Digest of the Philadelphia College of Osteopathic Medicine (Spring 1996)

Philadelphia College of Osteopathic Medicine

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At PCOM, we take great pride in being a leader in primary care. Our College graduates more primary care physicians than any other medical school in the country. This you may already know. But what you may not realize is that our emphasis on primary care extends beyond medical education and training; it includes research.

In part two of our coverage on research, we focus on primary care research at PCOM. In this issue, you will see that the College is dedicated to conducting primary care research that is relevant and useful to physicians, especially our alumni.

We're excited about the potential impact these studies have. We're equally excited about a number of activities occurring on our campus. If you haven't visited us in a while, you may not recognize the campus. The Master Facilities Plan is well underway and there are more projects down the road. While the six-story parking garage is already completed, Evans Hall is more than halfway through a major renovation and expansion.

Within the existing structure, a new 250-seat amphitheater was completed last fall and other classrooms have been renovated and equipped with the latest teaching technologies. The main academic building also boasts a new Anatomy Laboratory.

Construction of the Evans Hall west wing expansion began in summer 1995 and will continue through this summer. Graced with a dramatic two-story atrium, the new three-story addition will house additional classrooms for small-group learning; a new, larger cafeteria; a student study area; faculty offices; a state-of-the-art Osteopathic Manipulative Medicine Laboratory; the Office of Admissions; and other curricular functions. New 50-seat classrooms and an expanded Dean's Suite are also part of the renovations.

We expect to complete the Evans Hall west wing in October 1996. Look for construction updates and photographs in Digest as we watch our new campus take shape.

The excitement continues at PCOM with a record number of applicants for the freshman class. We received 5,846 applications for 250 spots in the Class of 2000; that's 23 applicants per opening.

On a final note, the College was notified that our state funding has been reduced for 1996. Governor Tom Ridge has proposed to cut PCOM's allocation by 50 percent in fiscal year 1996-97 and he plans to eliminate it entirely the next fiscal year. This is not the first time PCOM has had to contend with the volatile nature of state politics and budgets. Three years ago then-Governor Casey revoked the state subsidy we had received for 30 years. The College fought and lobbied long and hard to have the funding reinstated.

This probable loss of all state support means the PCOM family must work harder to maintain our stability and hold firm our position as the premier osteopathic medical college. We are working to lobby legislators regarding state support of our College. Because such support is never guaranteed, it is important that PCOM be independent of government. We must be strong enough to stand on our own two feet. I am determined to strengthen our alma mater, continue to build our foundation and move our College forward.

As we look ahead at PCOM, we see a new campus and a new class. We anticipate a continued dedication and emphasis on primary care research. We hope you enjoy this issue of Digest. As always, we welcome your comments.

My Best,

Leonard H. Finkelstein, DO
Primary Care Research

Continuing the discussion on PCOM research that began in the Fall '95 Digest, this article highlights the research that underscores the College's primary care mission.

Melvin C. Howell brings his strong community ties to PCOM's board of trustees.

From publishing articles to participating in community health fairs, PCOM students show their diversity.

For alumni board member John A. Cifala, DO, '45, becoming an osteopathic physician was just a matter of time.

What's New with The PCOM Mission

Spring Convention Highlights

Class Acts

PCOM Merchandise
Mention the word "research" to a group of primary care physicians and you're likely to illicit a less than enthusiastic response. That's because research conducted at many medical schools is either of a very esoteric nature or it won't provide useful information to the clinician for years down the line.

This isn't the case with PCOM researchers. They're beginning to reach out to family practitioners, internists, gynecologists, pediatricians and geriatricians, and they're doing so with a clear message: the fruits of our labor are for you.

The Fall 1995 Digest covered the wide-ranging and exciting biomedical research being conducted at PCOM. Biomedical research holds the key to solving some of our most perplexing medical mysteries.

But PCOM also is developing a plethora of research projects involving faculty and students that will provide primary care physicians with data they can apply in daily practice. Primary care research, particularly outcomes research, is a developing focus at PCOM. The College hopes to give alumni and other physicians information to help them make decisions that improve patient outcomes.

