Digest of the Philadelphia College of Osteopathic Medicine (Summer 1993)

Philadelphia College of Osteopathic Medicine

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Hospitals' sale signals a new beginning

On July 13 Philadelphia College of Osteopathic Medicine sold its hospitals, both the City Avenue and Parkview campuses, to Graduate Health System. As you might imagine, we took this step reluctantly, given the long association between the College and the hospitals. But the hard truth is this: Today all hospitals deliver health care in a changing environment that makes turning a profit almost impossible. At the time of the sale, the mounting negative financial effects the hospitals had on the College were beyond dispute.

This transaction moreover signals a new beginning for PCOM — a rededication to making the College stronger and better than ever.

As a result of the sale, the College foundation expects to have assets of more than $25 million by the end of our current fiscal year. The sale has enabled us to become a financially stable institution once again and has given us the freedom to channel all our energy to our educational mission. Terms of the sale agreement make certain the hospitals will remain available for undergraduate and graduate osteopathic medical training, under our direction.

Now PCOM's administration, faculty and staff can move ahead as a team to make improvements to our educational product and to enhance the College's growing reputation as the nation's best osteopathic institution and one of the country's finest medical schools. Specific goals are to improve the College's physical facilities, upgrade its curriculum and raise its scholastic ratings.

We will continue to emphasize primary care, integrating primary care into every aspect of didactic and clinical training through enhancements to our curriculum. Our ultimate goal is to have 70 percent of our student body going into primary care. The goal reflects, sensibly, our historic strength in primary care as an institution and as a profession.

Not that we plan to turn away from providing advanced training in medical and surgical specialties. Quite the opposite is true: We intend to become one of the few osteopathic medical schools that support programs to provide comprehensive career opportunities. We will do so by pursuing across-the-board improvements in all areas of instruction.

That effort will be made easier with a one-year planning grant the College was recently awarded by the Pennsylvania Department of Health. The purpose of the grant, called the State Generalists Physician Initiative, is to produce strategies to increase the number of primary care physicians.

While this grant recognizes our pre-eminence in primary care, the College will not lose sight of its commitment to the specific needs of our student body — our reason for being. We must work diligently to upgrade our clinical and basic science faculty to ensure that our graduates leave here with the best medical skills to practice in a constantly changing profession.

We must accomplish all these things while also controlling costs, specifically the debt burden born by our graduates. The college is mandated to develop scholarship pools and other means of financial aid to allow us to maintain tuition at reasonable levels.

As we move ahead, PCOM will be looking to you — our alumni — for continued support. You are part of the team. With a unified effort, Philadelphia College of Osteopathic Medicine will be the flagship osteopathic medical school, providing our graduates with a progressive medical education for practicing medicine in the 21st Century.

Edward H. Rubenstein, M.D.
It was President Calvin Coolidge who said: "The chief business of the American people is business."

In an age of escalating competition and regulation, the business of medicine in America increasingly involves business as well. To train today's students for tomorrow's realities, PCOM, in conjunction with Saint Joseph's University, offers a five-year DO/MBA joint degree program to current medical students as well as a flexible version for alumni and other practicing physicians.

"The DO/MBA program adds another dimension to the educational opportunities available at PCOM," said Leonard H. Finkelstein, DO, '59, PCOM president. Started five years ago, it was created in response to feedback from alumni who felt such a program would prove a boon during the medical school years rather than later, when practice time restraints could make pursuit of such a degree more difficult.

Designed specifically to address this concern for time, the DO/MBA program equally suits the medical student as well as the busy practitioner. Students can pursue uninterrupted medical studies at PCOM while also completing the MBA course requirements at Saint Joseph's and the practitioner can fit the classes, held one evening a week, into the schedule of a busy practice.

"If my class is on a Wednesday, I don't schedule myself at the hospital," said Mark Rosenberg, DO, '78, who expects to obtain his MBA next year. "Instead, I do my reading and paperwork and attend the class at night. It's a pleasure and a release from my normal work because it is an entirely different topic and mind set."

For the DO student, the program essentially divides the second year of medical school into two years. Beginning the summer after the freshman year, students take two MBA courses each summer and the remaining eight courses during the regular school year, when they are also taking a reduced load of medical courses.

"The split schedule allows students more time to digest both the medical curriculum and the business and administration aspects of what they are learning," said Robert G. Cuzzolino, EdD, PCOM's associate dean for academic administration.

"I thought breaking up the schedule made medical school a little less burdensome," said Robert Engelhart, MBA, DO, '93, of Columbia, Md., who intends to pursue an anesthesiology residency following his internship at PCOM. Engelhart is one of the program's first four graduates who received their DO degrees this spring; they earned their MBAs two years ago.

Some specialized courses in the program have been developed for, and are limited to, current physicians or medical students. Other courses are taken with other MBA candidates, providing the opportunity to study alongside those with strictly business backgrounds. "I enjoyed working with different people from different fields, including people who were being sponsored by their corporations. It added something extra to the classes," Engelhart said.

