.

LABORATORY SCIENCES

Thomas E. Lebley, MT'74, received his masters degree from Quinnipiac College in 1985. He is currently the Director of Laboratory Services at Griffin Hospital, Derby, Conn. He is married and has three children.

Teresa (Capobianco) Keller, MT'87, and husband Ron announce the birth of their third child, Emily Rose, born on July 3, 1998. The couple also has sons Ronnie and Brad.

Caroline (Swail) Mitchell, NU'62, is a staff nurse at First Health Hospital of Lee County, in Sanford, N.C. She recently received her second certification in hipotone nursing.

Linda J. (Meachum) Schertz, NU'68, is professor and chair of the Nursing Division at Mount Saint Mary College, Newburgh, N.Y. She is involved on the national level with the Emergency Nurses Association (ENA), for which she chaired the outcomes research task force in 1997. This year, she is chair of the trauma nurses/pediatric nursing effectiveness work group and a member of the research vision council. She is also collaborating on a textbook with several ENA colleagues.

Deborah (Allen) Schiavone, NU'69, has earned a bachelor's and master's degree in nursing from Catholic University and is currently a doctoral candidate. She is a certified clinical nurse specialist in adult psychiatric mental health. Ms. Schiavone is the mother of four children and has a private psychotherapy practice in Annapolis, Va.

Brenda (Ingraham) Cucullos, NU'76, works for the Vireland School Board, Vireland, N.J. She teaches adults and high-school seniors about the art and science of LPN nursing.

Linda (Robinson) Foreman, NU'79, was married in 1997, had her first child, Emily Beth, in January 1998, and moved to Mt. Laurel, N.J. in May. She is currently a family nurse practitioner at Abington Health Physicians in Mt. Holly, N.J.

Jane L. Rozycki, NU'79, recently moved from the Medical College of Virginia and is currently completing a dermatology residency. She went to birth her third child, Johanna Elizabeth, in October 1997.

Jan Noel (Davis) Dailey, NU'81, is a pediatric nurse practitioner and lactation consultant at Pediatric Associates of Richmond, Va. She is married and has two sons, Jared and Scott.

Ilisa Sparkler, NU'83, is a patient-care coordinator at Independence Blue Cross, Philadelphia. She lives in Langhorne, Pa.

Nancy Davies Hathen, NU'83, has been appointed Director of Cardiac Nursing at the Albert Einstein Medical Center, Philadelphia.

Felicia Gonzalez, NU'86, completed an internal medicine residency at the John D. Kennedy Memorial Hospital, Stratford, N.J. in 1986. She is presently practicing primary-care internal medicine with Community Medical Associates in Lakewood, N.J.

Michelle Fantaski, NU'86, is a CRNA at Passavant Hospital, Pittsburgh, Pa. Her third child, Abigail Marie, was born on March 12.

Carla Marie (Stello) McCoart, NU'93, married Daniel McCourt, August 1996, and moved to Durham, N.C., that same year. She graduated from Duke University in 1997 as a pediatric nurse practitioner with an MSN and now works in a private, primary-care pediatric practice in North Carolina.

Dawn (Miller) O'Neill, NU'93, has worked part-time at Children's Hospital of Philadelphia in the Cardiac Intensive Care Unit for the past five years. She and her husband, Tim, had their second child, Lauren Elizabeth, in March. The couple also has a daughter, Lyndsey.

Shirlee Dinsdorf, NU'93, graduated in 1997 from the University of Pennsylvania School of Nursing with an MSN from the primary-care, pediatric nurse practitioner program. She is currently employed as a pediatric nurse practitioner at Pennsylvania Hospital Women and Children's Health Services in Philadelphia.

Scott D. Alcott, NU'97, is employed at Abington Memorial Hospital. He and his wife, Heather, live in Lansdale, Pa.

Ellen M. Rignin, NU'97, was relocated to CCMN and newly certified in CDAN. She is a staff nurse at Lower Bucks Hospital, Bucks County, Pa., and lives in Bristol, Pa.

Memorial Hospital, and Ms. Adams works part time in contract work and therapeutic horseback riding. The couple had their first child in November, 1997.

Sara Ann (Carlock) Sacks, NU'98, graduated from Temple Unversity School of Dentistry in 1994. She and her husband, Robert M. Sacks, purchased her father's dental practice and work together in general dentistry and pediatrics in Elkins, Pa.

Virginia Raquel (Peralta) Furness, OT'88, works part time as a certified hand therapist at Gottlieb Memorial Hospital in Chicago. She, her husband, Peter, and their three sons live in Chicago, Ms. Furness is also pursuing a masters degree in fine art photography.

Rosalyn S. Lipsky, OT'93, is an assistant professor of OT at Temple University. She is also practicing as an Interventionist with Thorton Jefferson University in the Community and Homecare Research Division of the Center for Collaborative Research in the REACH (Resources to Enhance Alzheimer's Caregiver Health) project.

