Dr. Alan Tiefenbrunn (right), cardiologist, and Dr. Bruce Ferguson, cardiothoracic surgeon, study angiogram showing severe narrowing of arteries which will require immediate surgery for CCS patient.

Access to cardiac care focus of new program

A unique program designed to provide physicians at area and outlying hospitals with ready access to the technology and facilities available at a major tertiary care hospital got under way this month with the opening of Barnes' Critical Cardiology Service (CCS). The service is intended to be an integral part of a cardiac patient's overall treatment plan managed by the patient's hometown physician and hospital.

The CCS provides every doctor and hospital within a 200-mile radius of Barnes access to the most advanced cardiac technology and to a breadth and scope of services unique to a tertiary hospital. Those services include diagnostic cardiac catheterization, coronary angioplasty, bypass procedures, surgery to correct arrhythmias and heart transplants.

Referring physicians can guide a specific group of patients requiring such sophisticated cardiac care through a complex treatment scheme unavailable at their facilities while being assured of timely progress reports throughout the patient's stay. The CCS is built upon close communication between the referring doctor and Barnes' professional staff, beginning with the initial referral call and continuing throughout the treatment program.

Physician access to the service and continuing dialogue regarding the patient's treatment and prognosis is provided through a toll-free phone line staffed by critical cardiology referral nurses 24 hours a day. Upon referral, the nurse will immediately facilitate emergency consultation between the referring physician and a Barnes cardiologist. If necessary, following this consultation, the nurse will dispatch an ambulance, helicopter or airplane for the patient and make all preparations for admission by alerting the emergency and admitting departments as well as the appropriate intensive care unit.

Barnes cardiologists and cardiothoracic surgeons consult with the referring physician throughout the patient's stay. Transportation back to the local hospital is arranged for a mutually acceptable time and to fit into the continuum of medical management by the referring physician.

Physicians seeking a consultation with a Barnes cardiologist or more information about Barnes' CCS may call the referral number, 1-800-421-2340.

Sports injuries treated in new walk-in clinic

A walk-in clinic for the treatment of sports-related injuries opened this fall under the direction of Barnes Hospital orthopedic surgeon Dr. Robert A. Shively. The clinic, located in the orthopedic surgery suite on the 11th floor of the West Pavilion, is open from 9 a.m. to 11 a.m. on Saturdays. No appointment is necessary.

The clinic is open during the school year to grade school through college-age students on a first-come first-served basis, providing timely medical assistance to youths with athletic injuries. For more information, call orthopedic surgery at 362-4080 Monday through Friday between 8:30 a.m. and 5 p.m. On Saturdays call 367-6566.

Barnes maintains Level I trauma status

Barnes Hospital earned renewal of its status as a Level I adult trauma center following a recent review conducted by the Missouri Division of Health—Bureau of Emergency Medical Services. The division of health periodically reviews all Missouri trauma centers. Barnes was first designated as a Level I adult trauma facility in 1981.

To receive the Level I designation, a hospital must have the capacity to immediately treat the most severe injuries and must have a trauma team available around the clock to perform trauma-related procedures. Level I centers must also have on-site rehabilitation staff and facilities for patients requiring these services, and lab, radiological and subspecialty units.

Other area hospitals designated as Level I adult trauma centers are St. John's Mercy Medical Center and The University Hospital.

Barnes makes it easy to find DOC-TORS

Obtaining a referral to a doctor on Barnes' medical staff got even easier last month with the formation of a new physician referral phone number: DOC-TORS (362-8677). The toll-free number remains 1-800-392-0936.

Barnes' free physician referral service is staffed 24 hours a day by registered nurses who can discuss medical symptoms and suggest an appropriate specialist. The physician referral staff also can schedule doctor appointments for callers who so desire. All doctors are on the Barnes Hospital staff as well as on the faculty of Washington University School of Medicine, and are board-certified or board-eligible in their service areas. The educational background of each doctor is available on request.

Psychiatrist competes in Ironman Triathlon

When Barnes psychiatrist Dr. Edwin Wolfgram took up aerobic conditioning in 1980, he had no idea how committed he would become to exercise. In the eight short years he has been running and swimming, though, Dr. Wolfgram, 56, has developed into a world-class athlete. On October 22, 1988, he competed in the Bud Light-sponsored Ironman Triathlon race in Kona, Hawaii, as one of only 21 men in the world in the 55 to 59 age group to qualify for competition in the prestigious annual event. He finished in eighth place.

