Partnerships. In the last issue of COMmuniqué, I talked about my vision for the Michigan State University College of Osteopathic Medicine and the important role partnerships would play in that future. As you turn the pages of this issue of COMmuniqué, you’ll see that the college is vested in a number of partnership endeavors, with more on the horizon.

We’ve entered into exciting health-related projects with our neighbors—the City of East Lansing and the City of Lansing. These projects will establish models for working with communities in the future, which will become paramount as we formalize the Statewide Campus System.

True to its osteopathic roots, MSUCOM has had a long-standing tradition of producing physicians who look at the whole person; in other words, they look beyond the health of each individual patient to the community in which those patients live. It’s part of our osteopathic heritage and just one of the college’s ongoing challenges in preparing our physicians to practice in the 21st century.

Many of our alumni have gone on to selflessly serve the communities where they live. Pattie Pierce, DO, who is profiled later in the magazine, is just one of those special MSUCOM people who has dedicated her own time and resources to help others. Her commitment to community was what earned her the Dean’s Community Service Award, which is presented annually at the American Osteopathic Association convention. Her colleague, Joyce Johnson, DO, featured in the last issue of COMmuniqué, also received the Dean’s Community Service Award for the recognition she has brought to the osteopathic profession throughout her career in the United States Public Health Service. These are two different types of community service, yet both are equally important.

As the college family continues to explore ways to interact and become key parts of the communities we serve, I encourage each of you, regardless of your role in the college, to look at your commitment to service, to the college, to the osteopathic family, and to each other. Each person in the college family brings a unique gift or talent to our community, truly making our people our greatest resource.

I invite each one of you to join me on the journey as we strengthen our ties to the community — both within the college’s walls and outside of the college family.

Best Regards,

Allen Jacobs, DO, PhD
College Announces Partnership with City

by Cathy Kearns and Judith Taran, City of East Lansing

Michigan State University's College of Osteopathic Medicine and the City of East Lansing have formed an innovative partnership program that should yield benefits to the city and the college for years to come.

Representatives from each organization have been meeting for approximately 18 months to build a partnership that is bold in terms of the objectives and philosophy. This new partnership was introduced to representatives of the community and the news media on Feb. 7, at the Kellogg Center.

The project started as part of the college's community integration program that teaches osteopathic students to be an integral part of health at a community level when they graduate. Links began to form when the college approached the city to develop avenues for MSUCOM students to participate in health-related projects, and when the city expressed some concerns about health care facilities and the appropriate use of its existing health resources.

Money to fund the health assessment project came from the College of Osteopathic Medicine, the City of East Lansing and Michigan State University Provost.

The Ingham County Health Department also has made considerable contributions to the project by assigning Robert Glandon, PhD, director of planning and special services, to work with the group and by providing information from previous health risk behavior surveys and other community health improvement projects.

Other organizations involved in the project include the MSU Institute for Public Policy and Social Research, who has been retained to assist in data collection and analysis, and the Capital Area Health Alliance.

Now that each partner's objectives have been discussed by the group and the foundation laid to organize the efforts, the project is poised to take off.

Four teams have been formed to look at improving the health status of East Lansing residents within the context of the partnership.

The teams include the East Lansing Community Integration Resource Panel, the Health Status Team, the Service Utilization Team and the Service Development Team. Each team is chaired by two members of the project Steering Committee, which began meeting about 18 months ago to explore the partnership's potential. It will help integrate the work of the four teams and will provide continuity and focus on the partnership's objectives.

Just what will come under the group's magnifying glass? A little bit of everything, including a close look at health status, risk behaviors, use of current health services and the economic feasibility of recommendations arising from the assessment results.

For many involved, this is a new way of looking at health.

The scope of the study goes far beyond disease trends, access and looking at levels of health insurance. This group also will be trying to determine what makes a community healthy. Issues like environment, social risk factors like substance abuse, teen pregnancy, reckless driving, and health promotion and education will be included.

"This partnership dovetails nicely with the osteopathic profession's approach to treating the whole person," said Allen Jacobs, DO, PhD, acting dean at MSU's College of Osteopathic Medicine. "For years our profession has maintained that health is far more than an individual with a disease, and that issues in and the complexion of the community impact the individual's health." Jacobs continued, "This partnership also supports MSU President Peter McPherson's guiding principles of outreach, access and service.

"This is an excellent partnership for the city," said Michael Benedict, deputy city manager, and personnel
Community Integration:
An Extension of Osteopathic Principles

by Karen Hruby

The founder of osteopathic medicine, A. T. Still, can be considered one of the first medical "systems thinkers." He based the development of osteopathic medicine on four principles:
1. The body is a unit.
2. Structure and function are interrelated.
3. The body has self-healing, self-regulating mechanisms.
4. Rational therapies to restore health are based on the first three principles.

Building upon these principles, an osteopathic physician is trained to understand that the various systems within the body are connected and can affect one another. To restore the body's health the inter-relatedness of the unit, the body, must be considered in addition to the that part which evidences disease.

Community integration is a natural extension of osteopathic philosophy because it experientially demonstrates the inter-relatedness of the patient with the environment.

The osteopathic physician learns to diagnose the environmental antecedents that result in the loss of health in individuals and neighborhoods, and to predict what other systems will be compromised if effective treatments are not initiated. Community integration also provides an opportunity to learn about how current community systems operate, to influence policy decisions and to work with other members of the community to restore a healthy environment. The perspective is different, but the principles remain the same:
1. The community is a unit.
2. Structure and function are interrelated.
3. The community has self-healing, self-regulating mechanisms.
4. Rational therapies to restore health are based on the first three principles.

Within the last few years, the Michigan State University College of Osteopathic Medicine has strengthened its community and primary care orientations by seeking out local governments willing to enter and develop health-related partnerships.

While MSUCOM's student preceptorship training has always had a strong community, ambulatory care focus, its partnerships for these community integration projects represent a new level in community involvement.

Now MSUCOM faculty, graduates, students and staff are working with local governments to assess health needs and develop policies and services to effectively address those needs. Although there are common elements in every project, each is unique because the needs of each community are unique.

Two examples of these project-partnerships are the East Lansing-COM Partnership (See related story Page 4) and the Lansing-COM Partnership (See related story Page 6).

A.T. Still

Continued from Page 4 —

and human resources director for the City of East Lansing. "The city is interested in helping to lead the way in developing model programs that meet the needs of our residents and that responds to the university as a powerful and relatively untapped community resource."

The four teams have begun their work and will be interacting with residents and community groups over the next several months as the first phase of the data collection process gets under way.

Preliminary information from focus groups currently being held will be released this summer, followed by a community-wide survey in the fall.

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Lansing Project:
Working Together for a Healthier Community

by Karen Hruby and Cathy Kearns

Building healthier communities—a lofty goal? Not for the Michigan State University College of Osteopathic Medicine, the City of Lansing and a host of other organizations.

Through a project currently under way in the city, the college is providing data assessment and other resources to help make Lansing a healthier place to live.

The roots of the partnership between the college and the city were planted when Lansing Mayor David Hollister approached MSUCOM.

Mayor Hollister had been working with the Milbank Memorial Fund of New York to conduct a study of health status in the Lansing area.

A report, provided by the Milbank Fund, looked at several areas of concern including the traditional analysis of physical health and disease. It then went several steps further to look at broad health issues such as violence and crime, the number of fires and fire-related injuries, deaths in specific regions of the city, and other social problems.

Rather than focusing exclusively on the City of Lansing, the project is also looking at the county and region to see how problems in those areas impact health in Lansing. To this end, the Ingham County Health Department, the Capital Area Health Alliance, and several other organizations and neighborhood representatives are at the table.

The goal of this partnership is to develop and coordinate the activities of Lansing’s health resources to build a healthier city. Increasing the availability, efficiency and effectiveness of health services is part of the strategic plan to restore Lansing’s vitality and economic viability. The mayor has assembled an advisory board of influential community leaders to guide the process and has obtained foundation assistance to develop and document an action plan.

A proponent of neighborhood consensus building, the mayor has charged the planning team to consult with and gather information from neighborhood organizations and city departments and agencies.

The environmental analysis will assist in the identification of service gaps and current services in need of coordination. It will serve as the basis for the city’s health-related activities in 1996.

MSUCOM has committed several resources to the project.

Karen Hruby, health policy analyst for the college, is coordinating many facets of the project.

“The relationship we have with other communities where the college has a presence.”

At this point, members of community health agencies and the mayor’s planning committee are meeting to determine specific goals and objectives for the project.

A small group, consisting largely of MSUCOM people including Hruby, Amy Blasen, DO, an MSUCOM alumna and part-time faculty member, second-year COM student Nancy Howe and first-year COM student Kevin Cowell, recently completed a second-level analysis of data from previous reports and studies that have looked at various health issues in the Lansing area.

“We made a list of recommendations included in the previous reports and have taken that list back the other organizations involved in the project.”

"Each project is unique because it is based on that particular community's needs, and that's the beauty of our community integration efforts."

— Sandy Kilbourn

Hruby said, “After the recommendations have been reviewed, we’ll take the final document to the steering committee and a list of priorities will be developed that will then serve as a framework for action.”

The college is looking at other potential projects in the Lansing area in which MSUCOM faculty, graduates and students would regularly provide basic, non-invasive screening services at neighborhood centers.

Specific information about this project should be available in the next few months, she explained.