The medical students also add something to the mix. "PCOM's students have been a welcome asset to our campus diversity," said Adele C. Foley, director of MBA programs at Saint Joseph's. "It is a win-win situation for everyone in the program because each student is bringing something different into the classroom," she added.

"I enjoyed working with different people from different fields, including people who were being sponsored by their corporations. It added something extra to the classes."

– Robert Engelhart, MBA, DO, '93
Preparing for 'real world' realities

"When most people finish medical school, they are more intent on using the skills they've developed in medicine, and the last thing on their mind is running a practice," said Harry Manser, DO, '69, a family physician in Florence, N.J. "But as you see the impact of government programs, insurance and managed health care out there today, it becomes apparent how important it is to have the necessary business skills."

Manser, one of several alumni pursuing his MBA at Saint Joseph's on a part-time basis, has already taken an accounting course for physicians, a health care planning course and one on marketing. The accounting course covered evolving Medicare formulas for physician reimbursement. "These are bread and butter issues I deal with every day," said Manser, who represents the New Jersey Association of Osteopathic Physicians and Surgeons on the physician's liaison committee to Medicare. "If I were going to medical school today I would definitely pursue the combined DO/MBA program because it gives you the necessary tools to approach medicine from either the medical or management standpoint."

Indeed, the program provides students with a strong foundation in business and management to prepare them for managing a medical practice or assuming executive responsibilities in a health care organization, offering them many opportunities.

A case in point: Mark Rosenberg, DO, '78. Even though he does not yet have his MBA, the fact that he is pursuing it has, in his words, presented him with a "once-in-a-lifetime opportunity." The former director of emergency medicine at Roxborough Memorial Hospital, this summer he contracted with Coastal Emergency Services of Washington, D.C., to be director of emergency services at The Germantown Hospital and Medical Center.

"It's my feeling that the MBA program had a lot to do with getting the appointment," he said. "The number of offers I've received has been phenomenal. I would encourage everyone entering PCOM to pursue the MBA.

"If I had the opportunity to hire a physician who was extremely well-trained in a specialty and who had an MBA versus one without it, I'd take the one with an MBA every time. It adds such another dimension to your practice."

Good doctors, good managers

Vincent A. Berkley, DO, '80, MBA, applies that added dimension to his position as medical director and chief of staff of the U.S. Public Health Service's Phoenix Indian Medical Center, Phoenix, Ariz. "I think that the skills that produce good doctors don't necessarily produce good managers," he said.

"As a good physician you operate one-on-one with your patient. As a good manager, you have to be cognizant of the group process and I felt inadequately prepared for the kinds of things I was doing."

"The MBA has given me a frame of reference other people in medicine don't have in understanding business and medicine."

– Philip G. Passes, MBA, DO, '93
As a result, Berkley enrolled in the MBA program at the University of Phoenix, earning his degree last December. Now, he said, "I feel I can talk turkey with anyone and therefore, be more effective. It has given me the appropriate bridge between physicians and other managerial types. "As a whole, I feel physicians have abdicated their responsibility of administering their own programs and are real mistrustful of administrators and managers. So by having one of their own who has this external validation, I think it makes me more effective in dealing with other physicians."

**Business talks**

For this year's four DO/MBA grads, earning an MBA meant learning the techniques as well as the language of business. "It has certainly enabled me to speak more fluently with accountants and financial analysts," said Engelhart. "I had never taken a business course in college, and it's obvious that physicians have to know how to manage their money, or at least when to hire a professional."

When it comes to such matters as finance and accounting, PCOM Dean Kenneth J. Veit, DO, '76, MBA, agrees that an MBA provides physicians with a crucial language base. "I may not have the same expertise, but I can more effectively communicate with administrative and financial professionals because I have a sense of their language," said Veit, who earned an executive MBA from Temple University in 1989. "We have our own language in medicine. Sometimes language becomes a barrier when you attempt to communicate with others regarding administrative and financial matters, because in those fields as well there's a language that must be understood."

Philip G. Passes, MBA, DO, '93, of Haddonfield, N.J., agrees. "I'm still going to need a financial consultant to advise me," said Passes, who intends to pursue an obstetrics/gynecology residency following his internship at John F. Kennedy Memorial Hospital. "But the MBA has given me a frame of reference other people in medicine don't have in understanding business and medicine. It's going to allow me to market myself, and I think there will be considerable opportunities for people like myself who have both degrees for consulting work."

Since her father is an accountant, Melissa Snyder, MBA, DO, '93, of Pompton Plains, N.J., had never even completed a financial aid form until she entered PCOM. As a pre-med/psy-

"It (the DO/MBA program) also gave me a basic general knowledge concerning Medicare, Medicaid and other insurance issues which, whether you want to face it or not, is a side of medicine today."

— Melissa Snyder, MBA, DO, '93
chology major at Manhattan College, she had no business background at all.

"I can look at financial books now and know what's going on in terms of investments and business transactions," said Snyder, who intends to pursue a residency and career in general or pediatric surgery following her internship at Botsford General Hospital in Farmington Hills, Mich. "It also gave me a basic general knowledge concerning Medicare, Medicaid and other insurance issues which, whether you want to face it or not, is a side of medicine today."