Treatments based on outcomes research have become increasingly important as the managed care environment dictates that physicians document the most effective treatments. "In any medical intervention, physicians will need to explain why and how a particular therapy works, and they'll need the data to back it up," says Eugene Mochan, PhD, DO, '77, assistant dean for primary care and professor of family medicine.

"The best way to achieve better outcomes research is through the multidisciplinary approach," says Richard Kriebel, PhD, assistant dean for basic sciences. "We want to bring basic scientists and clinicians together to work toward the same goal — better educated medical students and better patient outcomes. We're combining forces to use expertise from different disciplines to solve a problem," says Kriebel.

"We want to integrate our clinical science resources and basic science resources to help determine which interventions work better," says Mochan. "This type of research also will help us train physicians to deliver higher quality care. It's the future."

PCOM's track record for training primary care physicians puts the College in a solid position. "With the
The SGIG provides a unique opportunity for PCOM to become a nationally recognized leader in primary health care delivery, education and outcomes research.

A taste of community medicine

The SGIG has enabled PCOM to aggressively involved in the "Bridging the Gaps: Philadelphia Community Health Internship Program," which involves the five medical schools in the city. The program gives students hands-on experience with patients in underserved areas throughout Philadelphia, as well as providing PCOM physicians with valuable patient care data.

Focusing on pediatrics, adolescent health, violence prevention, women's health and elderly care, "Bridging the Gaps" exposes students to a variety of cultures while providing health education in areas where it is solely needed. Students participate during the summer between their first and second year. "Bridging the Gaps is one of our most popular programs," notes Mochan. "The students really get involved."

Student projects are wide-ranging, and include educating women about early detection of breast cancer, instructing senior citizens about the importance of good nutrition and teaching youths how to resolve conflicts without resorting to violence.

See the Gaps sidebar on page 6.

This past year, 25 student "Gaps" projects, which have implications for primary care physicians, have been initiated and presented at local and national meetings. See Gaps Student Project Table on page 9.

A practice course for clinical skills

Several studies are being conducted in PCOM's standardized patient (SP) program, thanks to the SGIG. SPs are either real patients who portray their own illnesses in a standardized way or simulated patients who are taught to

Integrating effective clinical skills early...

PCOM's standardized patient program is taking a look at how medical students approach patients with specific problems and what can be done to make them better, more efficient clinicians, while maintaining patient satisfaction. Already, there have been 2,300 patient visits in this ongoing study.

The SEGUE Communication Framework is a 25-item checklist used to evaluate how well students perform important communication tasks such as greeting patients appropriately, maintaining patient privacy and establishing reasons for the visit. "It's been a very effective teaching tool and we hire people directly from the community to be the patients," says Errichetti.

"We're gathering data on communication skills and on history-taking and physical exam skills, too," explains Errichetti. "This gives students a snapshot of how well they are progressing and where they are having difficulty."

Here are a few ways Errichetti says practicing physicians can benefit from his study:

- By learning to more quickly and efficiently treat patients while maintaining patient satisfaction.
- By learning ways that physicians can avoid medical malpractice lawsuits through effective communication.
- By learning that patient compliance drops with the complexity of treatment. "From this we learn just how important communication is in explaining how exactly to follow treatment," emphasizes Errichetti.

Catherine Maturo, PCOM '99, examines standardized patient (SP) Mort Alper while SP program director Tony Errichetti, PhD observes.
PCOM Student Volunteers “Bridge the Gaps” in Philadelphia

Breast Cancer: Early Detection Through Self-Management Techniques

You might think it would be difficult for a young, male medical student to teach women about breast self-exam — but not for Brian Calabrese, PCOM ’98. After becoming a certified Breast Self-Exam (BSE) instructor, Calabrese taught 30 women BSE at Cambria Street Healthcare Center.

“Since the model that’s used to teach BSE is so small, I used myself,” says Calabrese. “Wearing a white tee shirt, I outlined with a marker the areas that need to be covered in a BSE. Then I demonstrated exactly how to do the exam.”

Each woman in the study received a BSE kit including a personal action planner, BSE monthly record sheets, a BSE instruction card, a list of mammography facilities and directions on how to use the kit. A videotape also was shown. Research indicated that the women had greater knowledge of BSE after the session.