Comments?
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College Connects Communities to the World

The Michigan State University College of Osteopathic Medicine recently received $60,000 from the National Library of Medicine to establish Internet connectivity to six hospitals throughout the state that are affiliated with the college’s educational programs.

The project, headed by Mark Notman, PhD, director of educational technology; Sashi Reddy, director of Information Systems and Analysis; and Craig Mulder, MSU’s health services librarian, will use high-speed phone lines, better known as Integrated Switching Digital Network (ISDN) to link the hospitals with the campus and the rest of the world.

In addition to the funding from the National Library of Medicine, the college will receive $87,500 from the $10.4 million technology grant awarded to the university last fall.

Notman explained that these funding sources will allow the college to establish connections to all of its community campuses within two years and will strengthen the network connections already in place.

First on the priority list for the project is to establish connections between the college and hospital libraries and clinical training sites, he added.

Just what does that mean for the college and for its newest family members in the statewide campus system?

“These connections will help us form a tangible link that will greatly enhance communication capabilities among East Lansing and community-based faculty, staff, students and administrators,” Notman explained.

“The connections also will allow us to distribute computer-based instructional materials and provide access to databases at the college and at the university. In addition, access to the World Wide Web will offer potential for future educational collaborations throughout the state, the nation and the world,” he said.

College and MAOP&S Work Together to Raise Awareness of Profession

Representatives of MSUCOM and the Michigan Association of Osteopathic Physicians and Surgeons (MAOP&S) marched on city hall and the capitol on Nov. 1.

But these volunteers weren’t protesting a cause. They were there to lend a helping hand.

During the day, more than 400 flu shots were given to legislators and their staff members, and to Lansing officials and their key staff.

As well as providing a community service, the event helped raise the visibility of MSUCOM, MAOP&S and the osteopathic profession.

The serum was provided by MAOP&S and the organizational aspects of the event were handled by the college.

Volunteers included Lynn Brumm, DO; Amy Blasen, DO; Bernie Kay, DO; Kris Jacobs, RN; Deb Leisure, RN, Carol Monson, DO; and Don Stanton, DO.

Sandy Kilbourn was available to offer moral support to those officials who were somewhat reluctant to get in line.

Golf Open Nets $5,000

The Health Professions Open (HPO), a golf tournament sponsored by Michigan State University’s College of Osteopathic Medicine (MSUCOM), College of Human Medicine and College of Veterinary Medicine, raised a total of $15,000 for student needs — $5,000 for each of the three colleges.

MSUCOM will use the money to purchase new technology and to renovate older classrooms. An appearance by 1995 honorary chairperson, MSU’s head basketball coach Tom Izzo, and a continued rivalry between the colleges, highlighted the ninth annual HPO held on Sept. 6.

More than 170 golfers, each representing one of the three colleges, participated at MSU’s Forest Akers East and West to raise money for the event.
Dean Honors Two for Community Service

Two MSUCOM alumni received the Dean’s Community service Award for their outstanding contributions to their communities and to the osteopathic profession.

The awards were presented at the alumni luncheon held at the American Osteopathic Association Convention in Orlando, Fla., Oct. 15-19, 1995. This year’s recipients were Joyce Johnson, DO, and Pattie Pierce, DO.

Dr. Johnson was recognized for her contributions to raising awareness of the osteopathic profession through her distinguished career in the United States Public Health Service. She currently serves as the assistant surgeon general and as the director of the Division of National Treatment Demonstrations, Center for Substance Abuse in the Substance Abuse and Mental Health Services Administration.

Dr. Johnson was featured in the fall issue of COMmuniqué.

Joyce Johnson, DO, (Left Photo) and Pattie Pierce (Right Photo) receive congratulations from Allen Jacobs, DO, PhD, acting dean at MSUCOM on winning the Dean’s Community Service Awards. Photos by Cathy Kearns

Pattie Pierce, DO, was recognized for her outstanding personal and professional contributions to her community.

Dr. Pierce has invested a great deal of time and energy to help the homeless in the Pontiac area.

A profile of Dr. Pierce is included on Page 32 of this COMmuniqué.

Both recipients received a plaque from the college commemorating the award. In addition, the college paid each recipient’s expenses to the convention to accept the award.

College Enters Joint Agreement to Provide Oncology Services

by Tom Oswald
MSU Media Communications

Michigan State University has expressed formal intent to join forces with Lansing’s Michigan Capital Medical Center (MCMC) and the University of Michigan in a project that will provide state-of-the-art radiation oncology services to mid-Michigan residents.

At its October meeting, the MSU Board of Trustees authorized the administration to negotiate an agreement about MSU’s role in this joint venture.

MSU President Peter McPherson said the university endorses the development of a strong, cohesive approach to health care, including cancer care, in the Lansing area.

Under the agreement, MSU will be a partner in a project to construct a radiation oncology facility at MCMC’s Greenlawn Campus. Once completed, this facility will house a radiation therapy system employing innovative therapeutic techniques.

These techniques use CAT scans and magnetic resonance imaging to pinpoint the location and shape of a tumor. The machine then delivers several beams of radiation, all of which intersect at the tumor to deliver a therapeutic dose.

This collaborative project also will create educational opportunities for students in MSU’s Colleges of Osteopathic Medicine, Human Medicine and Nursing.

Funding for the project will be shared equally by the three organizations. It is expected that all capital costs will be recovered in about six years.

Attention:

MSUCOM Alumni

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Convocation '95 was more than an opportunity to welcome the Class of '99. It provided an opportunity to recognize three men who have made outstanding contributions to the Michigan State University College of Osteopathic Medicine and the osteopathic profession. Recipients of the Patenge award were R.G. Curtiss, DO; Edgar L. Harden, EdD; and Norman Gevitz, PhD. Pictured from left are Lance Owens, Dr. Curtiss, Philip Greenman, DO, Dr. Harden, Myron S. Magen, DO, and Dr. Gevitz. Photo by Harley Seeley.

by Cathy Kearns

Convocation '95 offered several unique opportunities to the Michigan State University College of Osteopathic Medicine family.

On one hand, it gave the college community a chance to come together to welcome 126 new family members — the Class of 1999.

Through the presentation of the Walter F. Patenge Medals of Public Service, it also was a time to celebrate excellence and unswerving commitment to the college and to the profession.

The Patenge award is presented annually to men and women in the fields of health care and education who have made outstanding contributions to the college, the osteopathic profession and the community.

Presented in memory of Walter F. Patenge, a local industrialist who was an avid supporter of the osteopathic profession and instrumental in establishing the College of Osteopathic Medicine at Michigan State University, the award recognizes excellence in three categories.

• Osteopathic medical practice exemplifying the strongest traditions of family medicine
• Osteopathic hospital administration exemplifying the best tradition of humane, concerned administration and public involvement and
• Public policy leadership exemplifying the best tradition of democratic concern for the public good and public welfare.

Three people received the Patenge Award this year:

• R.G. Curtiss, DO, a local osteopathic physician who has been a teacher, colleague, practitioner and strong supporter of the college for a number of years
• Edgar L. Harden, EdD, a local educator who expended a great deal of time and energy to bring MSUCOM to the MSU campus. He has been a staunch supporter of the college and the profession, and continues to serve in an advisory capacity
• Norman Gevitz, PhD, a scholar, author and friend of the osteopathic profession.

Tributes that were read to each of the award recipients are included below.

R.G. Curtiss, DO
Presented by Philip Greenman, DO

I’d like to take a few moments this afternoon to tell you about one of the Patenge Award recipients — R.G. Curtiss, DO, a dear friend of the college and of the osteopathic profession.

R.G. is a unique person who has played a key role in the college’s success over the years.

He is an exemplary osteopathic physician who has served as a role model for all of us. R.G. is an expert in the use of osteopathic manipulative

See PATENGE, Page 10
medicine and has been very successful in integrating the basic philosophies and principles of the profession into practice.

As a teacher, R.G., the quintessential osteopathic generalist, bridged many gaps in the college’s curriculum during its formative years.

During the ’70s and ’80s, he was very effective in the clinical program when he taught our students how to apply OMM in a hospital setting. He was a strong member of the clinical faculty when the college lacked the resources that it has today. Over the years, he has provided a key component of osteopathic education to hundreds of medical students, residents and interns.

R.G. also helped the college forge key relationships with the medical community in Lansing and throughout the state, that to this day, serve as the foundation of our community-integrated approach to training.

Because of his outstanding dedication to the college and the profession, R.G. Curtiss has been selected to receive the Walter F. Patenge Medal of Public Service.

Edgar L. Harden, EdD
Presented by Myron S. Magen, DO

Good afternoon. Today, I’d like to share with you the accomplishments of Patenge Award recipient — Edgar L. Harden.

Ed Harden has served the community in many roles throughout his life. He was instrumental in bringing the College of Osteopathic Medicine to the Michigan State University campus in 1971, and has continued to bless the college with his friendship and dedication. He has held several leadership positions at the University, including acting president from 1978 through 1979. He also was a key person in getting MSU into the Big Ten.

Ed was largely responsible for writing the COM charter, and was instrumental in getting the bill creating the college passed by the legislature. He, Walter Adams and the Board of Trustees worked tirelessly to bring the college to the MSU campus.

A steadfast advocate for the college, Ed was a close friend of Walter F. Patenge. The Patenge family’s relationship with and support of the College of Osteopathic Medicine blossomed out of that friendship.