Ken Williams, MBA, DO, '93, a native of Brooklyn, N.Y., eventually hopes to have a large multi-specialty group after completing his internship (at Saint Joseph's Hospital, Philadelphia) and residency in internal medicine. "I don't want to be in someone else's group, I want to be in charge of my own group, so you have to be able to deal with matters and attitudes on a corporate, business level."

Many physicians, he believes, fail to realize that their practices are subject to the same economic ups-and-downs which affect any other business. "A private practice is much like a corner store, and you have to learn how to keep your corner store open and how to make it financially viable."

Applying classroom study

Putting that knowledge to work for the college, current DO/MBA students already have proven valuable in the development of two different business plans for revenue-producing ventures. Working with David M. Spratt, DO, '75, professor and chairman of preventive medicine, and director of Occupational Health Service, Jay Glickman, '95, and Ken Scott, '95, developed a business and marketing plan now in action.

In another project, Brian Dorf, '95, and Ken Scott, '95, and college faculty, led by Charlotte Greene, PhD, professor of physiology and pharmacology, collaborated to create a business plan for the retention of the college's electron microscopy facility. The three phase plan markets the facility to outside users, creating an economically-viable business within a medical environment.

Projected need

Although the program adds the expense of an additional year for current students, that issue will be negated as managed care competition and increased regulation emphasize the need for the physician/executive and the physician/manager, said Cuzzolino. "With health care reform will come a national consciousness of the importance of a strong business grounding for physicians," he added.

With 10 more students on schedule to graduate in PCOM's joint degree program, the point has been well made.

"A private practice is much like a corner store, and you have to learn how to keep your corner store open and how to make it financially viable."

– Ken Williams, MBA, DO, '93
The nation's health care crisis, in part, is a crisis brought about by a shortage of primary care physicians. Against that backdrop, the 102nd Commencement of Philadelphia College of Osteopathic Medicine underscored one of the college's greatest contributions: Of the 190 graduates who have indicated a specialty preference, 59 percent have indicated they intend to pursue a career in primary care.

"With its long tradition of training primary care physicians, the legacy of your institution is more important than ever before," Allan S. Noonan, MD, MPH, Pennsylvania Secretary of Health, told the graduates and their families and guests gathered at the Academy of Music on June 6. Noonan, a public health advocate, spoke after accepting an honorary degree of doctor of laws from the college.

Also receiving an honorary degree of doctor of laws was Pennsylvania State Sen. Vincent J. Fumo, JD, MBA, the chairman of the state Senate Appropriations Committee. Daniel L. Wisely, DO, FACOS, PCOM's dean from 1989 to 1992 and professor and chairman of surgery from 1983 to 1990, also was named professor emeritus. Wisely received two clinical teaching awards as well as the Lindback Foundation Award for Distinguished teaching while at PCOM. He was bestowed the title "Professor Emeritus" for his many years of service as a distinguished educator, surgeon and role model.

In his commencement speech Noonan lauded PCOM's commitment to educating primary care physicians. "This state and the entire nation are facing the impact of a disastrous shortage of primary care practitioners," he said. "So with 59 percent of this institution's graduates choosing careers in primary care, you are an example for all of health care, for all of medicine. To you the Class of 1993, the timing of your graduation could not be more beneficial. We need you for this effort."

In other remarks Noonan acknowledged the importance of osteopathic medicine's commitment to preventive medicine. "It is recognized that osteopathic physicians pioneered the idea of preventive medicine more than 100 years ago. The time has arrived when we as a nation must adopt prevention as the keystone of our entire health strategy. Today in this country, for every dollar spent on prevention more than $30 is spent on treatment.

Remarking on the progressiveness of osteopathic medicine's ideology, he said, "At the forefront of today's medical thinking, you (osteopathic physicians) provide an invaluable service in stressing the important link between the body and the mind, lifestyle and health and the value of a humane, caring and close relationship between the doctor and the patient. In attempting to find solutions to all of our health care problems, I keep coming back to the same position I held years and years ago; more primary care practitioners are needed in this country and they have to be available to people and communities who need them most. Health care belongs to everyone. It is a basic human right."

Senator Fumo, who once considered a career in medicine and even attended PCOM (then called Philadelphia College of Osteopathy), spoke on the importance of treating patients with compassion. "I urge you to understand that the people who come to you are not only physically sick but spiritually afraid, and you are their only hope. I know that you will give your patients the very best in a technical and professional sense. My plea to you is to do it also in a spiritual way."

The commencement marked the first graduation in their present positions for Herbert Lotman, PCOM's chairman of the board, and Dean Kenneth J. Veit, DO, '76.
Philadelphia College of Osteopathic Medicine extends its warmest congratulations to the Class of 1993. We know you'll make us proud. What follows are the profiles of several particularly interesting graduates:

Doctor Moms: The Ultimate Juggling Act

There are times when enduring the rigors of medical school seems nearly impossible. But doing so while also being a mother of young children or teenagers seems thoroughly incomprehensible.