Educating African-American Women about Diabetes and Nutrition

Lucy D’Amico, PCOM ’98, studied 30 diabetic African-American women between the ages of 25 and 55 to see if they were aware of the nutritional aspects of their illness.

A meal planning chart with pictures was used to illustrate food groups. “This works better than some of the brochures that are difficult to understand,” says D’Amico. “Ninety-five percent of the subjects said they learned from the chart and a number of people were comfortable enough to ask questions.”

Slam-Dunking Violence: Implementing Conflict Resolution Programs for Urban Youth

Jonathan Gusdorff, PCOM ’98, worked for seven weeks in the summer of 1995 on violence prevention techniques with 120 youths in two groups, one of 4-10 year-olds, the other of 10-17 year-olds. “Clearly, the younger kids were more receptive,” says Gusdorff, who was assisted on the project by class of ’98 members Marqus Hamwright, Glen Miske and Adam Mikulski, and Leamon Davenport, PCOM ’99. “You can really see how their values are starting to shape.”

In the project, Gusdorff asked the kids to role-play situations that could spark violence. “There was a lot of “macho posturing,” just like in the literature,” says Gusdorff. “There was an ego to protect.”

The students held a “Slam-Dunking Violence in West Philly” basketball tournament which spread an anti-violence message throughout the community and provided children with role models to observe. “You know there really is no such thing as a 25-year-old gang leader; they’re either in jail or they’re dead,” says Gusdorff.

In a survey taken at the end of the project, the youths knew the right answers. But what Gusdorff says is also important is that he learned “it’s really up to us. As people others look up to, it’s important for us to give information and to teach them how to avoid violence,” he says.

In March, Gusdorff and his colleagues presented their findings and a videotape at the Pennsylvania Health Educators Institute Sixth Annual Conference in Harrisburg, Pa.

For his “Gaps” project, Jonathan Gusdorff, PCOM ’98, standing third from right, organized a basketball tournament with an anti-violence theme for West Philadelphia youths. Assisting Gusdorff are, standing left to right, Brian Mudry, PCOM ’98; Adam Mikulski, PCOM ’98; Leamon Davenport, PCOM ’99; former Philadelphia mayor W. Wilson Goode, who runs youth basketball leagues through his organization Goode Cause; Marqus Hamwright, PCOM ’98; and Chris Snyder, PCOM ’98. They are joined by tournament participants.
portray specific illnesses and symptoms.

The SP program is used to teach and evaluate students’ clinical skills, including communication, history-taking and physical exam skills, according to Tony Errichetti, PhD, associate professor of psychology and director of the SP program.

Errichetti will begin a study in September titled the “Effectiveness of a Brief Communication Training Program on Student-Doctor Efficiency and Patient Satisfaction.”

“We’ll be evaluating third-year medical students to learn if communication training helps them do a thorough and complete exam while assuring patient satisfaction,” explains Errichetti. “This has tremendous implications for managed health care.”

See sidebar on page 5 for details.

Another study is taking a close look at the effects of being a SP.

“Playing a medical patient over and over again potentially has some detrimental effects,” says Errichetti. “We’re learning that by allowing SPs to give feedback to the student doctor, it preserves their morale. Also, studying the SP feedback teaches us better ways for real patients to deal with doctors.”

The SGIG also has helped the College develop clinical research at its four healthcare centers in Philadelphia, which give PCOM a large patient base from which to draw.

A commitment to the medically underserved

A grant from the Area Health Education Consortium (AHEC) brings together PCOM and other medical schools in Pennsylvania to provide health education services to underserved areas of the state. Each of seven healthcare centers in the program will be connected to a medical school. PCOM students have been rotating through one of the sites, where they will be involved in a study investigating better management of asthma patients.

While PCOM has reached across the state, its impact on its community, the City of Philadelphia, has never been greater. Comprehensive needs assessments are being performed for four PCOM healthcare centers. The assessment will develop a health profile of the patient base at each site, including demographic characteristics and major health problems. Plans include conducting a comparative analysis with the catchment area to determine if health problems at the healthcare centers are different from those in the community-at-large.