Long recognized as an innovative educator and a guiding force in continuing education at MSU, Ed was the right medicine for the college, and helped nurture it during its infancy.

Today, Ed continues to serve as a consultant to the college, and we are indeed fortunate to have been able to rely on his expertise all of these years.

Because of the outstanding contributions Ed has made to the college, profession and the community, it is fitting that Ed Harden be presented with the Walter F. Patenge Medal of Public Service this afternoon.

Norman Gevitz, PhD
Presented by Allen Jacobs, DO, PhD

I’d like to take a few moments this afternoon to tell you about the Patenge Award recipient — Norman Gevitz, a long-time friend of the osteopathic profession.

Norm Gevitz has spent a large portion of his career working with the osteopathic profession. His interest in the history of medicine in America led him to pen many papers and books chronicling the development of osteopathic medicine in this country.

Norm is probably best known for his book, “The D.O.s: Osteopathic Medicine in America,” that charts the evolution of the profession from the days of A.T. Still to full licensure in every state, and the opening of several new osteopathic colleges that began with establishment of MSUCOM.

In addition to the book, Norm has written several other articles about the history of the osteopathic profession and its contributions to society. His articles have been published in the Journal of American Osteopathic Association and in many other scientific and academic publications.

For the past year, Norm has been working under the auspices of the Macy Foundation on a project titled, “Osteopathic Medicine: Past, Present and Future,” which was presented in March at the 1995 National Conference on the Osteopathic Profession. A report of this conference will be published later this year.

Because of his commitment to the osteopathic profession, Norm Gevitz has been selected to receive the Walter F. Patenge Medal of Public Service this afternoon.

Following the ceremony, the college hosted a reception at the Kellogg Center to provide time to meet the entering class and congratulate the Patenge Award recipients.
Clinic Offers Multidisciplinary Approach to Patients with Parkinson's Disease

by Cathy Kearns

Partnerships, the hot trend of the '90s, are popping up everywhere. Paradigm shifts in industries across the board are forcing organizations to look at forming ventures with those who once were considered competitors.

The Michigan State University College of Osteopathic Medicine is no exception. One of its latest ventures is its partnership with community physicians to form a multidisciplinary clinic for patients with Parkinson's disease, one of the most devastating and common of all neurologic illnesses.

David Kaufman, DO, a neuro-ophthalmologist from the College of Osteopathic Medicine, and Glen Ackerman, MD, a community-based neurologist who serves as a part-time faculty member for both the College of Osteopathic Medicine and the College of Human Medicine at MSU, have developed the clinic, which will be held in the neuro-visual unit located on the second floor of the MSU Clinical Center on Service Road in East Lansing.

Just what does this partnership mean for patients? First, it means that patients who have been diagnosed with Parkinson's disease will have access to several specialists in one location so that the best and most comprehensive plan for treatment can be developed without sending the patient to several different doctors at a number of facilities located throughout the area, Ackerman said.

For those people for whom Parkinson's disease is a tentative diagnosis, the clinic will provide access to the latest diagnostic techniques and the expertise of specialists from several disciplines to sort out the problem.

But the clinic is much more than a place to treat the disease, Kaufman explained. This clinic is a model of multidisciplinary medicine and will serve as a springboard for other medical specialists in the area who want to work together to benefit the public. It also shows how university and community physicians can work together for the benefit of all parties involved.

Typically, there hasn't always been a great deal of trust between physicians at the university and those in the community, Kaufman added. "But this clinic is one example of how trust between these groups of doctors can be built for the benefit of the medical profession and the community. Neurology has been a model of this kind of relationship in the community," Kaufman said. "We have been working together for about 18 months to lay the foundation for this clinic and other joint ventures in the clinical neurosciences.

"Another advantage to the multidisciplinary approach is the ability of the College of Osteopathic Medicine to educate physicians and medical students in the Lansing area to better manage patients with chronic neurological disease," Kaufman added.

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REDEFINING ABILITY

Bill Demby, a motivational speaker who first came to national attention in 1987 when he starred in a commercial for DuPont as an aggressive city-lot basketball player with two prosthetic legs, spoke to faculty, staff and students at MSUCOM on Sept. 14, 1995. Demby lost both his legs from the knee down in Vietnam when a truck he was driving was hit by a rocket. By 1986, he had gained the national amputee record in the shot put, discus and javelin, and competed in the Paralympics in Seoul, Korea. Demby, who is also certified as a ski instructor, works as a disabilities counselor. His powerful messages to MSUCOM: "Take care of your own"; "Don't leave anyone behind"; "Stay focused on what is important to you"; and Life is a game—the only way to win it is to play". His presentation was sponsored by the Institute for the Advancement of Prosthetics. Photo by Harley Seeley.

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MSU Lab Making Driving More Comfortable

by Tom Oswald
MSU Media Communications

In a futuristic laboratory at Michigan State University, researchers are using computers, high-speed cameras and other high-tech instruments to make your ride a more comfortable one.

Herbert Reynolds and his colleagues in the Ergonomics Research Laboratory are looking at the critical eye at today's automobile seats, searching for ways to make a smooth ride even smoother.

"A lot of people tend to slouch when they drive," said Reynolds, a professor of biomechanics in the College of Osteopathic Medicine, "They want to sit upright, but have a difficult time doing so."

Working closely with Delphi Interior and Lighting Systems, a subsidiary of General Motors Corporation, Reynolds is helping the company in its quest for a more comfortable car seat. He is doing this in a laboratory which employs an array of high-tech equipment, including a specially designed half-car.

"Our job is not to design car seats," he said. "What we are doing is trying to establish engineering criteria that could be used to design comfortable seats for human occupants."

How? Reynolds and his staff are using video equipment and computers to record images of a person's position while driving a car. Additional images capture "pressure points" — locations where the body and the seat come in contact.

"We measure where the seat is positioned and where the driver is sitting in respect to pressure distribution," Reynolds said. "We're trying to find out where the pressure is being applied to the seat."

These measurements are taken in two locations — in a specially built "seat buck" (a car that is literally cut in half) in Reynolds' lab and on the road (volunteers actually drive around while pictures are taken and muscle fatigue is measured).

"What we're doing is providing a better idea of where the pelvis and the position of peak pressure on the car seat are located," Reynolds said.

By using the information provided by his lab, automakers can alter the design of their seats to accommodate where people actually want to position their bodies.

What's so important about a better car seat? It is nice to be comfortable while driving, but more importantly, there is a fatigue factor. Trying to maintain good posture, Reynolds said, can be tiring.

"Being extra comfortable is not why a driver falls asleep," he said. "If the driver is more comfortable, he or she is more likely to stay awake and alert. They experience less fatigue."

Reynolds and company do most of their work in the Ergonomics Research Laboratory, a 5,500-square-foot facility located in Lansing, about a mile from the MSU campus. The lab has been in existence since 1994. The research began in 1991.

Helping design the world's most comfortable care seat is an "incredibly complex problem," Reynolds said.

"You have to understand something about forces, positions and structures," he said. "You have to understand, in a mechanical sense, the way this biological structure in which we live functions."
Members of the college community got to showcase their skills in a different light last fall when the Michigan State University College of Osteopathic Medicine held a contest to solicit photos and artwork for its first all-college calendar.

Quinn Bosworth, MSUCOM Class of '98, captured first prize in the photo contest — two tickets to “Phantom of the Opera,” which is playing at MSU’s Wharton Center this spring.

Winners of the artwork contest were Meghan Janda, daughter of Trent Janda, MSUCOM Class of '99, and Katie Bode, daughter of John Bode, MSUCOM Class of '76.

Several community and university leaders were invited to judge the photos and artwork submitted during the contest.

The judges were Bob Banks, assistant provost and assistant vice president for academic and human resources; Keith Groty, assistant vice president and assistant vice president for human resources; Kelly Rossman-McKinney, president of Rossman-Martin Associates; Roy Saper, owner of Saper Galleries in East Lansing; Ted Staton, city manager for the City of East Lansing; and Sally Swiss, a local artist and a major supporter of MSUCOM.

The calendar was distributed to MSUCOM alumni, faculty, staff, students, Michigan State University administrators, officials of the Michigan Association of Osteopathic Physicians and Surgeons (MAOP&S), officials of the American Osteopathic Association (AOA), and other friends of the college.

Several community and university leaders were on hand in Fee Hall to judge photo contest entries for the college’s first calendar.

Top Photo from left: Ted Staton, Bob Banks, Sally Swiss, Roy Saper and Kathie Schafer.

Bottom Photo from left: Keith Groty and Kelly Rossman-McKinney.

Photos by Cathy Kearsn

Copies of the calendar are still available. To receive a free copy, contact the college’s media relations office at 517-353-0616.

MAOP&S Develops Program To Supply Texts

by Mark Scheible
MAOP&S Communications Manager

The 1995 Michigan Association of Osteopathic Physicians & Surgeons (MAOP&S) Annual Convention saw the initiation of a program to help supply medical texts to osteopathic medical students.

Conceived by Larry A. Wickless, DO, a MAOP&S Board of Trustees member, the program solicits contributions from hospitals, MAOP&S component societies and individuals.

The contributions are then converted into certificates of $100 each that can be redeemed at the convention from the medical text representatives in the exhibit area or at a bookstore near the campus.

Last year 52 $100 certificates were raffled off during the student program and reception.