But that's just what Diane Schucker, DO, '93, and Margaret (Peg) Swain-Gray, DO, '93, did. "I couldn't make it up to the cow path that leads to the bottom of Mt. Everest, much less conquer the summit," said Schucker, of Downingtown, Pa., "so when somebody does it, you say 'Unbelievable!'"

"But if you've been trained to do that and that's what you want to do, it's not insurmountable. What we've done only seems overwhelming because you're looking at it from a completely different perspective."

Schucker, 35, the mother of four children aged five to 14, had a daughter still in diapers when she entered PCOM. The woman dubbed "Dr. Mom" by her children also was still working full-time on weekends as a nurse anesthetist, was drilling one weekend each month in the U.S. Army Reserve (she's a major) and, for the first 18 months was the head of the household as her husband Foster was working in New Zealand.

"Did she ever feel like quitting? "Usually at about 7:45 a.m. on the Schuylkill Expressway on my way to an 8 o'clock exam, it all seemed impossible," she said. "It was never the type or amount of work in med school, it was dealing with the physical time constraints. But if I dropped out I would have regretted it because I was bored with anesthesia. I really wanted a change of pace, I really wanted to do obstetrics."

That is what she will be doing, interning in the obstetrics/gynecology tract at Suburban General Hospital in Norristown.

Statistically Speaking

Number of graduates: 190
Pennsylvania residents: 127
Ten other states are also represented:
California, Connecticut, Delaware (2),
Florida, Maryland (11), Massachusetts,
Michigan, New Jersey (29), New York (15)
and Wisconsin.
Number of women: 77 graduates
Average age: 28; 37 graduates are older than 30
Number with advanced degrees: nine
Number of veterans: seven
Percent pursuing primary care: 59 percent
(Only 15 percent of students nationwide express an interest in primary care.)
The class also includes the first four students who graduated from PCOM's joint DO/MBA program with Saint Joseph's University.

Worth the wait

Swain-Gray, 43, of Oxford, Pa., wanted to be a doctor since the sixth grade. But even though two of her younger brothers are physicians, in the early 1960s very few young women in rural Chester County went to college or became doctors.

However, after an untimely divorce in 1985, at the age of 35 when her sons Tony Bard, now 20, and Taylor Bard, 17, were old enough to walk to school, she...
enrolled at Lincoln University. She juggled parenting, school and waitressing and managed to graduate magna cum laude in biology four years later. (She married Clifford H. Gray III at the end of her sophomore year.)

At PCOM, she commuted 100 miles everyday from Southern Chester County rather than uproot her children. "My sons were at critical ages and I refused to take them out of their school and their normal, stable environment after going through the divorce," she explained. It was an ordeal, she admitted, but said, "the intensity of the courses helped me prioritize my time by enabling me to see what was and wasn't important." That meant hanging wash at midnight and arising at 4 a.m. to study before leaving for school at 6 a.m. on mornings of exams.

Swain-Gray, who is interning at Community Hospital of Chester plans to do an internal medicine residency. She has no regrets that she did not pursue medical school sooner. "When my children were young, I was committed to my husband and sons," she said. "I couldn't have done this when I was younger.

"My life is much different than my mother's. After my mother's six children left home, there was a definite void in her life. My sons are almost grown and on their own now. My life is very full. I know I'm not going to feel that emptiness. I have from now until I retire to practice medicine. With my family still very much behind me I know that I chose medicine at the right time of my life."

Brother Act

Most children of physicians never get a chance to see their parents endure the rigors of medical school. Their only view of their father or mother is as a respected practicing physician.

That was not the case, however, for Jeffrey and Andrew Briglia.

Jeffrey, 28, and Andrew, 26, still have a picture of themselves with their father, Robert, after his graduation from PCOM in 1976. After working as a pharmacist for 20 years, he earned his DO degree and established a general practice in Phillipsburg, N.J.

"We saw the stresses of medicine first hand," said Andrew, "and we both came to admire what our father did in his practice, so we decided we wanted to follow him in becoming physicians."

Taking a page out of his father's book, Jeffrey underwent a five-year program at Rutgers University to earn a pharmacy degree and worked for a year in a Bangor, Pa., pharmacy with the ultimate intention of going to medical school. By then, Andrew had graduated from Rutgers with a degree in biochemistry. While it was not by design, both entered PCOM together four years ago.

Any friendly rivalry? Not at all, the two said. "We saw it as an advantage to help each other get through school," said Jeffrey. "We both had someone to send to class when one of us didn't feel up to it; somebody close by to help explain something or who understood something differently than you did. It was nice to have that little edge."

"We depended on each other quite a bit, like leeches on each other," said Andrew jokingly. "We managed to be supportive enough for each other when we each needed it, which was often, but we were also able to get out of each other's hair when we needed that also. Jeff is a very good student, so he was good for motivation and confidence. He's a little bit more outgoing and has a good sense of humor, which helped me a lot."