PCOM chosen for national hypertension study

A faculty project which shows tremendous promise is PCOM’s involvement in a National Heart, Lung, and Blood Institute study, the “Antihypertensive and Lipid-Lowering Treatment to Prevent Heart Attack Trial” (ALLHAT). The $85 million, nine-year national study is examining how best to treat hypertension and prevent coronary disease. As the largest study of hypertension ever undertaken, 40,000 patients will be included.

George Vermiere, DO, ’74, physician at PCOM’s Lancaster Avenue Healthcare Center and professor of...
family medicine, already has enrolled 73 patients at the Lancaster center — the first nationally to reach 40 patients. "PCOM was among the first 20 to be recruited for the study," says Vermiere. Two other PCOM health-care centers will participate. Advising on the study is William A. Nickey, DO, '66, chairman of nephrology and a member of the AOA Coordinating Committee of the NIH's National High Blood Pressure Education Program.

ALLHAT investigators will determine which medications are most effective in lowering blood pressure and lowering cholesterol in older, high-risk, hypertensive patients. The study calls for 55 percent African-American participants, since they are at increased risk of hypertension.

Investigating OMM's effectiveness

Several studies focus on the effectiveness of osteopathic manipulative medicine (OMM) techniques on pediatric asthma, headaches and postoperative pain.

In the asthma study, OMM fellows are working with patients ages 2-16 to determine whether the techniques lead to a decrease in the number of attacks and their intensity, and whether OMM might lead to briefer hospital stays.

Preliminary data shows that when techniques such as lymphatic drainage, myofascial, fascial release, strain/counter strain and craniosacral are used, patients tend to breathe better. Collaborating on the study are Patrick Coughlin, PhD, associate professor of anatomy; Rosemary Vickers, DO, '83, associate professor of pediatrics; and Alexander Nicholas, DO, '75, chairman and professor of OMM.

Similarly, a preliminary pilot study is underway to examine the efficacy of OMM in treating headaches. OMM was used to treat sufferers of migraine, tension and sinus headaches at PCOM from November 1995 to February 1996. "Early indications suggest OMM may be an effective treatment, and we hope to study a larger population of patients," says Coughlin, who directs the study. The research is the thesis project of master's of biomedical science student Wah Lee. Nicholas is a co-investigator.

Another study is evaluating whether postoperative OMM can further reduce pain in patients who received narcotic analgesia before undergoing total abdominal hysterectomy or myomectomy. The study is one of several occurring in PCOM's Cancer Pain Research Center. Investigators are Frederick Goldstein, PhD, professor of clinical pharmacology, department of anesthesiology; Marvin Berman, DO, chairman and professor of anesthesiology; Saul Jeck, DO, chairman and professor of OB/GYN; and Nicholas.

A diversity of research

Additional primary care research is being conducted to learn more about improving the lives of the elderly. Katherine E. Galluzzi, DO, professor and chairperson of geriatrics, is recruiting patients over 65 for a study on the effect of exercise on muscle mass. "We'll be looking at 40 healthy elders, their vital signs, basal metabolic rate, muscle mass and more," explains Galluzzi. "We'll be able to estimate changes in muscle mass using bioimpedance."

* Continued on page 10 *
• **Linda Alston** – “Putting Together the Puzzle of Prenatal Care: A Resource Guide for Teens Seeking Prenatal Care and Other Health-Related Services”  
  *Faculty Preceptor: Dee Bill-Harvey, MPH  
  *Community Preceptor: Judy Dumorney*

• **Jessica Berman** – “Control Your Future: A Role Modeling Program and College/Career Option Resource Guide for Teens”  
  *Faculty Preceptor: Dee Bill-Harvey, MPH  
  *Community Preceptor: Carolyn Harris*

• **Jennifer Brennan** – “Stealth Bombing STDs: A Series of Interactive Workshops to Increase Knowledge”  
  *Faculty Preceptor: Dee Bill-Harvey, MPH  
  *Community Preceptor: Carolyn Harris*

• **Brian Calabrese** – “Breast Cancer: Early Detection Through Self-Management Techniques”  
  *Faculty Preceptor: Andrea Crivelli Kovach, PhD  
  *Community Preceptor: Oliver Bullock, DO*

