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 reputation 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—and 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 Weiner, CNS, BNC, 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 Esther_sur Sporkluch, PhD, FHP, 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.

In this edition of The Review, we profile other graduates who have distinguished themselves, in this case by starting their own successful healthcare-related businesses (see page 9). 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 Griebo 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 1986. 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.

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,

[Signature]

Lawrence Abramson
alternative medicine, many healthcare professionals—and even some insurance companies—have begun to explore these alternative approaches to care and to take advantage of them as a complement to conventional treatment. These shifts in attitude have encouraged both conventional and alternative practitioners to explore new ways to work together.

A number of accomplished practitioners who have taken on the challenge of integrating conventional and alternative medicine spoke at a recent conference, sponsored by CHP, through its Interdisciplinary Professional Development Series. According to Jaclyn M. Gleber, EDH, Director of Continuing Education for CHP, the conference "Health & Healing: Exploring Alternative Therapies," held in April, sought "to recognize the value of alternative, complementary therapies."

"It's vital," Gleber says, "for our healthcare community at Jefferson to have an understanding of the full range of options and opportunities available for wellness and healing. Healthcare professionals must understand how they can integrate some of these long-standing and popular techniques with traditional practices.

Evidence Accumulates for Integration

The conference's keynote speakers, Steven Rosenzweig, MD, Clinical Assistant Professor, Emergency Medicine, Jefferson Medical College (JMC), and George Brainard, MD, Professor of Neurology, Biochemistry, and Molecular Pharmacology, JMC, gave a broad view of the growing acceptance and use of alternative health strategies. They discussed how conventional health care has begun to provide access to these therapies.

"Ample scientific evidence already supports the use of selected complementary therapies," explained Dr. Rosenzweig, who is also Medical Director of Jefferson's meditation-based stress-reduction program. "For instance, the NIH consensus statement on acupuncture, issued last November, validates its role in treating certain pain syndromes. There is also a rich literature on the psychophysiological effects of mind-body therapies such as meditation and yoga."

In addition to discussing the themes and concepts that underlie Western and Eastern modes of practice, the conference featured an Alternative Medicine Conference, which explored alternative therapies for chronic diseases such as cancer and heart disease. The conference participants selected from nine different experiential breakout sessions that included yoga, Tai Chi, herbology and nutritional supplements, acupuncture, integrative body work, and therapeutic touch, among others. 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 members of the healthcare 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 healthcare institutions in offering alternative therapies. Besides CHP's meditation 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 healthcare providers who participated in the conference. They shared views, networked, and identified resources in alternative care.

Attendees gave the course high evaluations, thinking it beneficial and expressing their wishes to have it take place 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 complimentary therapies more visible."

In response to the demand for a follow-up program, another Health & Healing conference was held on October 10, 1999.
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 the siren song of starting, owning, and running one's 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 CHP graduates who are part of this trend, self-employment has brought its own set of trials and rewards: They have thrived 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 discipline, dedication, and agility required to juggle between the professional world and pursuit of other life interests. Here are the stories of just a few of those CHP 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, coding, 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. Partly 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 product lines. At its location, it provides hardware and software systems as well to 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 when he and Dunne were interviewed 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 Boris, who was then at the Jefferson Sports Medicine Center, to join him.

"The chance to be your own person, to gain independence, to have something that's yours and that gives you at least the feeling that you're doing something valuable," Boris says.

She sees reason for this change, noting that "nurses have good backgrounds for getting into these areas." She also adds, "I believe that Jefferson in particular gave me the tools to think of health care from a business perspective, and that has been invaluable."

Establishing Yourself as An Expert

"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," says Dunne. Dorando-Unkle, OT'86, 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 CHP'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 interested in 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 Boris, who was then at the Jefferson Sports Medicine Center, to join him.

"Looking back, I'm not sure the decision to go it 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 says. "Joe and I both think that the two of us together were the most rational option." Ruhl-like the two other physical therapists they have hired onto their staff-work a very full case load.

"The reimbursement system for such businesses 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 process for small PT businesses are limited, because it doesn't matter how good a therapist you are, if you can't get reimbursed."

Ostrowski added to possible plans for Society Hill PT to branch out into offices in the suburbs someday. But both he and Boris say they have no plans to move to the suburbs themselves. "It's been interesting to juggle her consulting and her daily duties to her own children, ages 1 and 6."
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 is 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. And 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 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 her and her partner to be on call 24 hours a day for urgent scheduling and staffing issues.

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 handed the proceeds to be at home with her first child. She is now expecting her second child. "It was great while that business period lasted but so is what I’m doing now,” she says. "On the other hand, I’m sure I’ll go back into the work world again in a few years.