"Andy's a little more structured. He helped me quite a bit in that regard," said Jeff. "I remember once we had four or five finals the previous week. I was totally wrung out and I didn't feel like doing anything. But he was so regimented studying for the next final that his persistence actually got me up for studying for the next one. We worked together well."

The future, however, is breaking up the brother act. Jeffrey is interning at PCOM while Andrew is interning in Columbus, Ohio. Neither has decided on a residency specialty. "But I'm kind of motivated to be a GP," said Andrew, "when I see what Dad does. He seems to be very happy dealing with his patients and with the terrific people he's met."

Drs. Jeffrey, left, and Andrew Briglia

Dr. Swain-Gray gets a congratulations kiss from sons Taylor Bard, left, and Tony Bard.
A career in computers/math didn’t add up for PCOM grad

Ken Thompson, DO, ‘93, was a Wilkes College sophomore, a wide receiver on the football team and a computer/math major intent on working for IBM. Then a dizzy spell he experienced while Christmas shopping landed him in a hospital emergency room. The diagnosis: craniofringeoma, a rare non-malignant brain tumor.

His 24 days in the hospital proved to be Big Blue’s loss and PCOM’s gain. Thompson, of Dallas, Pa., had thought briefly about a career in medicine when he graduated from high school. “At that time in my life I didn’t want to put in what seemed like a lot of time,” he recalled.

The idea of being a physician rekindled itself, however, “When I saw how important a bedside manner was,” he said. “There were good and bad doctors, those who came in looking like they were just there for their check and those who would sit there and talk, make me feel comfortable and explain things at a level that I could understand.”

As a former restaurant manager, Thompson knew he had the necessary people skills. “And I also realized how much you could actually help people because I saw how much they did for me.”

Following his return to Wilkes, Thompson still graduated with a bachelor’s degree in computer science. But by taking many biology, chemistry and physics electives, he matriculated directly to PCOM while also graduating magna cum laude.

Interning in the OB/GYN specialty tract at Allentown Osteopathic Medical Center, Thompson eventually hopes to return home to the Wyoming Valley to practice.

“I never realized how many people I knew until I had the surgery and received so many cards from people I barely remembered,” he said. “So I feel like I owe a little back here. It’s a little more rewarding helping out people you’ve known for a while.”

Rural medicine the choice for former nurse

There was little doubt that someday Nance Lovelace, DO, ‘93, a former visiting nurse, would go into osteopathic medicine.

Lovelace, 35, has wanted to be a doctor since she was three. Like many osteopathic physicians, while growing up she learned about and got hooked on osteopathic medicine from her family’s physician.

But even though PCOM accepted her a year after she graduated from college with a pre-med bachelor’s degree, she passed up the opportunity, feeling she wasn’t ready for medical school. So instead she went to nursing school and became a visiting nurse.

Through her nursing experiences she learned she wanted to pursue her dream of becoming a family physician. “As a visiting nurse I came to understand the important role that family doctors play in providing comprehensive care,” said Lovelace, who is doing an internship at Wyoming Valley Family Practice Center in Kingston, Pa. “I saw patients seeing several specialists whose care wasn’t coordinated. They would often be sent to another specialist for a problem that could have been handled by a family practitioner at much less expense.”

The issue of access to medical care came to light while Lovelace was doing genealogy research on her family; she came across a town that was visited by a physician just once a week. “You’d think today people would have better access to medical care, but they really don’t in rural areas. That’s when I knew that I would find practicing family medicine in a rural area to be particularly satisfying.”

After her internship, Lovelace will stay at Wyoming Valley to do a two-year family practice residency. She plans to practice in Pennsylvania or in the mountains of Virginia or West Virginia, where, there’s a great need for family physicians. “I really find family practice to be very satisfying. I enjoy building the relationship with the patients as well as being able to coordinate and follow their care. And the fact that there’s a great need for family physicians in rural areas also makes it rewarding.”
New administrative appointments
highlight efforts to enhance curriculum

In an effort to better meet the goals and
missions of the college, the Dean's Office
announced four administrative appoint­
ments in late May.

Joining the adminis­
trative team as
associate dean for
graduate medical education is Richard A.
Pascucci, DO, '75. Pascucci, who will also
serve as professor of medicine, taught at
Michigan State University College of
Osteopathic Medicine for the past nine
years and was the internal medicine
residency director at Lansing General
Hospital.

In his new role, he is responsible for all
fellowship, residency, internship and
externship programs, as well as continua­
ing medical education programs.

Working with Pascucci is Michael F.
Shank, DO, '80, who will continue efforts in
postgraduate education as the college's
associate director of
graduate medical
education.

Rounding out the
changes is the appoint­
ment of:
• Robert Berger, DO, '58,
to associate dean for
undergraduate medi­
cal education.
• Domenic DeBias, PhD,
to assistant dean for
special training
programs.
• Richard M. Kriebel,
PhD, to assistant dean
for basic sciences.