See BOOKS, Page 14
They were divided into three groups which were redeemable at the J. B. Lippencott Co. and W.B. Saunders Co. booths in the convention exhibit area and at the Matthew’s Stat Medical Bookstore in East Lansing.

The students used the certificates to purchase texts or to help defray the cost of more expensive books. The reaction from the students and the representatives from Lippencott and Saunders were very positive.

The 1995 program’s success was due in large measure to donations received from the Botsford professional staff, Botsford General Hospital, Garden City Hospital medical staff, Genesys Regional Medical Center, Oakland County Osteopathic Association and Dr. Wickless.

More than 80 students made the trip from East Lansing to Dearborn in 1995. Their transportation was simplified through the use of an MSUCOM bus, coordinated by Sandy Kilbourn, assistant to the dean. In addition to the book certificate program, the students received lunch and the opportunity to attend a formal student program or one of several workshops. The workshops included sessions on suturing or a casting, splinting and taping session. The sessions were followed by a reception on the pool terrace at the Hyatt.

The MAOP&S 1996 Convention will be held once again at the Hyatt Regency Dearborn Hotel. The association is working closely with the MAOP&S/Student Chapter Committee and the dean’s office to make the 1996 program even more successful than the 1995 program and to increase student attendance. MAOP&S is committed to continuing a program that will assist our future osteopathic physicians and members in helping to defray the high cost of a medical education. Part of that commitment is evidenced by its plans to continue the book certificate program at the 1996 Convention. The association anticipates an increase in contributions for the book certificate program and is encouraged by the fact that book representatives have already expressed an interest in renewing their sponsorship of the program.

Donations are being solicited in the MAOP&S publications TRIAD and UPDATE, and letters will be sent to hospitals and component societies.

If you or your organization would like to contribute to this program, please forward your donation to “MAOP&S Student Book Program,” 2445 Woodlake Circle, Okemos, MI 48864.

All money received is distributed to students, interns or residents. There are no administrative costs removed from the donations.

For more information about the book certificate program, contact Bill Zaagman or the Communications Department at 517-347-1555.

Suture Clinic Brings Expertise to Campus

MSUCOM second-year students received some extra guidance in developing their suturing techniques during a suture clinic sponsored by the Michigan Association of Osteopathic Physicians and Surgeons (MAOP&S) in November. Several MAOP&S members, including Warren Brandes, DO; Gerald Brenton, DO; Inez Slabbaugh, DO; and Edward Loniewski, DO, donated time to conduct the clinic. Pictured from left are Rock Jean-Guillaume, Greg Deines, Craig Bethune, DO, and Kimberly Tatum. Photos by Trent Janda.
For John Greene, DO, an associate professor the Michigan State University College of Osteopathic Medicine's Department of Family and Community Medicine, a commitment to Spartan green seems like a natural part of life.

A 1986 graduate of MSUCOM, Dr. Greene has been waving the college flag for a number of years. While his role with the college has changed from student to faculty member, the depth at which MSUCOM has touched his life has been extraordinary.

The Michigan native first arrived on the MSU campus in 1978 to complete the last two years of his bachelor's degree in fisheries and wildlife and zoology.

After a brief hiatus, he enrolled at MSUCOM in 1982.

"Coming to MSUCOM was a natural fit for me," Dr. Greene said. "My mother was a medical social worker, so I was exposed early on to a variety of physicians and their various philosophies and practice styles. One osteopathic physician who I met had a tremendous influence on me and my subsequent decision to attend osteopathic medical school."

And for Dr. Greene, returning to MSU and entering the College of Osteopathic Medicine as a student really did seem to be fate. During his first year in medical school, he began dating a classmate who later became his wife. He and his wife, Virginia Greene, DO, now have two children, Hanna, age five, and Caitlin, age two and one-half.

After completing his residency in family medicine at MSUCOM, Dr. Greene served as an assistant professor and as director of training for family medicine's residency program. He then left the faculty on a full-time basis to become a staff physician in the Department of Family Practice at Ingham Medical Center. During this time, he continued part-time with MSUCOM as a clinical preceptor for the family medicine residency program.

He returned to the college's faculty full-time to co-direct the Primary Medicine Initiative in 1994.

"One of the things I've enjoyed most about my affiliation with the college has been my involvement with students, interns and residents. I've enjoyed teaching both at the pre- and post-doctoral levels," he said.

As to the reasons Dr. Greene has pursued a career in academic medicine, he said, "I found academic medicine to be very exciting and look forward to developing better methods to educate and prepare students to be comprehensive osteopathic physicians. It has been a challenge helping students to appreciate the clinical relevance of their basic science knowledge and the utilization of this..."
Hayes Assumes Helm in Internal Medicine

Oliver Hayes, DO, has assumed the chairperson’s position in the Department of Internal Medicine at the Michigan State University College of Osteopathic Medicine.

Dr. Hayes, who is board certified in emergency medicine, is charged with the daily operations of the department. His appointment was effective Sept. 1, 1995.

“One of my main goals as department chairperson will be to bring recognition to the department’s faculty,” Dr. Hayes said. “Many of these faculty members have made considerable contributions to the college and to the profession through their clinical and research endeavors and through their commitment to providing our students with a quality osteopathic medical education at both undergraduate and graduate levels.”

Dr. Hayes is a 1981 graduate of MSUCOM. He also holds a master’s degree in health services administration from the University of Michigan School of Public Health.

He has served in many capacities during his tenure at MSUCOM including interim assistant dean of clinical affairs. Dr. Hayes also serves as project director for the Community/University Health Partnerships, a W.K. Kellogg Foundation Initiative in Health Professions Education, which is a $6 million collaborative effort involving MSUCOM, MSU’s College of Human Medicine and MSU’s College of Nursing.

Faculty Update

Mary Hughes, DO, associate professor of internal medicine, took first place in the American College of Osteopathic Emergency Physicians scientific competition held at the American Osteopathic Association Convention in Orlando, Fla. in October 1995. Both she and MSUCOM emergency medicine resident Hank Langsgaard, DO, received high marks for their visual material used in the presentation. Slides used during the session were generated by Ann Cook, a staff member in internal medicine.

Kent Graham, DO, an assistant professor of radiology, was recently named a fellow of the American Osteopathic College of Radiology. He also serves as vice chairperson of evaluation and educational standards for the group as well as chairperson of the American Osteopathic Academy of Radiology Professors. Dr. Graham is the coordinator for the MSU Osteopathic Residency Program in radiology and is an MSUCOM alumnus.

GREENE — Continued from Page 15 —

knowledge in the process of formulating clinical thought.”

Dr. Greene also expressed an appreciation to the college’s innovative spirit and its willingness to be creative and take chances to better train its students.

“I was drawn back to MSUCOM because of dedicated faculty who are willing to place energies into curricular improvement and student education,” he said.

One of these innovations which Dr. Greene has worked to develop and implement is a medical informatics curriculum for first- and second-year medical students.

“We try to use computers to teach students how to use available technology to better prepare them to practice medicine in today’s technologi-
cally-advanced environment,” he explained.

Dr. Greene’s other areas of interest include clinical education for pre- and post-doctoral students and the process of providing problem-oriented clinical instruction.

“The ambulatory clinical environment and small group setting allow for better integration of basic science and clinical curricular components and for the modeling of clinical decision-making and comprehensive patient care,” Dr. Greene added.

Looking back over his career thus far, Dr. Greene said, “I have maintained an affiliation with MSUCOM since beginning my medical education here. I feel the osteopathic medical model and medical education are a natural fit for me.”
Telman Named to Development Post

by John Hill

Dee Telman, former assistant director for corporate foundation relations at Michigan State University Development, has been named director of development for the MSU College of Osteopathic Medicine.

Telman’s appointment, effective November 1995, marks the first time the college has had a full-time development officer. She has been serving the college in a half-time position for the past year.

In her new post, Telman will be responsible for generating income from private revenue sources for MSUCOM. She also will help the college identify, educate and cultivate donors.

“I think donors need to understand that by giving to the college you’re addressing needs that are significant, not only for the institution, but for the people in that institution,” the new director said.

In addition, Telman will implement an educational component to the college’s development efforts.

“The tough part of this job is educating people of the importance of contribution. Whether it is a gift of time or money, donors need to feel that what they do really does make a difference,” Telman said.

Telman brings a strong and diverse development background to MSUCOM.

Prior to working at MSU Development, Telman worked for Olivet College where she implemented the first government, foundation and corporate relations program while serving as the Olivet's director of foundation and corporate relations from 1993 to 1994.

Dee Telman

Telman also owned and directed a small fund-raising firm that created marketing and public relations plans designed to establish distinctive images for non-profit organizations.

“A firm believer in the importance of community service, Telman is a strong supporter of the Big Brothers/Big Sisters of Greater Lansing program. She also has been active in numerous other community service projects.

Telman earned her bachelor of arts in psychology and sociology from Michigan State University.

Telman said she accepted the position in the college because she enjoys the professional environment at MSUCOM.

“I see faculty and staff that are committed to what they are doing. I see that commitment being trans-
AOA Convention: MSUCOM

Howard Teitelbaum, DO, PhD, MPH, addresses a session on low back pain epidemiology. Dr. Teitelbaum also served as program chairperson for the American Osteopathic College of Occupational and Preventive Medicine section, and was tapped as president-elect of the AOCOPM. Photo by Cathy Kearns.

