Winter 1998

The Review - Fall/Winter 1998

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See Alumni-Owned Businesses, pages 4-6.

In the 1996 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 1990. The university as a whole has changed dramatically during this time as well. As it gains widening respect 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 Weiner, CNS, BNC, MSN, NURB, 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 Eshenaur Spolark, BSN, PhD, DNP, 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.

As we move into our fourth decade, I am pleased to announce that we have appointed Dottie Grieh 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 1968. 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,

Lawrence Abrams

On the cover: Joe Rahl, PT’86, (left) and Jeff Ostrander, PT’86, get competitive, as partners at Society Hill Physical Therapy (see story, page 6).

Margaret Devardo-Vukelic, OT’85, President, Therapecids, holds an in-service for teachers.

Kristin (Fleming) Swannick, DNP, former President, Radiology Technologies, Inc., is expanding her company.

Esira (fomming) Swannick, DNP, former President, Radiology Technologies, Inc., is in a non-corporate mode of life.
Alternative Medicine

With more than 30 percent of Americans using some form of 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 CHI, through its Interdisciplinary Professional Development Series. According to Jaclyn M. Gleber, EdD, RDH, Director of Continuing Education for CHF, 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 Rosenweig, MD, Clinical Assistant Professor, Emergency Medicine, Jefferson Medical College (JMC), and George Brainard, PhD, Professor of Neurology, Biochemistry, and Molecular Pharmacology, JMC, gave a broad view of the growing acceptance and use of alternative healing 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. Rosenweig, 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 participants selected from nine different experiential breakout sessions that included yoga, Tai Chi, herbalology 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 CHF’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 its 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 JMC’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, 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, “Thanks 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 Healing & Health Conference was held on October 10, 1998.

Announcing the opening of Jefferson's Center for Integrative Medicine at 3900 Ford Road, in Philadelphia.
Call 215-897-5121 for more information.

Degree Programs

The challenge in educating health professionals today is anticipating the future of healthcare, so that students can respond and adapt to, 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 roles in areas such as clinical nurse specialist, case manager, nurse practitioner, and nurse administration, Jefferson is meeting this challenge.

"Research clearly indicates that we need more nurses prepared for advanced practice," explains Mary G. Schalek, EdD, RN, Associate Professor of Nursing, Vice Chair and Director of the Graduate Program for the Department of Nursing. These three program specialties we offer reflect the nurse's role in evidence-based practice. Specifically, the intense environment of the

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

important setting, on which our adult health program concentrates, the more towards community-based care that the community systems administration specialty relates to, and expansion of primary care, which the family physician is trained to address." Nurses in the MSN program function as partners in research teams and are exposed to the latest research findings, innovative technologies, and patient-care strategies.

"Depending on their major, our graduates must have an increased knowledge of physiology or pharmacology, epidemiology or nursing strategies, and so on—they can apply this expertise to analyzing problems and coming up with alternative solutions," says Schalek. Nursing students, who are near the top of the health sciences, graduate program can elect a concentration from a wide variety of specialty areas, such as critical care, ambulatory care, oncology, home health, or rehabilitation. Graduates with an MSN in Adult Health are prepared for such responsibilities as coordinating care in the acute-care setting; providing case management, analyzing health systems; collaborating in practice with physicians; educating nursing staff; conducting nursing research; offering health promotion and disease prevention; and establishing consulting practices for healthcare systems.

Nurses who choose the Community Systems Administration Graduate Program (CSA) are the future expert practitioners, agency administrators, care providers, and educators in community and public health. They may undertake careers in health planning, program management, public and legislative activities; staff development; consultation and administrative activities; innovative community health nursing programs; and partnerships for community health nursing students.

Students in the Family Nurse Practitioner Program (FNPP) under the direction of Virginia Acragnilo, PhD, CRNP, left, in photo above, are expert nurses who train to provide individualized care for children and adults during health and illness. An FNP's activities include obtaining medical histories and performing physical exams; diagnosing, treating, and monitoring both acute and chronic health problems; ordering and interpreting diagnostic studies; prescribing treatments; providing well-child care; promoting positive health behaviors; and collaborating with physicians and other health professionals.

A Recent Nursing Master's Graduate

MSN Student Finds Satisfaction in Empowering Clients

THERE'S AN OLD SAYING, "give a man a fish and he can eat for a day, but teach him to fish and he can eat for a lifetime." That philosophy sums up the feelings of Aida L. Egues, MSN, NU’98, about why she chose to concentrate in community systems administration.

"Public health is all about teaching people to empower themselves and advocate for their own needs," says Egues. "To design and evaluate programs with which the community dictates to me what it needs, such as information regarding managed care systems and how to deal with issues related to cultural competence in medical care.

While in school, Egues worked at a local nonprofit agency as a consortium coordinator development specialist for the Healthy Start Project, a four-year, $6 million grant to help reduce the rate of infant mortality in Camden, where

babies less than a year old die at approximately twice the rate of the rest of New Jersey. Egues graduated in August this year and is now a Program Development Specialist for the National Tuberculosis Center at the University of Medicine and Dentistry of New Jersey. She also volunteers as an AIDS caregiver/educator for the American Red Cross, Camden County Chapter. Egues received a scholarship from the U.S. Department of Education's HIV/AIDS Training Grant for Graduate Nurses enabled her to pursue her master's at Jefferson.

Announcing the opening of Jefferson's Center for Integrative Medicine at 3900 Ford Road, in Philadelphia.
Call 215-897-5121 for more information.

*Review
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 onep'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 on their own businesses 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 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 a 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 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 equipment 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 analyze 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 Pennsylvania Governor Tom Ridge. The trip was designed to attract other high-tech firms to Pennsylvania.