DeBias, professor and chairman of
physiology and pharmacology and former
assistant dean for basic sciences, is now re­
sponsible for developing and
overseeing special
training programs for
physicians and medical
students and for
graduate education in
the basic sciences.

Alumnus will become one-star-flag officer

On May 20, the U.S. Senate confirmed
the nomination of U.S. Navy Captain
James Howard Black, DO, '62, to Rear
Admiral (Lower Half), a one-star flag officer.

Stationed in Norfolk,
Va., Black serves as
fleetsurgeon for
Commander in Chief,
U.S. Atlantic Fleet, with
additional duties as
command surgeon,
Commander in Chief,
U.S. Atlantic Command. He is also
command surgeon and medical advisor
to the Supreme Allied Commander,
Atlantic. Prior to this assignment, he
served as fleet surgeon for the staff of the
Commander in Chief, U.S. Pacific Fleet in
Pearl Harbor, Hawaii.

Black began active duty in the Navy in
1974 and was qualified as a Navy flight
surgeon the following year. During his
naval career, he served on the aircraft
carrier USS Ranger, in addition to
numerous shore commands in the United
States.

Black was also commanding officer at
the naval hospitals in Oak Harbor, Wash.,
and Yokosuka, Japan.

Alumni elected to POMA

Clarence A. Scott, DO, '81, was
installed as the new president of the
Pennsylvania Osteopathic Medical
Association at the group's 85th clinical
assembly held in Pittsburgh.

Other officers elected for 1993-94
were: Frank H. Quinn, DO, '76, as
president-elect; Arnold Sokol, DO, '62, as
vice president; and William A. Wewer, DO,
'79, as secretary-treasurer.

Re-elected to the post of speaker of
the House of Delegates was Hymen
Kanoff, DO, '52. Toni San Maria Casale,
DO, '84, MPA, was re-elected vice
speaker.

The following alumni were elected by
their respective district to serve on
POMA's board of trustees: Robert J.
Esper, DO, '77, District 7; Ernest R. Gelb,
DO, '78, District 4; and Leonard V.
Limongelli, DO, '68, District 14.

Also at the POMA assembly, Alan G.
Zond, DO, '92, received the Golden Quill
Award for taking first place in the clinical
essay contest.

PCOM Alumni Directory
Making a listing and
checking it twice

PCOM's alumni directory project is
moving right along. By now you should
have received and returned your
questionnaire requesting information for
the new directory. If you have not
returned it yet, please do so as soon as
possible. If you do not respond, you risk
being excluded from the new directory.

The next step in the project is the
verification process. Within the next
couple months, a representative of
Harris Publishing Co. will be calling you
to verify the listing which will appear.

At this time, you will also have the
opportunity to order a directory; this will
be the only chance you'll have to order
the book.

Scheduled for release by April 1994,
the new directory will sell for $46.99 for
the regular bound edition and $49.99
for deluxe-bound. Look for more details
on this project in future issues of Digest.
1947
John L. Cionci, DO, Dresher, Pa., has been appointed medical director at the third satellite office of Inner City Medical Services, Inc., drug and alcohol recovery centers located in Philadelphia. He is also medical director at "One Day at a Time" recovery center, which has become the prototype for Pennsylvania drug and alcohol recovery programs.

1950
Lawrence B. Greif, DO, Fort Worth, Texas, has been named a life member of the Texas Osteopathic Medical Association during the annual session of the TOMA House of Delegates.

1952
Sidney Snyder, DO, Philadelphia, Pa., has become a fellow of the College of Physicians of Philadelphia.

1955
Roy Pasker, DO, Montgomery, Ala., has become a fellow of the American College of Neuropsychiatrists.

1965
Edward J. Sarama, DO, Burr Ridge, Ill., has been re-elected to the board of directors of the American College of Osteopathic Emergency Physicians.

1966
John Barbagiovanni, DO, Medford, N.J., has been named chief of staff at Kennedy Memorial Hospitals-University Medical Center.

1970
Henry K. Sagel, DO, York, Pa., has been appointed president-elect of the medical staff at Memorial Hospital.

1971
Donald J. Sesso, DO, Norristown, Pa., has completed postgraduate training in occupational medicine and critical care medicine. He has also been certified as an "A" reader of pneumoconiosis by the federal government.

1972
Stephen Burnstein, DO, Cherry Hill, N.J., has been appointed vice chief of staff at Kennedy Memorial Hospitals-University Medical Center.

1974
Lisa M. Rainey, DO, Mountain Top, Pa., has joined the medical staff at Wilkes-Barre General Hospital.

1975
Murray Schwartz, DO, Cherry Hill, N.J., has been board certified in diagnostic radiology.

1976
Spence R. Bisbing, DO, Portland, Maine, has become a fellow of the American College of Osteopathic Emergency Physicians.

1977
John E. Farmer, DO, Waynesboro, Pa., has joined the Primary Care Research Group of the Ambulatory Sentinel Practice Network, a national consortium of private primary care practitioners conducting varied research in primary care issues.