Allen W. Jacobs, DO, PhD, (left) served on a panel discussing careers in sports medicine. Photo by Robin Pedtke.

Pattie Pierce, DO, and Maria pose together at the alumni luncheon where Dr. Pierce r the Dean's Community Serv Award. See related story Pa: Pierce served as Pacis' prec Photo by Marjorie Mendoza.

Several representatives from the Michigan University College of Osteopathic Medicine represented the college at the annual Am Osteopathic Association Convention in Oct. 15-19, 1995. The college sponsored students who attended the convention to MSUCOM. Other college offices and units attended the convention include develop relations, continuing medical education a scientific presentations. Allen W. Jacobs, acting dean for MSUCOM, spoke about "S Medicine Career Options and Opportunity Howard Teitelbaum, DO, PhD, MPH, spoke Back Pain: Epidemiology and General Iss

Students, staff and faculty took turns greeting convention-goers who stopped by the MSUCOM booth in Orlando. Staffing the booth from left are Lance Owens, Sandy Kilbourn, Anita Parekh and Dee Teiman. Photo by Cathy Kearns.

MSUCOM students played a key role in represent convention. Seated are: (from left) Sarah Vyskoci and Aaron Ellenbogen. Standing: (middle row frc Mendoza, Maria Pacis, Rafael Barretto, Phuc Huy Lance Owens. (Back row from left) Julie Stevens Trent Janda and Tania Berry. Photo courtesy of
The convention wasn’t all work and no play. These MSUCOM students found some “shade” in the Florida sun. Front row from left: Steve McDonald and Robin Peddle. Back row from left: Phuc Huynh, Maria Pacis, Melissa Stults and Rafael Barretto. Photo by Marjorie Mendoza.

A trip to Orlando wouldn’t have been complete without the chance to visit the famous Peabody Hotel ducks. From left: Melissa Stults, Maria Pacis, Marjorie Mendoza and Rafael Barretto. Photo courtesy of Maria Pacis.
MSUCOM Appoints Health Policy Analyst

by Cathy Kearns

As the face of health care changes, medical education must be prepared to shift gears so that physicians in training will be able to prepare to address health care issues in the next century.

Technology has helped all areas of medicine make great strides, yet the largest changes in the nation’s health care delivery system will be made through policy decisions that are being made today.

When it comes to recognizing the importance of health policy to its graduates’ future, the Michigan State University College of Osteopathic Medicine has been in the forefront.

Once again, MSUCOM is leading the way in securing a place at the health policy table for the college and for the profession.

Government relations and having a voice with legislators are not new priorities for MSUCOM. For many years, the college has been active in these areas, which have been under the guiding hand of Sandy Kilbourn, assistant to the dean.

Now, the college has gone one step further.

In October 1995, the college hired Karen Hruby as its first health policy analyst.

Hruby brings a wealth of experience to her position at MSUCOM.

Before moving to the Lansing area last summer, Hruby was employed as a legislative analyst/drafter for the Maine Legislature, where she was responsible for drafting various bills for a number of legislators. In this position, Hruby also conducted side-by-side analyses of bills, current laws and proposed amendments.

Prior to her experience with the Maine Legislature, Hruby served as the grant manager for the Generalist Physician Initiative at the University of New England College of Osteopathic Medicine in Biddeford, Maine.

During her tenure in that position, Hruby served as the operational manager for a planning grant to revamp medical education at the college to increase its production of primary care physicians.

In that role, Hruby coordinated five statewide task forces, implemented several strategies to insure accurate data collection and to facilitate data analysis, made presentations to professional groups about the grant, and managed daily functions to fulfill the grant criteria.

Hruby has other ties to the osteopathic profession as well. She is married to Raymond Hruby, DO, who is the chairperson of MSUCOM’s Biomechanics Department.

Her long-time interest in the profession and thorough understanding of osteopathic principles make Hruby a natural for her current position.

Hruby has been working extensively with several projects under the college’s community integration umbrella including the partnership between the college and the City of East Lansing and the project with the City of Lansing. (See related stories on Pages 4 and 6.)

But her contributions at MSUCOM have gone beyond these two specific community projects.

Hruby has been charged with helping the college continue to build inroads into local communities.

She has been working closely with Amy Blasen, DO, an MSUCOM alumna and faculty member who is an emergency medicine physician at Sparrow Hospital, to spearhead several projects that offer the college an opportunity to participate in events such as a recent rally for homeless teenagers.

While part of Hruby’s charge is to network with community members and organizations to create opportunities for MSUCOM students to participate in community projects, she also works with community leaders to represent the college’s interests in health policy as it is developed at the local and regional levels.

Her endeavors do not replace the college’s other health policy and government relations efforts, but augment them and take them to a new level.

“We all need to realize the important role policy plays in determining the way we educate physicians, and we need to find ways to strengthen and promote the college’s and profession’s role at the policy table as we move into the next century,” Hruby said.
College Staff Forms Action Team

by Cathy Kears and John Hill

Giving each member of the organization a voice continues to be a priority at the Michigan State University College of Osteopathic Medicine.

Members of the staff have formed a team to facilitate involvement in college programs and issues.

The group, which started as TEAMCOM under the leadership of Beth Couray and Debbie Jankowski, has gained momentum.

Initially, the group included the dean’s office staff and units directly under the dean’s office. Now, the group has taken off in new directions and includes staff from the departments solely administered by MSUCOM.

In January, approximately 35 staff members attended the “Leading the Revolution Series” offered at Michigan State University through the Human Resources Division.

The series, developed to meet criteria set forth by MSU President Peter McPherson, focuses on reengineering the university environment to meet society’s needs in the 21st century.

How does the series fit with the college’s long-range plan?

“It encourages each person to become involved at a new level and to be a catalyst for positive change,” Couray said.

Couray and Jankowski have stepped down from their leadership roles as the team has assumed a broader set of goals and base of representation.

The new group that was formed out of the revolutionary series and out of a retreat to debrief those who attended the two-day seminar, is COM LINC.

Each department will have a representative on this action-oriented team.

One of the team’s first major projects will be to present the MSUCOM Staff Excellence Award, which started under the auspices of the former TEAMCOM.

The award, which will be presented April 19 at an all-college awards ceremony at the Kellogg Center, will recognize commitment to the college and to MSU’s Guiding Principles.

A committee, chaired by Kim Camp of the Office of Continuing Medical Education, wrote the criteria for the award.

“We took a look at what the guiding principles were and decided on “People Matter,” and we just developed the award from there,” Camp said.

To be nominated, a staff member must meet a list of criteria that includes

- someone who is seeking ways to address the needs of others
- someone who seeks innovative ways to reduce bureaucracy, and
- someone who is responsible to the public and to all who work at the university.

Camp sums up why this award is important by saying, “I think it’s nice for people to hear that they are doing a good job.”

The selection committee for the award includes Camp, Jan Falls, Kathy McLeod, Barb Sinclair, Robin Borowski, Clara Hanna, Rebecca Elsesser, and Nina Phelps.

Committee Advocates for the Common Good

by Pat Grauer

About two years ago, MSUCOM’s Communication and Advocacy Committee (C&A) made a subtle paradigm shift: from providing information to our various stakeholders to building relationships with them.

That change in perspective has had a powerful impact not only on the committee, but on the college itself.

Though the traditional publications and media relations programs have been maintained, the work of the committee has grown to encompass a myriad of activities that bring MSUCOM people — students, faculty, staff, volunteer faculty, participants in the Statewide Campus System, alumni, donors and friends — into community. The group also works to develop positive advocates for the college among these and others, including the university, health organizations, communities, government, and business.

The results are sometimes surprisingly tangible. Last spring, for example, C&A was able to solicit more than 150 letters from friends of the college to their state legislators in support of MSU’s bid for the $10.4 million technology grant. President McPherson publicly acknowledged MSUCOM’s efforts on behalf of the university. MSU received the funding, and MSUCOM’s request for funds for computer connections to the hospitals was granted.

The group also plans and implements a wide array of events, publications, and activities.

“We’re operating under the assumption that communication and advocacy are the jobs of everyone who is a part of MSUCOM,” said Sandy Kibbourn, assistant to the dean and chairperson of the committee.

“C&A has allowed us to coordinate our efforts, and to accomplish much more in synergy than we’d ever be able to do in isolation.”

The committee includes significant student representation, and representatives from the faculty, media relations, development, the business office, educational technology, community integration, COGMET, alumni and CME, operations, and electronic publication.
Bazylewicz Leads the Way for COGMET

by Cathy Kearns

How do you take a brand new program and turn it into a national model? Just ask Katy Bazylewicz, marketing director and interim program coordinator for the Consortium of Osteopathic Graduate Medical Education (COGMET).

"COGMET is an amazing program. When it started five years ago, it was a new concept in osteopathic graduate medical education," Bazylewicz said.

After three years as COGMET’s marketing director, Bazylewicz has dramatically increased the program’s prominence in the osteopathic profession.

Modern, colorful graphics and hip slogans that appeal to osteopathic medical students are just part of COGMET’s claim to fame. Effective marketing strategies, coupled with the program’s ability to partner with 16 Michigan hospitals to deliver consistent quality in graduate medical education, have made the consortium the leader in its field.