• **Lucy D’Amico** – “Diabetes Nutritional Education for African-American Women”  
  *Faculty Preceptor: Andrea Crivelli Kovach, PhD  
  *Community Preceptors: Oliver Bullock, DO and Barbara Williams, DO*

• **Francisco Daniels** – “Little Brothers/Little Sisters: Bringing a ‘little’ Hope to the ‘big’ Problem of Depression in the Elderly”  
  *Faculty Preceptor: Lynn Carson, PhD  
  *Community Preceptor: Bernice Fields and Sarah Bowman*

• **Leamon Davenport** – “TIME-OUT: Teaching Adolescents Good Decision-Making Skills”  
  *Faculty Preceptor: Tony Errichetti, PhD  
  *Community Preceptor: Margaret Rorie*

• **Jonathan Gudorff** – “Slam-Dunking Violence: Implementing Conflict Resolution Programs for Urban Youths”  
  *Faculty Preceptor: Tony Errichetti, PhD  
  *Community Preceptor: Margaret Rorie and George Johnson*

• **Miriam Gwathney** – “Knowing the Facts, Not the Snacks: Eating for a Healthier Life”  
  *Faculty Preceptor: Gopal Sankaran, MD, Dr.PH  
  *Community Preceptors: Suzanne Walker-Garland, Edna Smalls and Jacqueline Snyers*

• **Ann Marie Haines** – “Educating the Elderly: A Nutritional Workshop Series”  
  *Faculty Preceptor: Lynn Carson, PhD  
  *Community Preceptors: Rebecca Kochman and Kathleen Hain*

• **Marquis Hamwright** – “HOOP DREAMS: Developing Career and Life Skills Education”  
  *Faculty Preceptor: Tony Errichetti, PhD  
  *Community Preceptor: George Johnson*

• **Thuy Hoang** – “Diabetes Education in Older Adults: Lowering the Risk and Beating the Odds Through Nutrition and Exercise”  
  *Faculty Preceptor: Lynn Carson, PhD  
  *Community Preceptor: Rebecca Kochman and Kathleen Hain*

• **Michael Kalata** – “Medication Compliance: Turning Daily Care into Golden Years”  
  *Faculty Preceptor: Lynn Carson, PhD  
  *Community Preceptors: Rebecca Kochman and Kathleen Hain*

• **Michael Lee** – “More Than Milk: Strategic Approaches in the Prevention of Osteoporosis in Women”  
  *Faculty Preceptors: Andrea Crivelli Kovach, PhD and Eugene Mochran, PhD, DO  
  *Community Preceptors: Oliver Bullock, DO; David Addley, MS; Anne Egan, DO and John Gimpel, DO*

• **Barbara Light** – “Building the Stage for HIV/AIDS Prevention: Utilizing Interactive Workshops for Adolescent AIDS Education”  
  *Faculty Preceptor: Dee Bill-Harvey, MPH  
  *Community Preceptor: Carolyn Harris*

• **Mary Maher** – “Education in Newborn Parenting: Taking Care of Our Future”  
  *Faculty Preceptors: Gopal Sankaran, MD, Dr.PH and Eugene Mochan, PhD, DO  
  *Community Preceptor: Kathleen Hain*

• **Adam Mikulski** – “Time-out: Substituting Tolerance for Violence”  
  *Faculty Preceptors: Tony Errichetti, PhD and Eugene Mochan, PhD, DO  
  *Community Preceptors: Margaret Rorie and George Johnson*

• **Lisa Miller** – “Hospice Care and Advanced Directives: To Heal is to Touch with Kindness”  
  *Faculty Preceptor: Lynn Carson, PhD  
  *Community Preceptor: Phyllis Taylor, RN*

• **Glen Miske** – “The Definition of RESPECT Through the Eyes of a Child in West Philadelphia”  
  *Faculty Preceptor: Tony Errichetti, PhD  
  *Community Preceptor: George Johnson*

• **Brian Mudry** – “Taking Time to Talk: Addressing the Need for Adolescent Support Groups”  
  *Faculty Preceptor: Dee Bill-Harvey, MPH  
  *Community Preceptor: Carolyn Harris*