Dr. Wolfgram qualified to participate in the triathlon based on his performance in national events.

“The demands of the Ironman race were so unlike any other I had experienced that I didn’t immediately realize how successful I was even after I finished the course,” he said. “I swam the required 2.4 miles in the ocean in 95 minutes and rode the 112-mile bicycle course in just under seven hours. When it came time for the marathon, however, I was simply exhausted. I ran the 26.2 miles in six hours, almost double my usual time. An awful feeling came over me as I finally dragged myself in. I had trained specifically for the Ironman competition for nearly 11 months and it looked like I would have a poor finish.” Results were tabulated the evening of the race and were posted the next morning.

When he reluctantly looked at the results he discovered he had actually done very well. “I beat some top competitors—men who beat me in the half-Ironman qualifying races in Florida, Springfield, Illinois, and Muncie, Indiana, were hours behind me. It was the greatest accomplishment of my running program.”

Dr. Wolfgram, who says he is devoted to exercise, follows a strict training regimen consisting of proper diet, swimming, weightlifting, fast walking and running. He admits his daily three-hour workouts might seem excessive, but his
Ironman Triathlon

(continued from page 1)

passion for marathon running drives him to constantly push for excellence.

In addition to competing in the 1988 Muncie, Indiana, Endurathon which is half the length of the Ironman, Dr. Wolfram has run in two Boston Marathons, finishing in the top quarter of his age group in 1986. He won the over-50 age category in the 37-mile 1986 St. Louis Ultramarathon. He says he'll be running in future marathons but is undecided about another Ironman competition.

Dr. Wolfram, who has been on Barnes' staff since 1964, usually works out in the Washington University field house. "I know most people will not spend as much time exercising as I do, but just 40 minutes of exercise three days a week will give a person a good overall level of fitness," he said. Dr. Wolfram recommends 30 to 40 minutes of brisk walking.

Employee retirements

Dolores C. Sullivan, administrative secretary in the human resources department, retired October 31 after 22 years of service to the hospital. She received a certificate of appreciation from Barnes president Max Poll at a reception in her honor October 26. Mrs. Sullivan began her long career with Barnes in 1966 as a nursing service receptionist. "I have loved working here for these many years," said Mrs. Sullivan. "My enthusiasm obviously rubbed off on my children because all seven of them have worked for Barnes at one time or another in different capacities." Although she and her husband, Vincent, have no specific plans right now, they hope to spend more time with their six grandchildren. They are planning trips to California and possibly to Europe in the near future. "Don't think I won't be back to visit all of my friends here at Barnes," she said. "The people I worked with have been like family to me."

Media spotlight

As a national leader in patient care and medical research, Barnes serves as an information resource center. To date in 1988, more than 1,000 queries from broadcast and print media representatives were made to the public relations department requesting that Barnes medical and professional staff explain current healthcare concerns and discoveries. Highlights of the media's coverage of Barnes during the last month include the following:

Dr. Bernard T. Garfinkel, Barnes physician and former team doctor for the St. Louis football Cardinals, was interviewed on KHTR-FM October 23 about steroid use by athletes. Dr. Garfinkel called the rise in the use of steroids by athletes "alarming," since the medical risks are substantial. He added that many athletes feel they cannot compete on an even basis without steroids, and thus risk long-term complications, including heart damage and elevated cholesterol levels.

Hospice care was depicted on "Urban Affairs" by a facial plastic surgeon, Dr. Leroy Young, who discussed fat suction lipectomy, and Dr. Regan Thomas, a facial plastic surgeon, who talked about facial cosmetic surgery techniques.

Future trends in contraceptives were covered on KTVI-TV November 10. Dr. H. Marvin Camel, gynecologist, told reporter Lisa Allen that several new hormonal drugs are being investigated.

Mary Ellen Beindorff, dietitian, explained saturated fats for Cable News Network's "On the Menu" program November 5. Saturated fat, such as beef fat, remains solid at room temperature.

The Joy and Dangers of Contact Lenses, a new book by ophthalmologist Dr. Jack Hartstein, was featured in the November 6 St. Louis Post-Dispatch Magazine. The book explains the proper care of lenses to receive maximum satisfaction and avoid complications.

The fat content of ground beef can vary from one grocery store to the next, Dottie Durbin, dietitian, told KPLR-TV's consumer reporter Tom Ryan for a November 7 report. Ms. Durbin advised concerned shoppers to "ask the butcher" about the fat content of unmarked packages.