“Our evaluations and market research have shown that COGMET is recognized by approximately 70 percent of osteopathic medical students nationwide,” Bazylewicz added. “In addition to adding two new residency programs in orthopaedics and general surgery in 1995, COGMET has increased the number of residents in its programs by 49 percent over the past four years.”

As the marketing director for the consortium, Bazylewicz’s duties include producing an annual report, producing seven newsletters a year, producing several marketing brochures and advertisements annually and spearheading the program’s World Wide Web page.

COGMET’s marketing efforts have received recognition from communication professionals as well. Bazylewicz recently won an award of excellence for overall marketing in the 1995 International Association of Business Communicators (IABC) District 7 Silver Quill awards competition, where COGMET’s marketing plan and promotional materials competed with other corporations from Michigan, Ohio and Indiana.

Her marketing efforts take her across the country approximately 20 times each year as she recruits osteopathic students for COGMET’s internships and residencies.

“One of the aspects of my job I enjoy most is the opportunity to interact with students,” Bazylewicz said. “I like working with them and feel like I am making a contribution to their medical education.”

As the Michigan State University College of Osteopathic Medicine (MSUCOM) implements the Statewide Campus System (SCS), there will be a variety of opportunities for the college and the consortium to partner on different levels.

“I am excited about SCS and the ways it will allow the college and COGMET to work more closely together to create a continuum of osteopathic medical education,” she said.

Although she started with COGMET and with MSUCOM three years ago, Bazylewicz’s ties to Michigan State began when she was a student working on a bachelor’s degree in communication arts and sciences.

In addition to her hectic work schedule, she is currently pursuing a master’s degree in public relations and marketing at MSU.

Bazylewicz said she enjoys the variety in her job duties and likes the challenge of juggling a number of tasks.

“I see graduate school as another challenge and appreciate the new perspectives it gives me on my duties at COGMET,” she explained.

An avid tennis player, Bazylewicz makes sure to leave enough time in her schedule for exercise.
In addition to the individuals listed above, many people helped prepare for Brink’s visit assisted with data collection.

Other recent MSUCOM media coverage has included:

- Two features on how to avoid having a heart attack while shoveling snow and how to avoid having a heart attack while deer hunting — aired on WLNS-TV 6, Lansing. Featured John Downs, DO, osteopathic medicine;

- Update on MSUCOM student Paul Stoll’s recovery from a severe head trauma — aired on WILX-TV 10;

- Pediatric Health Screening celebrating National Osteopathic Medicine Week aired on WILX-TV 10;

- Coverage on the East Lansing/COM Partnership and Health Assessment — Lansing State Journal, MSU State News, WKAR-FM radio, WILX-TV 10, and the City of East Lansing newsletter and television station. Coverage for this project culminated in a recent one-hour television segment titled Streetwatch Lansing, which aired on WKAR-TV. The broadcast discussed the college’s involvement in community-integrated health projects including those with the cities of Lansing and East Lansing. A portion of the show was live and panelists took call-in questions from viewers. College participants included Allen Jacobs, DO, PhD; Sandra Kilbourn; Karen Hruby; Patricia Grauer; Wendy Page-Echols, DO; and Will Page-Echols, DO.

- College’s partnership with the City of Lansing as part of a story on how governments, universities and other organizations are working together to improve community life — front page Lansing State Journal.

- The creation of a multidisciplinary Parkinson’s Clinic with Glen Ackerman, MD, a community neurologist and part-time MSUCOM faculty member. The clinic is housed in the Neurovisual Disorders Unit under the direction of David Kaufman, DO — Lansing State Journal.

- Research on new drugs used to treat stroke patients, principal investigator, David Kaufman, DO — Lansing State Journal.
COGMET and MSUCOM Program Adds New Twist to Faculty Development

by Katy Bazylewicz

It has been said that it's not what the vision is, but what the vision does. At COGMET, the faculty development vision has always been based on improving community based hospital teaching. With the creation of the Master Teacher Program that vision will soon become a reality.

In 1993, COGMET received a federal grant for internal medicine to introduce basic principles of teaching and learning for a small group of community-based fellows.

The program, now finishing its last year of a three-year grant cycle, provided a series of workshops, seminars and individual consultation. The backbone of the program was the development of individual learning plans by each fellow, incorporating basic principles of adult learning.

Once these plans were created, training coordinators specifically trained in the application of instructional and faculty development strategies worked with fellows on a one-to-one basis primarily in the fellow's training facility. Because of the success of the internal medicine program, a second grant was written and accepted in 1994 for family medicine.

To date, the programs have enrolled a total of 43 fellows — 21 in family medicine and 22 in internal medicine — from COGMET affiliate hospitals across the state of Michigan.

As part of the project's on-going efforts, a year-long Master Teacher program will be designed and implemented which will provide advanced level teaching skills and strategies to experienced community-based faculty to support their efforts in creating, implementing and evaluation on-going faculty development programs. The Master Teacher Program includes the following objectives:

- Provide participants opportunities to develop advanced and clinical educational competencies;
- Ensure that COGMET's future needs for well-trained community based physician faculty are met;
- Institutionalize faculty development activities at the community level; and
- Facilitate recognition of graduate fellows as trained educators and valuable resources to local faculty.

The driving forces behind the new initiative to enhance, expand and integrate the existing faculty development fellowship program are Karen Busch, MS, Colleen Ludorf, MA, and Sandro Pinheiro, MA; COGMET/MSUCOM faculty development training coordinators; Perry Parkhurst, PhD, internal medicine principal investigator; Sally Sprafka, PhD, grant evaluation coordinator; and Rick Butler, DO, internal medicine division director and David Dora, DO, family medicine principal investigator. The goal is to apply the lecturing, clinical teaching and computer skills learned by fellows who have graduated from the program and have them serve as master teachers in the eleven COGMET-member hospitals offering internal

See COGMET Page 25
COGMET Internal Medicine Division Director Richard Butler, DO, asks Carson City Family Medicine Residency Director Thomas Reeths, DO, about his poster at the statewide conference. Photo by Harley Seeley.

Want more information on COGMET residency programs?

Tune in to COGMET's World Wide Web page and find out what's new in the world of graduate medical education.

Catch us on the Internet at

http://www.com.msu.edu/deptunit/cogmet
Student News

Student Communicators Link College and Unit III

by Cathy Kearns

In an effort to strengthen ties with Unit III MSUCOM students, the college has appointed a communication leader for each base hospital where students complete their clinical training.

The communication leader program was started in an effort to bridge the communication gap between the college and the students who are assigned to hospitals and other health care facilities across the state for their final two years of medical school, said Sandy Kilbourn, assistant to the dean.

"Unfortunately, the college as a whole hasn’t done a very good job of communicating with our students once they leave East Lansing. Consequently, we’ve missed opportunities to include Unit III students in college activities," Kilbourn explained.

"As the college works to strengthen a sense of community within the college, it’s important for us to build these linkages where they’ve been weak in the past," she added. "The program was designed not only to let students know what’s happening on campus, but it also lets the college know how the students’ training is progressing."

In order to be selected to a communication leader post, students filled out a brief application listing their past leadership experiences and telling why they felt they would be a good facilitator of information.

After all names were deleted from the application to remove as much bias as possible from the process, a small committee reviewed the applications and selected the people who would serve in these positions.

In exchange for the students’ efforts, each communication leader will receive an expense-paid trip to the American Osteopathic Association Convention in his or her fourth year.

While the program is still in its initial phase and is somewhat limited in scope because not all hospitals are connected to the college by e-mail, student response has been positive.

Jeffrey DeWeerd, a third year MSUCOM student assigned to Metropolitan Hospital, said, "The positives of this program are far-reaching. With an ample amount of coordination and guidance, this program has a large amount of potential for information gathering and dissemination."

He added, "It could serve to link us together for information on how the students are doing, what they have found to be good and useful information, as well as what they think could be improved in the clinical training portion of our education."

Ken Gallimore, MSUCOM communication leader at Mt. Clemens General Hospital, said while the program was slow to start, communication modes have improved with help from the hospitals in terms of providing equipment.

See COMMUNICATION, Page 27

1995 Entering Class an Elite Group

According to Office of Admissions data, the 1995 entering class is an elite group. Sixty women and 66 men were selected from 2,960 applicants, a ratio of more than 23/1! They range in age from 20 to 41, with an average of 25.3 years.

The class includes 10 African Americans, 14 Asian Americans, 93 Caucasians, 4 Hispanics, and 4 Native Americans. One hundred eight were Michigan residents, with the remainder coming from 17 other states and the United Kingdom.

For matriculants, the mean grade point average (GPA) was 3.41, the mean science GPA 3.36, and the mean MCAT scores 8.40.
Huynh Roots Career in Love of Profession

by Cathy Kearns

Those who know Phuc Huynh as a student at the Michigan State University College of Osteopathic Medicine (MSUCOM) may find it hard to believe that at one time, he was unaware of the osteopathic profession.

A natural ambassador for osteopathic medicine, Huynh has developed a deep appreciation for the profession.

"I have become very interested in the history of the osteopathic profession and its rich heritage," Huynh said. "I believe strongly in the osteopathic profession and its approach to patient care."

Huynh, a long-time California resident who immigrated to this country in 1975 from Vietnam, worked in research for two years before starting medical school. He said he first applied to allopathic colleges because he knew nothing about osteopathic medicine.

Huynh's first contact with the profession was at an open house held at the College of Osteopathic Medicine of the Pacific.