Designing a Lifestyle

It’s also a tribute of self-employment that acting 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 Susan Holland, M.S., and her husband, John Ruhl, M.S., are creating a comfortable enough practice for themselves and their practice’s 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 focus we got that taught me I could roll up my sleeves and use my own resources to get things done. And the technical background I got there is what I parlayed to get into my career."

Holland has established a comfortable enough practice that she can donate a part of each work 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 volunteerism.

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

WHEN YOU SHARE something you have with another who may not have the same opportunity or experience, you ‘impart’ it. CHP is doing just that with its expertise in educating nurses in careers in research. Through a federally funded program called Project IMPART, CHP is sharing its research expertise with minority students who are in the associate degree nursing program at Community College of Philadelphia (CCP).

The grant stands for Improving Minority Professionals’ Access to Research Tracks. The project, which has been supported by $750,000 in funding for a five-year period from the National Institute of General Medical Sciences of the National Institutes of Health, enrolled its third cycle of students this past May. Progress of the first two groups of students is the best indication of the program’s success and, by that measure, Project IMPART is reasonably achieving its goals.

"The first group of students finished in 1996," says Project IMPART Director Margaret J. Griffiths, MSN, RN, OACN, whose CCP faculty collaborator is Project IMPART Co-Director Elaine Tagliareni, MS, RN. "Ten of these 12 students have now completed their baccalaureate-and five are in graduate study in nursing. Of the second group of 17 students, all are planning on moving ahead with baccalaureate study in nursing."

Griffiths points out that while minorities make up 30 percent of the national population, only about 10 percent of nurses are from minority groups. In addition, of about 2 million licensed nurses, only 20,000 (or two percent) are prepared at the level of an advanced degree such as a master’s. These factors compound to make for a low representation of minorities among the group of researchers who have begun their studies in the nursing field.

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.

IMPART students have participated, for example, in programs 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’s students who often have significant responsibilities—in a motivating environment. They have also helped Jefferson faculty members with research in such areas as alternative healthcare strategies. Marva Mitchell, one of IMPART’s students who often have significant responsibilities—in a motivating environment. They have also helped Jefferson faculty members with research in such areas as alternative healthcare strategies.

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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, 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 Abrahms, 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. "Once a week throughout the semester, we went to a shelter and worked with residents. We promoted wellness by educating the women there about health and their bodies, and we focused on building a sense of community among the women in the shelter."

Looking Ahead
Cunningham has two clinical affiliations to complete, one in adult rehabilitation and another in pediatrics, before receiving her degree in December 1998. "I'm leaning towards wanting to pursue a position in pediatrics," says Cunningham. "I like working with children because they often don't know OT is therapy—almost more like play to them." Her long-range goal is to work within a neonatal unit.

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

Rosemary (Menta) Herman, DH'84, 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. Dartilo, DH'86, is a dental hygienist at KHII Dental Associates where she received the Elected Colleague Award. She lives in Levittown, Pa.

DIAGNOSTIC IMAGING

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

Jill (Derstine) Schlosser, DI'88, is a dental hygienist at KWH Dental Associates. She placed third in many of the top pharmaceutical/biotechnology companies in the country.

LABORATORY SCIENCES

Thomas E. Lebre, 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.

Terese (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.

NURSING

Carolee (Swaim) Mitchell, NU'62, is a staff nurse at First Health Hospice of Lee County, in Sanford, N.C. She recently received her second certification in hospice nursing.

Linda J. (Meacham) Schetz, NU'68, is professor and chair of the Nursing Division at Quinnipiac University in North Haven, Conn. She is involved in 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 nurse/paramedic 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 Annandale, Va. She is married to her third child, Johanna Elizabeth, in 1996. She is presently practicing in private psychotherapy practice in Annandale, Va. She is married to her third child, Johanna Elizabeth, in 1997. This year, she is working as a pediatric nurse practitioner program. She is currently employed as a pediatric nurse practitioner at Penn State Children's Hospital in Philadelphia.

Desiree M. (Audette) Myers, OT'93, has practiced in the field of occupational therapy since she graduated in 1993. She is currently a staff therapist at the Albert Einstein Medical Center, Philadelphia.

Felicia Gonzalez, NU'86, completed an internal medicine residency at the University of Miami in 1996. She is currently practicing primary care medicine internist with Community Medical Associates in Lynbrook, N.J.

Nancy Davies Huthen, NU'84, has been appointed Director of Cardiac Nursing at the Albert Einstein Medical Center, Philadelphia.