A series on plastic surgery by reporter Tom O'Neal on KSDK-TV November 7-11 included interviews with two Barnes doctors, Dr. V. Leroy Young, a plastic and reconstructive surgeon, who discussed fat suction lipectomy, and Dr. J. Regan Thomas, a facial plastic surgeon, who talked about facial cosmetic surgery techniques.

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...and Jan Hanneken, a hospice nurse, were interviewed. Hospice offers support for terminally ill patients and their family members.

Hotze named director, marketing department

Jane Hotze has been named director of marketing at Barnes Hospital. She is responsible for the creation and implementation of comprehensive marketing strategies and programs. The marketing department is responsible for the development of marketing plans, including advertising activities for the hospital's identified clinical service lines. Ms. Hotze also is responsible for the Health Education and Screening Center and related community education activities, including health screenings.

Ms. Hotze came to Barnes from Centerr Bank where she was vice-president and group product manager for commercial products. She was in charge of establishing and managing a marketing unit which serviced affiliate and investment banks in St. Louis and Kansas City.

She received her bachelor of science degree in home economics from the University of Wisconsin in Madison, in June 1963. Ms. Hotze also earned a master of science degree in journalism from Northwestern University in Evanston, Illinois, in December 1966.
Barnes volunteer program seeking new members

If you enjoy helping others and would like to be part of a hospital team committed to excellence, the Barnes Hospital volunteer program would like to hear from you. Barnes volunteers provide many important human services, such as escorting patients to hospital rooms and greeting visitors. Volunteers have the opportunity to put present skills to work while learning new skills.

Hospital volunteers can provide that all important extra touch that tells patients they are special, says volunteer director Susan Collins. The potential volunteer works with members of the volunteer staff to find a position best suited for the person’s interests and skills.

To learn more about the Barnes volunteer program, call the volunteer office at (314) 362-5326 seven days a week between 8 a.m. and 4:30 p.m. The office is located on the first floor of Barnes Hospital.

Hospital notes

Dr. Peter G. Smith, Barnes neurootologist, received the prestigious Honor Award at the annual meeting of the American Academy of Otolaryngology-Head and Neck Surgery September 25-29 in Washington, D.C.

Dr. Martin Jendrisak, transplant surgeon, has been awarded a grant from the National Institutes of Health for research in kidney transplant rejection.

Dr. Ronald G. Evans, radiologist-in-chief and director of Mallinckrodt Institute of Radiology, was recently appointed to the Board of Chancellors of the American College of Radiology.

Dr. James Gordon, ophthalmologist, recently attended a special international briefing in Copenhagen that focused on new technology in intraocular lens implants in cataract surgery.

Dr. J. Regan Thomas, facial plastic surgeon in the otorhinolaryngology department, co-edited the recently published The Face Book. The text is designed as a consumers’ guide to facial plastic surgery.

Dr. Keith Bridwell, orthopedic surgeon, presented four papers at the Scolliosis Research Society meeting in Baltimore, Maryland, in September. Dr. Bridwell also was elected to the organization’s membership committee.

Dr. George M. Bohigian, ophthalmologist, represented the American Medical Association as a moderator at a symposium on medical technology in an era of cost containment in October in Chicago.

Paula Gianino, hospice manager, and Margaret Ledbetter, bereavement team coordinator, presented a workshop on hospice bereavement follow-up at the National Association of Home Care’s annual meeting in San Francisco in October.

Gifts to Barnes Hospital Funds

Listed below are the names of persons (honnees in boldface) who have made contributions during October 1988, to the funds at Barnes Hospital. Because Barnes is a private hospital and does not receive public funds, it relies on the gifts of individuals to continue providing quality patient care and to support research aimed at improving the lives of patients.

Donations to the hospital may be made through the Barnes Hospital Auxiliary or the development office. The Auxiliary coordinates the Tribute Fund, which is used for specific hospital projects.