• **Karen Pastula** – “Lead Poisoning: What a Mother Needs to Know”  
  *Faculty Preceptor: Andrea Crivelli Kovach, PhD  
  *Community Preceptor: Oliver Bullock, DO*

• **Stephen Small** – “Pathways: A Psychosocial Resources Guide for Children Living with AIDS and Their Families”  
  *Faculty Preceptors: Eugene Mochan, PhD, DO and Gopal Sankaran, MD, Dr.PH  
  *Community Preceptors: Susan E. Gregoris, MSN, CRNP; Audrey L. Humphry, MSN, CRNP; Eileen Kelley, MSN, CRNP; Harold Lischner, MD and Judy Rolan*

• **Christopher Snyder** – “Immunization Rates and Compliance Assessment at Four Philadelphia Health Centers”  
  *Faculty Preceptors: Eugene Mochan, PhD, DO and Gopal Sankaran, MD, Dr.PH  
  *Community Preceptors: Judy Thalheimer, Suzanne Walker-Garland, Monica Burton-Jones, Shirley Combs and Kathleen Hain*

• **Mary Kay Stailey-Sims** – “Changing the Outlook on Breastfeeding”  
  *Faculty Preceptors: Eugene Mochan, PhD, DO and Gopal Sankaran, MD, Dr.PH  
  *Community Preceptor: Kathleen Hain*

• **Michael Stanley** – “Pediatric Asthma: Breathless Adventures with Some Inner City Children of Philadelphia”  
  *Faculty Preceptors: Dee Bill-Harvey, MPH and Andrea Crivelli, PhD  
  *Community Preceptor: Brenda L. Smith*
Galluzzi and Anne Whalen, DO, '93 will begin the study this summer. "We'll use the 'timed up and go test,' in which the participants rise from a chair, walk a prescribed distance, pivot, walk back and sit down," explains Galluzzi. "This has some real practical applications."

A new nutrition research project involving older patients will start soon. Walter S. Ceglowski, PhD, chairman of microbiology/immunology, is undertaking a research project in collaboration with others to study the effects of nutrition on immunity and autoimmunity. Using a private grant from Excel International, Inc. of Springville, Utah, Ceglowski will begin his project this summer. See sidebar on page 8 for more details.

Ceglowski is a biomedical researcher who appreciates the need to collaborate with clinicians. "It really does take both sides," he says. "There are more basic science researchers and clinical investigators interacting at PCOM than ever before."

"There are more basic science researchers and clinical investigators interacting at PCOM than ever before," notes Walter S. Ceglowski, PhD, chairman of microbiology/immunology.

Administrative outlook
As basic scientists and clinicians begin to work more closely together, there is enthusiastic support from PCOM's administration. Leonard H. Finkelstein, DO, '59, president and CEO, says, "We need more outcomes research on the primary care level; traditionally, there hasn't been much conducted. Integrating other health scientists, pharmacists, nutritionists and others into clinical research in primary care would benefit our students the most."

"A wider sense of scholarly activity and research is developing," says Dean Kenneth J. Veit, DO, '76. "It is more application-based.

"The practicing physician must be a partner in this research. He or she has the clinical base and 'real life' experience. As osteopathic physicians, we have historically been a very clinically-oriented profession. Clinical outcomes research matches well with this strength and is consistent with our mission. Our hope is that the PCOM community will work with the larger osteopathic community across the state and nation. As a College working with the profession at large, we have primary care expertise, research acumen and a delivery system to be successful."

For more information about PCOM's research in primary care areas, contact Eugene Mochan, PhD, DO, '77, assistant dean for primary care, at (215) 871-6444 or e-mail genem@pcom.edu.

Understanding rheumatoid arthritis

Borghei, right, and Fowler, in recliner, demonstrate how they measure metabolic changes in patients. Eugene Mochan, PhD, DO, '77, assistant dean for primary care, is project advisor.