Lisa N. Timothy, OT'92, has been accepted in the Graduate Occupational Therapy program at Temple University and is currently completing a master's degree in occupational therapy. She is married to her third child, Johanna Elizabeth, in 1996. She is presently practicing in private psychology practice in Annandale, Va. She is married to her third child, Johanna Elizabeth, in 1997. This year, she is working as a pediatric nurse practitioner program.

OCCUPATIONAL THERAPY

Virginia Rassouli (Peraida) Furness, OT'88, works part time as a certified hand therapist at Gottlieb Memorial Hospital in Chicago. She is married, Peter, and their three children live in Chicago. Ms. Furness is in a new fellowship for occupational therapy at Rush-Presbyterian-St. Luke's Medical Center in Chicago.

Rosalyn S. Lipshitz, OT'93, is an assistant professor of OT at Temple University. She is also practicing as an intern with the Pennsylvania Medical Society in the Community and Homecare Research Division of the Center for Collaborative Research in the BEACH (Resources to Enhance Alzheimer’s Caregiver Health) Project.

Ina (Frank) Adams, OT'92, and Gregory Adams, PT'92, live and work in Frederick, Md. Mr. Adams works at Frederick Memorial Hospital, and Ms. Adams works part time in contract work and therapeutic horseback riding. The couple had their first child in November, 1999.

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, 1315 S. 10th Street, Room 203, Philadelphia, PA 19107-2323.

Call or fax your information to the alumni office at 215-503-7700, Fax: 215-503-9804 or send by e-mail to dorothy.grieh@mail.tju.edu.

Photos for inclusion in The Review are appreciated. Please include yourself in any photos you send.
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. Picture here, with SUNY's JoAnn 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."

Annual Conference of the American Occupational Therapy Association

Janice P. Burke, PhD, OTR/L, 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 Llortens, PhD, OTR, FAOTA, consultant in OT and gerontology; Jerry Johnson, PhD, OTR/L, FAOTA, former Jefferson faculty member; and Madeleine M. Ullom, NU '38, adorned World War II veteran, center. With the honorary degree recipients are, left to right, Lawrence Abrams, EdD, OTR/L, Dean; Paul C. Brooker, 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, "for years of Outstanding Service, Support and Dedication to the Department and Students." Presenting the award are department chair M. Gary Sayed, PhD, center, and vice chair Michael Hartman, MS, RIDOS, RT(R), 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.

1998 Commencement Ceremony

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

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 Maryanne McDonald, MSN, RN, Instructor of Nursing; The Fred and Sayed Abrams Award for Excellence in Clinical or Laboratory Instruction, Paul D. Howard, PhD, CMDT, Assistant Professor of Physical Therapy; Linda Backward Award for Distinguished Teaching, and Margareta J. Griffths, MSN, RN, OACN, Associate Professor of Nursing; Dean's Faculty Achievement Award. Also with the honorees are Linda G. Krameer, PhD, CHP senior associate dean, and Lawrence Abrams, EdD, CHP dean.

CHP students admitted through CHP alumni referrals

CHP applications generated through CHP alumni referrals

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 these applications has grown even faster, evidenced by the number of these alumni-referred students who the college admits.

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 alumni 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. 

CHP ALUMNI MUST THINK WELL OF THE college. It seems they also know the right kind of young people. The evidence is in the climbing number of referrals. "The college is a place where students can find the right kind of young people," says Coyne.

Surveys have shown that most 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 offices, 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 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 alumni testimonials, so we are looking to continue to increase the number of alumni who participate in JAVA," says Ron Nordone, Associate Director of Admissions and Enrollment Management.

"Would you lend your name to the JAVA list in case we need to call you? Do you know of someone who might be interested in applying to CHP? If," "yes," to either, please contact, Box Nordone, Associate Director of Admissions and Enrollment Management at 215-303-1343, or at Ronald Nordone, Associate Director of Admissions and Enrollment Management at 215-303-1041. To contact the Office of Admissions, College of Health Professions, Thomas Jefferson University, 1234 S. 9th St., Suite 1910, Philadelphia, PA 19107-5233, or online at jtfills@jefferson.edu (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

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<th>Event</th>
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<td>Fourth Annual Alumni and Student Volleyball Tournament</td>
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<td>Career Networking Night</td>
<td>February 1, 1999</td>
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<tr>
<td>Alumni Association Board Meeting</td>
<td>March 16, 1999</td>
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<tr>
<td>30th Anniversary Celebration Dinner/Dance</td>
<td>April 24, 1999</td>
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<tr>
<td>Spirit of Philadelphia Jefferson Student and Alumni Cruise</td>
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<td>College Class Night</td>
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<tr>
<td>College of Health Professions Commencement</td>
<td>May 14, 1999</td>
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<td>Alumni Association Board Meeting</td>
<td>May 18, 1999</td>
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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 4-6.