1978
Spence R. Bisbing, DO, Portland, Maine, has become a fellow of the American College of Osteopathic Emergency Physicians.

1980
H. Brent Bamberger, DO, Dayton, Ohio, has joined the medical staff at Orthopedic Association of Southwestern Ohio.

1981
Mark A. Gallagher, DO, Alpena, Mich., has been board certified in general surgery.

1982
Philip Christ, DO, Largo, Fla., has been board certified in orthopedic surgery.
READERSHIP SURVEY

So...How Are We Doing?

Digest's staff strives to make each issue informative and relevant as well as attractive and readable. How are we doing? We are surveying our readers to find out. Results from this survey will be used to plan future issues, therefore, your response is vital. Please complete this questionnaire at your earliest convenience. Then simply fold it, staple or tape it shut, and mail it; we'll pay the postage! Thank you.

1. a) What is your relationship to PCOM? □ Alumnus □ Faculty/Admin. □ Parent of alumnus □ Student □ Friend of college
   b) If an alumnus, what is your class year: 19__; what state do you live in: ___ __ ____ ;
   Age: ___ Sex: □ Male □ Female; Specialty: _________ ___ __ _

2. How much of Digest do you usually read?
   □ Read it cover to cover □ Read most of it □ Read some of it □ Read none of it

Non-readers only: Skip to number 9.

3. As a general rule, how do you rate Digest in regard to each of the following:
   a) Informative quality □ Excellent □ Good □ Fair □ Poor □ No Opinion
   b) Timeliness □ Excellent □ Good □ Fair □ Poor □ No Opinion
   c) Quality of writing □ Excellent □ Good □ Fair □ Poor □ No Opinion
   d) Quality of design/art/photography □ Excellent □ Good □ Fair □ Poor □ No Opinion
   e) Coverage of alumni news □ Excellent □ Good □ Fair □ Poor □ No Opinion
   f) Coverage of campus □ Excellent □ Good □ Fair □ Poor □ No Opinion
   g) Range of subjects □ Excellent □ Good □ Fair □ Poor □ No Opinion

4. The following features regularly appear in Digest. Please indicate how often you read each one:
   a) Stories about alumni □ Frequently □ Sometimes □ Not at all
   b) President's Perspective □ Frequently □ Sometimes □ Not at all
   c) On Campus □ Frequently □ Sometimes □ Not at all
   d) Just Published □ Frequently □ Sometimes □ Not at all
   e) Class Acts □ Frequently □ Sometimes □ Not at all
   f) In Memoriam □ Frequently □ Sometimes □ Not at all
   g) Coming Events (calendar) □ Frequently □ Sometimes □ Not at all

5. Which of the following articles from previous issues did you read in their entirety, which did you read partially, and which didn't you read?
   a) Community service and involvement □ Read entirely □ Read parts □ Did not read
   b) Robert L. Meals awarded O.J. Snyder Memorial Medal □ Read entirely □ Read parts □ Did not read
   c) Alumni serving internationally Reaching across continents to heal □ Read entirely □ Read parts □ Did not read
   d) Doctor/musicians: Harmonizing music with medicine □ Read entirely □ Read parts □ Did not read
   e) PCOM alumni experience excitement of authorship □ Read entirely □ Read parts □ Did not read
   f) PCOM bids a fond farewell to retiring dean □ Read entirely □ Read parts □ Did not read
   g) Doctors marrying doctors: When timing is everything □ Read entirely □ Read parts □ Did not read

6. In what order do you usually read features in Digest?
   □ Read Class Acts first, news and features second □ News and features first, Class Acts second □ No set order, depends on the issue

7. a) Do you receive alumni publications from other institutions? □ Yes □ No
   b) If yes, how does Digest compare with other alumni publications you receive?
      □ Digest is better □ They are about the same in quality. □ The other alumni publication(s) is better.
   c) Please specify other alumni publication(s) you receive and circle the one you think is better than Digest.

8. Would you like some issues of Digest to be devoted to a single theme or subject or would you prefer each issue cover a number of different subjects?
   □ Prefer same theme issues □ Prefer variety of subjects in each issue

9. We would like your help in planning future issues of Digest. What would be your interest in reading the following items?
   a) Stories about alumni □ Very Interested □ Interested □ Not Interested □ No opinion
   b) Stories about faculty □ Very Interested □ Interested □ Not Interested □ No opinion
   c) Stories about students/student life □ Very Interested □ Interested □ Not Interested □ No opinion
   d) News about current developments at PCOM □ Very Interested □ Interested □ Not Interested □ No opinion
   e) Letters to the Editor □ Very Interested □ Interested □ Not Interested □ No opinion
   f) Marriages/Births □ Very Interested □ Interested □ Not Interested □ No opinion
   g) Question & Answer section □ Very Interested □ Interested □ Not Interested □ No opinion
   h) Articles on health care issues □ Very Interested □ Interested □ Not Interested □ No opinion
   i) Practice management advice □ Very Interested □ Interested □ Not Interested □ No opinion
   j) Paid advertising (Classified ads; display ads) □ Very Interested □ Interested □ Not Interested □ No opinion

10. We welcome any further comments or suggestions you wish to make about Digest.
1982

Katherine K. Feinstein, DO, Alpine, Calif., has been board certified in general pediatrics.