"The more I learned about the profession, the more I became fascinated and intrigued with osteopathic medicine," he added. "The more I learned, the more I realized this was how I wanted to practice medicine. I really fell in love with the profession."

Huynh has been particularly impressed not only by the profession's holistic approach to patient care, but also by its use of manipulative medicine as well.

"I was really attracted to OMT and love learning how to improve my own techniques," he added.

"MSUCOM has been a great place to be because I've gotten to train under physicians like Philip Greenman, DO, FAAO, Lon Hoover, DO, and many others. In addition, the faculty and staff here are very friendly and are really pro student."

When he's not busy with course work or providing OMT for his classmates, Huynh rounds out his schedule by serving as president of the Undergraduate American Academy of Osteopathy and treasurer of the Student Osteopathic Medicine Association. He also serves on his class's yearbook staff.

COMMUNICATION

"Initially, the students at Mt. Clemens didn't have access to a fax machine, so all communication was through the U.S. Postal Service. This made for slow distribution of information, but the work got done," Gallimore said.

Since the vice president for medical education and the extern coordinator have become involved with the project, access has improved, he added.

"Things are coming together in terms of access to communication tools. In the upcoming months, communication will be as easy as hitting 'enter' on the computer keyboard. Then, college administrators, the Michigan Association of Osteopathic Physicians and Surgeons (MAOP&S) and the Consortium for Osteopathic Graduate Medical Education and Training (COGMET) can send information via e-mail and have it distributed to all of the students at the hospital that very day," Gallimore said. "Can you imagine — through the 16 communication liaisons, you can reach the entire third- and fourth-year classes in less than 24 hours! That networking is going to lead to tremendous feedback and problem-solving at speeds unheard of in the past."

Julie Stevens, communication leader at Traverse City Hospital, said, "I think the position is very important in establishing and maintaining contact with students who are in their third and fourth years of medical school at MSUCOM. It can only help alumni relations and build support for the school by fostering good relations with soon to be practicing physicians, many of whom are also your future clinical instructors."
Gueverra Becomes First DO Student on Michigan Board of Family Practitioners

A second-year Michigan State University College of Osteopathic Medicine student is the first osteopathic student to be elected to represent the interests of all Michigan medical students on the Michigan Board of Family Practitioners.

Tristan Gueverra, a Detroit native whose parents immigrated to the United States from Argentina, said he is excited by the appointment.

"The profession is branching out," he said. "There is a strong interest in primary care among MSUCOM students, so it is nice to have an osteopathic student on the board."

Gueverra's path to MSUCOM is a little different than most students. Both his father and uncle are trained as allopathic physicians.

Gueverra said it was interesting to watch his father as he visited osteopathic physician to full support," Gueverra added. "Life at MSUCOM has been everything I wanted and more."

Pediatric Health Screenings Mark National Osteopathic Medicine Week

In celebration of National Osteopathic Medicine Week in November, MSUCOM students took the lead in offering pediatric health screenings at Lansing City Hall. Faculty member Lon Hoover, DO provided faculty coverage for the event. Many thanks to other health care providers who helped at the event including Gary Distefano, DDS; Will Page-Echols, DO; Kris Jacobs, RN; Seldon Nelson, DO; Mark Sikorski, DO; and Stephen Swetech, DO. John Greene, DO and Lori Hanseiman, DO, provided training sessions for the students before the event. Pictured are students (from left) Maria Mendoza, Anita Parekh and Marty Lapa, with Dr. Hoover. Photo by Harley Seeley.
1. Do you know your college alumni association board of directors?

Answer:
William G. Anderson, II, DO — president - Class of ‘75
Howard Teitelbaum, DO — ex-officio - Class of ‘85
John Tower, DO — president-elect - Class of ‘85
Scott Carlson, DO — Class of ‘82
Brad Clegg, DO — Class of ‘84
Edward Conley, DO — Class of ‘82
Horace Davis, DO — Class of ‘76
Shirley Harding, DO — Class of ‘77
Fred Hogan, DO — Class of ‘85
Dan Hunt, DO — Class of ‘80
Andy Riemer, DO — Class of ‘90
Matthew Weiss, DO — Class of ‘79

2. Do you know how often the board meets and what they accomplish?

Answer:
The board meets twice a year — once during the Michigan Association of Osteopathic Physicians and Surgeons (MAOP&S) Convention and again in the fall in conjunction with the Alumni Seminar/Football Weekend.

The board plans the Alumni Seminar/Football Weekend Reunion activities, submits articles to be published in the new COMmuniqué, attends the annual “Make a State Friend Day” with state legislators, advises the dean on matters of interest to the alumni, is active in identifying preceptors and senior partners for the college, and is active and supportive in fund raising for the college.

3. How do you become a board member?

Answer:

4. How long do you serve on the board?

Answer:
A board member will serve a minimum of a four-year term. If the board member should desire, they can be nominated for another four-year term. Upon completion of the second four-year term, the board member must step down, meaning a board member can serve a minimum of four years or maximum of eight years.

5. Do you know there is a College of Osteopathic Medicine Alumni

See TRIVIA, Page 31

Wanted: MSUCOM Alumni

Hundreds of important people are missing from our rolls. Join the MSUCOM Alumni Association and help your college reach its full potential. The MSUCOM Board of Directors has set a goal to increase the number of MSU Alumni Association members by 25 percent this year. Currently, only 615 out of 2,200 MSUCOM alumni have joined. The membership fee is $30 a year. For more information please contact:

Jan Falls
Educational Programs Coordinator
Office of Continuing Medical Education and Alumni Programs
A 306 E. Fee Hall, East Lansing, Michigan, 48824-1316
Phone: (517) 353-9714 or (800) 437-0001
FAX (517) 353-9862
Alumni Weekend: Fun and Education

Alumni Weekend '95 — Nov. 3 and 4, 1995 — provided MSUCOM alumni with an opportunity to greet old friends, cheer for the Spartans on the gridiron and earn continuing medical education credits. Approximately 60 alumni attended the All-Class Social on Friday night. Activities on Saturday included a CME course on women's health chaired by Alumni Association President William G. Anderson II, DO, and a tailgate party hosted by Allen Jacobs, DO, PhD, the college's acting dean, and his wife Kris. Despite the cold weather and snow flurries, the tailgate was a great kickoff to the Michigan State University vs. University of Michigan game. Photos by Harley Seeley.

Alumni Weekend offered something for everyone. Evan Jean-Guillaume, son of Rock Jean-Guillaume, a second year MSUCOM student, browsed through the first issue of the new COMmuniqué, which made its debut in the fall of 1995.

The Alumni Weekend Reception provided an opportunity to catch up with old friends and meet new ones. Here, William G. Anderson II, DO, (right) and his wife, Doris, talk to Horace Davis, DO.

Carol Monson, DO, Class of 79, (center) and her husband talk with Barbara Scher, DO, Class of 79 (left).

Shirley Siew, PhD, visits with Kusum Kumar, PhD.
TRIVIA

Association that you can join? Do you know the cost of becoming a member?

Answer:
Yes. Our COM Alumni Association has been in existence since 1974. Yearly membership is $30. The College Alumni Association receives $10 and the MSU Alumni Association receives $20. Dues can be paid by check or Visa/Mastercard (annual renewal is paid on the anniversary date of the membership).
Life membership of the Association is $500 and can be paid by check or Visa/Mastercard.
A membership card will be mailed out to those of you who are not members, offering you the opportunity to join.

6. What do I get in return for becoming a COM Alumni Association member?

Answer:
You are not only becoming a member of the College Alumni Association, but also a member of the Michigan State University Alumni Association. With this dual membership you will receive the following:
• MSU Alumni Magazine
• Advance ticket purchases to athletic and cultural events
• Priority bowl and tournament trip mailings
• Car rental discounts

7. How is my $10 used in the COM Alumni Association?

Answer:

8. Do you know how many of our alumni are members of the association?

Answer:
The College has 2,184 alumni; 174 alumni have joined the association. The board would like to increase this by 25 percent or to 346 new members for 1996.

For more information, contact:
Michigan State University
College of Osteopathic Medicine
Alumni Office/Jan Falls
A306 East Fee Hall
East Lansing, Michigan 48824-1316

Alumni Update

LaCasse, Lee Participate in Health Policy Program

Two Michigan State University College of Osteopathic Medicine alumni have been named fellows in the 1995-96 American Osteopathic Association Certificate Program in Health Policy. The program is designed to prepare osteopathic physician leaders from private practice, health organizations and osteopathic medical education to prepare, to analyze and to react to health policy.

Paul E. LaCasse, DO, MPH, medical director for Botsford General Hospital in Bloomfield, Mich., was one of ten participants nationwide to be involved in the one-year program.

Dr. LaCasse, MSUCOM Class of '78, was sponsored by Botsford General Hospital. He holds a master's in public health degree from the University of Michigan.

Edward K. Lee, DO, MPH, radiation oncologist at Grand Rapids Radiation, also participated in the program. Dr. Lee, MSUCOM Class of '78, also holds a master's in public health degree from the University of Michigan School of Public Health.

His participation in the program was sponsored by Michigan Association of Osteopathic Physicians and Surgeons.

The year-long program is funded by a SmithKline Beecham FOCUS grant, participating organizations, and osteopathic hospitals, schools and organizations. Physicians participating in the program are required to attend an intensive five-day campus introduction plus ten three-day weekends over the year. Sessions are scheduled at osteopathic colleges, in Washington, D.C. and in Chicago.