Auxiliary Tribute Fund

Marcia A. Rust
United Methodist Women of 1st United Methodist Church

Eleanor Bly Berryman
Alice Marshall
Harvey Comer
Mr. & Mrs. David Baetz
Beatrice Boden
Agnes Levenson
Mr. & Mrs. Percy Tucker
Helen A. Follmer
Pati Berryman
Jane & Betty Collins
Alice Marshall
Dixon Glasgow
Mr. & Mrs. Floyd Breckenridge

Annual Fund
Margaret Kanestorf
Rose Sheffer

Patient Care Fund
Joseph Anselino
Mildred E. English
Myrtle B. Homsey
Raymond F. McCormick
Loretta Novack
Joanna Rolen
Norma June Rupe
Harry Shuhorn
Mr. & Mrs. Herman Wible
Bill & Shirley Wasserman
Warren G. Wobbe

Bone Marrow Transplant Fund
Charlotte Heen
Mr. & Mrs. Marvin L. Ross

Cancer Research Fund
Virginia Tehturst
Donna Hartley

Froma Rich Memorial
In Honor of:
Isadore Katz
Catherine A. Field
Catherine M. Hays
Janet Reichman

Heart Transplant Patient Care Fund
Jim Crowder
Norman N. Grayson
Clay Hayland
Ashurst-Busch Marketing
Mr. & Mrs. Gary Grub
Mary Lou Hens
Mr. & Mrs. Donald Schuler

Home Health Care Fund
In Honor of:
Mary Leslie
Zita Hart
Rose Dunn

Hospice Fund
Mary Margaret Smith
In Memory of:
Herbert Gruber
Dorothy Gruber
Millan Kalman
Sylvia Dansker
Claire & Dick Marx
Mr. & Mrs. Paul Nation
Mr. & Mrs. Steve Rosen

Agnes Longo
Barnes Hospital
William H. Mosby
Solomon B. James
Leroy Mund
Alta Aurbach
Doris Borich
Sam Chomis
Mr. & Mrs. Leonard Elliott
Mr. & Mrs. James Hofmam
St. Louis Life Member Club
Telephone Pioneers of America
Gary & Janet Shipper
Mr. & Mrs. Joseph A. Sicking
Tower Grove Baptist Sunday School
Virginia & Robert Yale
Nancy Reed
Beverly Bellville
Beatrice Buder
Centerre Bank
Mr. & Mrs. Wm. Chapman
Louise L. Chubb
Conway Investment Syndicate

Jonathan Adam Jonas
In Memory of:
Father of Donna Lawton
Rose Lynn Sokol
Mother of Mary Lisa Price
Amy Raymond
Mayer Shacat
Shirley Shacat
Marion Whiter
David Rubenstien

Lasky Memorial
In Memory of:
Beatrice Wilson
Mildred Feldman
Suzanne Lasky

Lehmann Fund
Anne L. Lehmann

Patient Education Fund
Barnes Hospital Auxiliary

Grace Potter Nursing Scholarship
Patricia Poutier

Sheryl Stern Nursing Scholarship
In Honor of:
Birthday of John T. Dobbin Jr.
Birthday of Mrs. Adolph M. Fiskbierg
Norma Stern

Queeny Memorial Fund
Christensen Queeny Trust

Joseph C. Edwards Care of the Patient Fund
In Honor of:
Retirement of Dr. Joseph C. Edwards
Mrs. Charles J. Keels

Lynn Kohane Schukar Memorial
In Memory of:
Grace Miles
Mrs. A. H. Goodman
Lynn Kohane Schukar
Louis Schukar
Mrs. Alma Schoengen
Mr. & Mrs. Louis Schukar

Barnes Hospital Endowment
Mr. & Mrs. R. B. Davenport III

Barnes Hospital School Of Nursing
In Memory of:
Mr. & Mrs. Lu Koerber
Steve Turner

Elizabeth Stevenson Nursing Endowment
Steve Turner

Argo Landau Endowment
Argo E. Landau Trust
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**Barnes nets four awards in annual MHA contest**

Barnes Hospital was recognized with four awards in the annual Muleshoe contest of the Missouri Association of Hospital Public Relations and Marketing. The awards were presented at a breakfast during the annual Missouri Hospital Association convention, held November 2 through 4 at the Lake of the Ozarks.

*BARNES Health News*, the quarterly magazine, took awards in the external publications category and in the photography division for a photo depicting psychiatric illness in the elderly that appeared in the OctoberNovemberDecember 1987 issue. The photo was taken by freelance photographer Patrick Watson. Communications specialist Kathy Holleman received an award for writing for a *BARNES Health News* story about a drug that stops heart attacks in progress (AprilMayJune 1988). John Miller, media relations manager, was recognized with an award in the media relations category for his work in publicizing the discharge of Barnes’ 100th heart transplant recipient last spring.