John Legere, DO, Lancaster, Pa., has been board certified in dermatology.

Jere J. Mammino, DO, Winter Springs, Fla., has received the Daniel Kop Prince, DO, Educational Award presented by the American College of Dermatology.

Phillip J. Spinuzzi, DO, Blue Bell, Pa., has been board certified in orthopedic surgery.

William E. Vail, DO, Erie, Pa., has been board certified in orthopedic surgery.

1983

Carl Connors, DO, Albuquerque, N.M., has joined the medical practice of Dr. Antonio Perez-Munoz.

James J. Cosgrove, DO, Temecula, Calif., has joined the medical staff at Clearfield Hospital.

Kurt E. Ehrenfeuchter, DO, York, Pa., has been board certified in anesthesia.

Nola T. Mahoney, DO, Vinetown, N.J., has been appointed to the associate staff of the department of family practice for the West Jersey Health System.

Robert S. Muscalus, DO, Hummelstown, N.J., is serving as co-host of "Ask Doctor," a radio talk show broadcast weekly on WMIX-AM, Harrisburg.

David A. Van Buren, DO, Gilbert, Ariz., has been board certified in urological surgery.

1984

Lee M. Blatstein, DO, Lafayette Hill, Pa., has been board certified in urological surgery.

Brian J. Ceccarelli, DO, Dayton, Ohio, has been board certified in urological surgery.

1985

Stephen T. Fisher, DO, Grove City, Ohio, has been board certified in general surgery.

David J. Hilliard, DO, Bethesda, Ohio, has been board certified in anesthesiology.

Deborah Korus-Popovich, DO, Pittsford, N.Y., is serving as a preceptor in her Rochester, N.Y., private practice. She also has been board certified in general practice.

Dana Shaffer, DO, Exira, Iowa, has been elected president of the Iowa Osteopathic Medical Association.

1986

Dorothy A. Burdziak, DO, Philadelphia, Pa., has been board certified in general pediatrics.

Mary Anne Damiani, DO, Chicago, Ill., has joined the medical staff at Pronger-Smith Medical Associates.

Denise DiPrimio-Kalman, DO, Sewell, N.J., has joined the staff of the department of pediatrics, division of allergy and clinical immunology at Thomas Jefferson University Hospital.

Richard A. Goldberg, DO, Dresher, Pa., has been board certified in rehabilitation medicine.

Steven D. Grejda, DO, Sherby Township, Mich., has been board certified in anesthesiology.

Thelma Jamison, DO, West Palm Beach, Fla., has joined the medical staff at Okeechobee Community Health Center.

William F. Kramer, DO, Harrisburg, Pa., has been board certified in general surgery.

David L. Lohin, DO, Clarks Summit, Pa., has been board certified in cardiology.

Catherine A. Parrillo, DO, Norristown, Pa., has been board certified in general pediatrics.

Susan Poserina Marcel, DO, Philadelphia, Pa., has opened a private practice in Haverford.

Lance S. Roberts, DO, Bala Cynwyd, Pa., has been board certified in rehabilitation medicine.

Michael S. Rosenthal, DO, Maple Glen, Pa., has been board certified in rehabilitation medicine.

1987

George Bross, DO, Norristown, Pa., has been board certified in general pediatrics.

1989

Gary A. Erbstoesser, DO, Phoenix, Ariz., has completed a family practice residency at Phoenix Baptist Hospital. He also started a sports medicine fellowship at Kaiser Permanente Hospital, Santa Clara, Calif.

Laura M. Martin, DO, Wilkes-Barre, Pa., has joined the medical staff at Wilkes-Barre General Hospital.

Jeffrey Moldovan, DO, Masury, Ohio, has joined the medical staff at Sharon Regional Health System.

Mark A. Monaco, DO, Havertown, Pa., has opened a family practice in Havertown.

Thomas E. Munshower, DO, Philadelphia, Pa., has joined the medical staff at Mercy Haverford Hospital.

1991

Peter James Doudoufis, DO, Drexel Hill, Pa., has been honored as Hahnemann University Hospital's "Cardiology Intern of the Year" and "Intern of the Year" for 1992-93.

Marvin Bookbinder, DO, ’50, GP, Slippery Rock, Pa., April 22.


Leonard Gluckson, DO, ’50


Frank Gruber, DO, ’26, OBG, Villanova, Pa., April 29.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>October 10-16, 1993</td>
<td>National Osteopathic Medicine Week</td>
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<tr>
<td>October 30 - November 2, 1993</td>
<td>ACOS (Annual Clinical Assembly of Osteopathic Specialists)</td>
<td>San Francisco, Calif.</td>
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<tr>
<td>March 3-6, 1994</td>
<td>Florida Osteopathic Medical Association (FOMA) State Convention</td>
<td>Miami, Fla.</td>
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