"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."

"Anyone can do it. It just takes finding the approach that's right for you," says Holland.

Marketplace Considerations

"Looking back, I'm not sure the decision to go the way I did 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." Ruhl, who was then at Jefferson, continues, "We have been fortunate. Joe 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 contractors," he explains. The prospect for small PT businesses are limited, because it doesn't matter how good a therapist you are, if you can't get reimbursed."

She sees reason for this to 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. Margaret Dorando-Unkle, PT'83, 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 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 Therapedics, 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.

"I never thought I wanted my own business, but then all of a sudden the desire just clicked for me."
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 radiologists.

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.

"It was survival," 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 needs.

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 and respiratory therapists. At one time or another in its first year period from the National Institute of Health, enrolled its third minority Professionals’ Access to Research (IMPART) students have ‘participated, inprogr,ams "aMhe in Areas of

"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 parleyed to get into my career.

Holland has 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, so she tends to own her own business. Holland says, "I really believe anyone can do it. It just takes 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 experience with minority students who are in the associate degree nursing program at Community College of Philadelphia (CCP).

Project IMPART stands for Improving Minority Professional's 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 successfully achieving its goals.

The first group of students finished in 1996," says Project IMPART Director Margaret J. Griffiths, MSN, RN, OCN, whose COP faculty collaborator is Project Co-Director Elaine Tagliareni, MS, RN. "Ten of these 12 students have now completed their baccalaureate-and five are in graduate 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 from minority groups. 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 program’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 graduates, says that the key value of 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.

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 30 years old, and some have as many as four children.’’ IMPART adds to the rigors of their responsibilities—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.

Research in Areas of Minority Concern

Students are offered an array of research placement for our students, we’ve also directed that it is difficult to find minority mentors,’’ says Griffiths. ‘‘One of our goals is that students will in turn, become mentors or continue their research work in the minority community.

Project IMPART has seen that goal come closer as graduated IMPART students have taken research positions. For example, one is working under a pregnancy prevention grant at the R.W. Brown Community Center, while another is coordinating a grant intended to increase immunization among children in homeless shelters.

‘‘We’re proud not only that IMPART graduates are choosing research-related work, but that they’re selecting community-level work and areas that concern healthcare access for minority populations,’’ Griffiths says.
Building Awareness, Understanding of OT

"What does an occupational therapist actually do?" Karen Cunningham, OT'98, says that's a question OT students often tire 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 OT Awareness Day to build such relationships and practices. "We targeted the university's community at all levels, because we felt there was a real lack of knowledge about what we do," says Cunningham. "Events included a focus group with medical students where we ordered pizza and talked informally about what they know of OT."

Whatley notes that "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."
Jeffrey A. Krantz, RT’79, recently moved to the University of Pennsylvania School of Nursing with an MSN from the primary-care, pediatrics program. He is employed as a pediatric nurse practitioner at Pennsylvania Hospital Women's and Children's Health Services in Philadelphia.

Scott A. Allen, NU’97, is employed at Abington Memorial Hospital. He and his wife, Heather, live in Lansdale, Pa.

Ellen M. Righin, NU’97, was recently filled in CCPN and newly certified in CDAN. She is a staff nurse at Lower Bucks Hospital, Bucks County, Pa., and lives in Bristol, Pa.

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, 323 S. 10th Street, Room 203, Philadelphia, PA 19107-5233.

Call or fax your information to the alumni office at 215-503-7709. Fax: 215-503-9834 for inclusion in the next issue of The Review.

Name
Name at graduation (if different)
Program
Address
Year
E-mail address
Telephone
Personal News
Professional News

Photos should be in color and in electronic form. Please include your name 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. Pictured here, with SUNY'sJoAnn 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."

1998 Commencement Ceremony

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

Annual Conference of the American Occupational Therapy Association

Janice P. Burke, PhD, OT/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 Lea Llorens, PhD, OTR, FAOTA, consultant to OT and gerontology, left, and Jerry Johnson, PhD, OTRSA, FAOTA, former Jefferson faculty member.

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." Pictured the award are department chair M. Gary Sayed, PhD, center, and vice chair Michael Hartman, MS, RDMS, BVT, 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.

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 Sayde Abrams Award for Excellence in Clinical or Laboratory Instruction; Paul D. Howard, PhD, CMDT, Assistant Professor of Physical Therapy, Lindback Award for Distinguished Teaching, and Margareta J. Griffthbus, MSN, RN, OACN, Associate Professor of Nursing, Dean's Faculty Achievement Award. Also with the honorees are Linda G. Knaezer, PhD, CHP senior associate dean, and Lawrence Abrams, EdD, CHP dean.

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 alumni referrals generated through CHP.

"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 Volunteer 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 alumni testimonials, so we are looking to continue to increase the number of alumni who participate 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 depart- ment 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 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.
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>Alumni Association Board Meeting</td>
<td>January 16, 1999</td>
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<td>Fourth Annual Alumni and Student Volleyball Tournament</td>
<td>January 19, 1999</td>
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<td>Career Networking Night</td>
<td>February 1, 1999</td>
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<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>
<td>May 12, 1999</td>
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<tr>
<td>College Class Night</td>
<td>May 13, 1999</td>
</tr>
<tr>
<td>College of Health Professions Commencement</td>
<td>May 14, 1999</td>
</tr>
<tr>
<td>Alumni Association Board Meeting</td>
<td>May 18, 1999</td>
</tr>
</tbody>
</table>

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.

Mr. Edward W. Tawyea
310 Scott Building