Inya (Frank) Adams, OT'92, and Gregory Adams, OT'92, live and work in Fredericksburg, Va. Mr. Adams works at Fredericksburg Memorial Hospital and Ms. Adams works part time in contract work and therapeutic horseback riding. The couple had their first child in November, 1997.

Physicial Therapy

Gregory Adams, OT'92, sees Inya (Frank) Adams, OT'92, (page 10).

Lorie (Coole) Foust, PT'85, works part time at Orthopedic Specialists and Bray Mastor, Bray, Mavr, Pa. She and her husband, Mark, had their third child, Alana Danielle, in January. The couple also has a son Shane and daughter Galeigh.


John A. Mroziewicz, PT'88, was recently board certified as a Sports Certified Specialist by the American Board of Physical Therapy Specialists of APTA. He and his wife, Suzanne, have their third child, a daughter, Kelli Elayne, in July. They also have daughters Alisman and Marissas.

Physical Therapy

Scott Eklund, OT'93, was recently named director of the Motion Analysis Laboratory at Thomas Jefferson University. Ms. Eklund is employed part time in a clinical fellowship in Falls Church, Va. She is an M.A. candidate, she was chosen for the award based on her dedication and accomplishments.

Karen (Clarit) Panogopoulos, DH'88, attends the birth of her second daughter, Christine Elizabeth, Ms. Panogopoulos, who also has a daughter, Erika Marie, is employed part time with Silver Dental Group in Oxford, N.J.

Colleen Thomas, PT'90, works part time in construction work with several rehabilitation companies in Boston and New York. She and her husband, Don, have moved to Dillsburg, Pa.

Raymond Samuel, PT'99, has been the Clinical Director of Total Health and Rehab of Nicholasville, Ky., since 1992. He and his wife, Jill, have three children.

This is your life! And we want to know about it.

Please complete this form and send it to: Alumni Relations, College of Health Professions, Thomas Jefferson University, 325 S. 14th Street, Room 203, Philadelphia, PA 19107-5233.

Call or fax your information to the alumni office at 215-503-7709, Fax: 215-503-9834. Photos you send.

Please include your photos in The review are appreciated. Please provide information in any photos you send.

Name:

Address:

Phone:

Professional News
Janice P. Burke, July, attended a college-sponsored reception for Lawrence Abrams, EdD, Executive Director of Action on Smoking and Health, Inc., and Board of Trustees. Lt. Col. Madeline M. Ullom, NU'38, a decorated World War II Association in Baltimore in April. With Dr. Burke are Lela Llorens, chair of the college's Department of Occupational Therapy Annual Conference of the American Therapy Association.

HONORARY DEGREE

Lawrence Abrams, EdD, Dean of the College of Health Professions, received the honorary degree of Doctor of Humane Letters from the State University of New York (SUNY), Health Science Center at Brooklyn. Pictured here, with SUNY's JeAnn Bradley, EdD, Vice President for Academic Affairs and Executive Dean of Allied Health and Nursing, Dr. Abrams was cited as "a national and international leader in allied health education."

An Annual Conference of the American Occupational Therapy Association

Janice P. Burke, PhD, OT/EL, FAOTA, center, who was named chair of the college's Department of Occupational Therapy (OT) in July, attended a college-sponsored reception for OT alumni at the Annual Conference of the American Occupational Therapy Association in Baltimore in April. With Dr. Burke are Lela Llorens, PhD, OT, FAOTA, consultant in OT and gerontology; Jeff, and Jerry Johnson, PhD, OT/EL, FAOTA, former Jefferson faculty member.

1998 Commencement Ceremony

At its 1998 Commencement Ceremony in May, CHP awarded honorary degrees to John F. Banning III, EdD, Founder and Executive Director of Action on Smoking and Health, Inc., and Lt. Col. Madeline M. Ullom, NU'38, a decorated World War II veteran, center. With the honorary degree recipients are, left to right, Lawrence Abrams, EdD, CHP dean; Paul C. Brecker, MD, university president; and Jack Farber, chairman of the university's Board of Trustees.

College's Department of Diagnostic Imaging Honor

The college's Department of Diagnostic Imaging honored Barry B. Goldberg, MD, left, "five years of Outstanding Service, Support and Dedication to the Department and Students." Pictured receiving the award are department chair M. Gary Sayed, PhD, center, and vice chair Michael Hartman, MS, RT(R), BT (SVM). Dr. Goldberg, who directs Jefferson's world-renowned Division of Ultrasound, serves as the Medical Director of the Diagnostic Medical Sonography Program at the College and is a Clinical Professor of Diagnostic Imaging.