Class of 73

BARBARA ROSS-LEE, DO was recently named a fellow in the American College of Osteopathic Family Physicians.

Dr. Ross-Lee has served as dean of the Ohio University College of Osteopathic Medicine since 1993. She also served as associate dean for health policy and professor of family medicine at MSUCOM from 1991-93.

Dr. Ross-Lee was the first osteopathic physician to participate in the prestigious Robert Wood Johnson Health Policy Fellowship, and is a commissioned officer for the United States Naval Reserves Medical Corps.

See UPDATE, Page 32
Class of '79
INEZ SLAUBAUGH, DO was recently named a fellow in the American College of Surgeons. She holds the distinction of being the first woman to be elected chairperson of the general surgery discipline for the American College of Surgeons. Dr. Slaubaugb also serves on the board of the American Osteopathic Board of Surgery.

Class of '82
JAN SWANSON, DO has co-authored a book titled The Complete Relapse Prevention Program. Dr. Swanson and colleague Alan Cooper based information in the book on recent research on what triggers relapse and how recovery can be maintained.

She also was recently elected a fellow of the American College of Physicians, the professional organization of internists.

Dr. Swanson is a board-certified internist and addiction medicine specialist. She began working with alcoholics in the 1970s as a social worker. Since graduating from MSUCOM, she has continued her interest in treatment of alcohol and drug abuse.

Dr. Swanson, who has a private practice in Hurst, Texas, also has a special interest in relapse prevention and HIV disease.

In addition to her practice, she volunteers at the Nelson-Tebedo Clinic — a wellness clinic for individuals who are HIV-positive.

DAN BENSEN, DO recently served as medical editor of the Manual of Dermatology in Chinese Medicine, a text that provides practitioners with essential information needed to properly diagnose and treat a wide variety of skin diseases using traditional Chinese medicine.

Dr. Bensky incorporates traditional medicine into his Seattle, Wash. practice.

BRENT L. HIMES, DO was recently elected secretary/treasurer of the American Osteopathic College of Pathologists. He is a staff member at Genesys Regional Medical Center in Flint and is board certified in anatomic pathology and laboratory medicine.

Class of '85
JAMES N. RILEY, DO has been awarded the Certificate of Special Proficiency in Osteopathic Manipulative Medicine (CSP-OMM) based upon the recommendation of the American Osteopathic Association's Bureau for Osteopathic Specialists and the American Osteopathic Board of Special Proficiency in Osteopathic Manipulative Medicine.

Dr. Riley is one of 227 osteopathic physicians nationwide who currently holds this status. He completed the board examinations April 30, 1995, at the American Academy of Osteopathy's headquarters in Indianapolis, Ind.

Licensed to practice medicine in Maine and Michigan, and also certified in family practice, Dr. Riley is currently in private practice in Brewer, Maine. He holds a doctorate in anthropology from the University of North Carolina at Chapel Hill.

Dr. Riley completed his internship at Lansing General Hospital and his residency in general practice at Waterville (Maine) Osteopathic Hospital.

Dr. Riley's professional affiliations include memberships in the American Osteopathic Association, the American Academy of Osteopathy, the Cranial Academy, the American College of Family Practitioners and the Maine Osteopathic Association.

Additionally, he has been a speaker at several medical seminars around the country, and has had many articles and books published worldwide.

Class of '91
CRAIG GLINES, DO has joined the medical staff at Riverside Osteopathic Hospital in Trenton. A specialist in obstetrics and gynecology, Dr. Glines completed his internship at Riverside Osteopathic Hospital, and his residency training at Riverside and Hutzel Hospitals.

He was named chief resident at Riverside for the year 1994-1995, and serves as a member of the U.S. Army Reserve.

Class of '92
CECILE ROBES, DO has joined Bi-County Community Hospital's medical staff. Her office, which focuses on family practice, is located in Roseville.

Dr. Robes, who served as chief resident of the family program at Tempe St. Luke's Hospital, also participates in the clinical training of students, interns and residents.

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Call MSUCOM Media Relations at 517-353-0616 and we'll add you to our mailing list.
Pierce Gives Back to Community

by Cathy Kearns

Many people volunteer their time for worthy causes in their communities, but few give of themselves at the same level as Pattie Pierce, DO.

Dr. Pierce, a family practitioner in Redmond Township, Mich., has been a tireless advocate for the homeless in her area.

And for those classmates in the MSUCOM Class of '79 who may remember her as the “Cupcake Lady,” few would be surprised by the selflessness she has shown in her life since graduation.

During a recent interview, Dr. Pierce jokingly mentioned she had been known as the “Cupcake Lady” because she was always baking cupcakes for special occasions such as birthdays or to cheer people up after a rough exam.

But this spirit of reaching out to help others points to something far more — the ability to consistently give to others — a trait that earned Dr. Pierce the 1995 Dean’s Community Service Award, which was presented at the American Osteopathic Association Convention in Orlando, Fla., in October.

Always humble about her gifts of time and talents, Dr. Pierce has worked tirelessly to help homeless individuals and families in the Pontiac area.

After graduating from MSUCOM and completing her internship at Botsford Osteopathic Hospital in Farmington Hills, Dr. Pierce assumed primary responsibility for the emergency room at Zieger Hospital, a Botsford affiliate in downtown Detroit. In 1986, she went to work in Botsford’s emergency room and started her own practice two years later.

During that time, Dr. Pierce volunteered at the Baldwin Community Center, a shelter for the homeless located in Pontiac.

After volunteering for 15 years at Baldwin, Dr. Pierce and a handful of other volunteers decided to try a different approach to helping the homeless. With their own time and financial resources, they started another shelter in Pontiac — the New Bethel Outreach Shelter.

The ministry they formed is a 35-bed facility with one floor that houses battered women and another floor specifically for mothers and children. Each family or individual can stay in the shelter for 30 days, during which time, they receive health care, food, nutritional, financial and vocational counseling.

“We really try to do whatever we can to give them the skills to be self-sufficient,” Dr. Pierce said.

Dr. Pierce’s philosophy of practicing medicine is the embodiment of the osteopathic profession and of the type of graduate MSUCOM works to produce.

“During medical school, I did a lot of little things because I felt everyone needed to be involved,” the mother of four girls added. She is married to Frank Winters, DO, MSUCOM Class of ’79.

Those little things included baking, coordinating group study sessions and a more lasting legacy — starting the college’s note service. This spirit carries through to her life today.

“I still feel that physicians need to be involved with their patients and the community and that we all need to get in touch with those issues,” she said. “I try to give what I can. I have been tremendously blessed and this is just one way I can give back.”
Upcoming Events

April 19
Awards Ceremony — Celebrating all facets of the college, Kellogg Center Auditorium, 3:30 p.m. Reception follows ceremony. Contact Beth Courey at 517-355-4608 for more information.

April 25
“Take Our Daughters To Work Day” — Held in conjunction with the national Take Our Daughters To Work Day. Events are scheduled from 8:30 a.m.-4 p.m., and will include job-shadowing as well as a variety of demonstrations and activities designed to encourage young women to consider careers in science and osteopathic medicine. Volunteers are needed for several parts of the project. Contact Sylvia Stevens at 517-353-6653 or by e-mail at steven11@com.msu.edu for more information.

May 2
Class of ‘96 graduation. Contact Beth Courey at 517-355-4608 for more information.

June 13
Medical School Olympics and Dinner with Docs, 4-7 p.m., in the yard next to Fee Halls. Contact Beth Courey at 517-355-4608 for more information.

Continuing Medical Education

April 12-14

April 20
Primary Care Conference, Bay City, Mich. For more information contact Office of CME at 517-353-9714.

Alumni Events

May 16
MSUCOM Alumni Association board meeting, Dearborn Hyatt, MAOP&S convention. Contact Jan Falls at (517) 353-9714 for more information.

Oct. 25-26
Alumni Weekend ‘96 kicks off with reunions for the Classes of ‘74, ‘76 and ‘86. A continuing medical education conference will be held from 8 a.m. -noon on Oct. 26 at the Kellogg Center, followed by the MSU vs. Wisconsin game. Contact the Office of CME at (517) 353-9714 for more information.

Class of ‘78 Softball
As mentioned in the fall COMmuniqué, the Class of ‘78 softball team is still fondly remembered by several alumni, including Craig Magnatta and Pedro Rivera. The team is shown in the picture at the above. Back Row (L-R): Ed Lee, James Anderson, Craig Magnatta, Jim Grannell, David Porter, Paul LaCasse and Michael Weiss. Front Row (L-R): Anthony Vekker, Pedro Rivera, Guillermo Hernandez, Ken Lim and Bill McDevitt. Photo submitted by Pedro Rivera.
Michigan State University
College of Osteopathic Medicine

Mission Statement

The Michigan State University College of Osteopathic Medicine is committed to osteopathic philosophy, principles and practice, and to excellence and innovation in the education of osteopathic physicians to practice community-integrated primary medicine. By providing an exemplary educational continuum that integrates osteopathic undergraduate, graduate and continuing medical education, the college plays a leadership role in the transformation of medical education. The college is committed to addressing the health care needs of the people of Michigan, and, through research, to contribute to the biological, behavioral and clinical science knowledge base fundamental to medical education and practice.

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