College's Seventh Annual Awards Ceremony

CHP faculty award winners honored at the college's Seventh Annual Awards Ceremony in May: left to right are Maryannne McDonald, MSN, RN, Instructor of Nursing; The Fred and Sayed Abrams Award for Excellence in Clinical or Laboratory Instruction, Paul D. Howard, PhD, CMT, Assistant Professor of Physical Therapy; Linda Buck Award for Distinguished Teaching, and Margareta J. Griffinluss, MSN, RN, OACN, Associate Professor of Nursing; Dean's Faculty Achievement Award. Also with the honorees are Linda G. Kramer, PhD, CHP fellow associate dean; and Lawrence Abrams, EdD, CHP dean.

CHP ALUMNI MUST THINK WOEL of the college. It seems they also know the right kind of young people. The evidence is in the climbing number of alumni who refer their classmates to the college by alumni (see chart).

Surveys have shown that over 50% of CHP's prospective students hear about Thomas Jefferson University by word of mouth. What's more, most of the college's students have become interested in the fields they chose as a result of contact with a healthcare professional.

"There are key interactions between alumni and prospective students that can be critical to both student and college," explains Tom Coyne, MA, CHP's Director of Admissions and Enrollment Management. "Alumni referral of prospective students is made even more important by the fact that students referred by alumni tend to be a stronger pool of candidates than the general pool."

Coyne also notes that CHP alumni refer students for degree programs other than what their own majors were. Thus, alumni are recommending CHP in general, not just the departments in which they studied.

Organizing and Encouraging These Referrals

Since last year, the college has been seeking more structured ways to help alumni make referrals to the college and to channel their willingness to help with recruiting. One initiative, launched by CHP's admissions and alumni relations office, is a program called JAVA (Jefferson Alumni Volunteering for Admissions).

Alumni who sign up for the program can choose from any of a number of ways to help out. One of the most important opportunities is made possible by a database that the college maintains of possible candidates for admission. The students in this database are mostly those who have contacted the college, in one way or another, requesting information. "When alumni call these students, share their Jefferson experience, talk about their own careers, and just generally chat with them, it makes a huge difference in encouraging applications," says Coyne. The office may also ask alumni volunteers to call accepted students to answer any questions they may have and to encourage them to enroll.

"Nothing paints a better picture of the value of a CHP degree than having a college graduate who has participated in JAVA," says Ron Nerdone, Associate Director of Admissions and Enrollment Management.

Don't be Surprised If You
Get a Call

CHP, like all schools, must always strive to maintain and improve its overall application statistics. Personalized recruitment can make an important difference in the quality of entering classes. For this reason, the Office of Admissions is now asking each department at CHP to recommend alumni who might be good recruiters. "We trust the faculty's sense of this," says Coyne, whose office plans to contact nominated alumni to ask them if they could give a small amount of their time to be involved.

Beyond making phone calls, alumni can also attend on-campus activities, represent CHP at college fairs, or allow a prospective student to observe them in their workplace. Just as important is when alumni can simply supply the name and contact information of a potential student. "When alumni refer prospective students to CHP, they perform an invaluable service to both the college and student. Applications resulting from alumni referrals have grown steadily in recent years, and the quality of those applications has grown even faster, evidenced by the number of these alumni-referred students who the college admits."

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CHP students admitted through CHP alumni referrals

CHP applications generated through CHP alumni referrals

Would you lend your name to the JAVA list in case we need to call you?

Do you know someone who might be interested in applying to CHP?

If "yes," to either, please contact, Box Nerdone, Associate Director of Admissions and Enrollment Management at: 215-503-1083, or at on-line: Coord SMail relay at Office of Admissions, College of Health Professions, Thomas Jefferson University 1305-01-6th St June 1014, Philadelphia, PA 19107-5233 or online at: jiffy@ioa.cwisp.chp (Select "Admissions Information" and use the "Request More Information" form.)
1999 Will Mark the 30th Anniversary of the College of Health Professions
Mark your calendar for the 30th Anniversary Dinner-Dance on Saturday, April 24, 1999, then call your classmates and form a table.
Send your news and photos for inclusion in the Spring '99 special 30th Anniversary issue of The Review.

1999 Alumni Calendar of Events

Alumni Association Board Meeting
January 16, 1999

Fourth Annual Alumni and Student Volleyball Tournament
January 19, 1999

Career Networking Night
February 1, 1999

Alumni Association Board Meeting
March 16, 1999

30th Anniversary Celebration Dinner/Dance
April 24, 1999

Spirit of Philadelphia Jefferson Student and Alumni Cruise
May 12, 1999

College Class Night
May 13, 1999

College of Health Professions Commencement
May 14, 1999

Alumni Association Board Meeting
May 18, 1999

Susan (Segal) Holland, CT'81, left, can command substantial enough fees from her consulting business to be able to afford to work part time, and to use a significant portion of the rest of her week for volunteer activities. Here, she splashes with other participants in a recent Sierra Club, youth-outreach program on the Haw River, North Carolina. See Alumni-Owned Businesses pages 46.

Mr. Edward W. Tawyea
310 Scott Building