In PCOM's master of biomedical sciences program, each student must complete a research project. Some of the 16 students, including Hassan Borghei and Martin Fowler, are conducting primary care research. Borghei and Fowler, working with PCOM's biochemistry/molecular biology faculty, are studying the metabolic changes in patients with rheumatoid arthritis (RA). Their research indicates that RA patients have a tendency to produce excessive amounts of cytokines. The cytokines appear to be responsible for synovial gene activation associated with joint destruction, as well as the development of a hypermetabolic state which may lead to a loss of lean body mass and other systemic effects. Understanding the molecular basis of these events could be important for making an earlier diagnosis, following disease progression and developing new pharmacological interventions.
Melvin C. Howell has worked long and hard in many demanding civic enterprises throughout his life, most of which reflect his deep commitment to ensuring that all people be given the opportunities they deserve.

Howell, an active member of PCOM's board of trustees since 1976, grew up in a family of four boys in West Philadelphia, where his father founded a pharmacy in 1920. As the eldest son, he felt an obligation to see that what his father had started was carried on. After completing college, he earned a pharmacy degree from Temple University, married his wife, Thelma, and joined his father in the pharmacy. In 1982, he left the pharmacy to become director of pharmaceutical services at John F. Kennedy Memorial Hospital in Philadelphia.

With his brothers, Howell also co-founded Howell Brothers Laboratories, which manufactures the Vita-D hair care line. The products were developed many years ago by their father, who used to produce and sell them at the pharmacy.

One of Howell's most time-consuming civic involvements is his position as vice-chairman of the board of city trusts, on which he has served for 28 years. The board is responsible for administration of Wills Eye Hospital, Girard College and 99 other trusts totaling $400 million, which have been left to the city since Benjamin Franklin's era.

During his tenure on the board of city trusts, Howell has seen many dramatic changes in the institutions under its direction. "Thirty years ago Girard College admitted only white students," Howell recalls. "It went to the Supreme Court, which said the school had to be integrated. I was the first black board member appointed at Girard, at the same time that they enrolled the first eight black students."

In 1995, Howell was elected to the Philadelphia Independent Charter Revision Commission by the mayor and city council president. The task of the 14-person commission was to examine city departments and personnel and to revise the charter where needed. "We were active for two years because every facet of the city's operations is in the charter. It was an interesting period, and helpful to the community and to the schools," he says.

As a PCOM board member, Howell applauds the College's efforts to increase its outreach to minority communities. "We have a very progressive president who has seen that osteopathic physicians, most of whom are primary care physicians, have entered practice in the inner city, where they are serving minority communities and doing a really fine job. Dr. Finkelstein sees the need to become more involved in these communities and to make an effort to recruit minorities to become physicians. And, he has brought several black members to the board," he says.

Howell resides in Philadelphia with his wife, a retired school teacher. They have a son, Melvin Jr., who works in the family business.

According to Howell, the school is now 70 percent black, and is probably the largest boarding school for elementary and high school-age students. "We spend more for the education of our kids than most prep schools do," he adds proudly. "And for the past two years, every one of our graduates has gone on to college. It's truly gratifying to do something that is so helpful to so many people."

Howell also served as a ward leader in the Republican party for more than 30 years, and in 1994 was appointed deputy chairman of the Republican party of Pennsylvania. For five years he was the district commissioner of the Conestoga Boy Scouts, and has served for eight years on the board of directors of Cheyney University, one of the oldest black colleges in the country.

Howell sometimes wonders where he has found the time and energy to fulfill commitments to so many civic causes over the years. One thing is certain - many people are glad he has.
ON CAMPUS...AND OFF CAMPUS...

PCOM Students make a difference in their communities.

Kudos to...

Victoria Trapanotto, PCOM '99, was part of a research team at Johns Hopkins Medical Institutions that used a new three-dimensional sonographic technique for evaluating a fetus with Klippel-Trenaunay-Weber Syndrome. The technique was published in the February 1996 American Journal of Radiology.

Catherine Maturo, PCOM '99, had an article published in the December 1995 Journal of the Pennsylvania Osteopathic Medical Association titled "The Possible Role of Antihypertensive Medication in Sexual Dysfunction."

Michael Williams, PCOM '96, had an article published in Focus on Family magazine titled "Not So Different After All." In the article, he discusses his one-month rotation providing care to the homeless at St. Clare Medical Outreach in Wilmington, Del.

Two PCOM students were featured in the 1996 edition of Georgia Osteopathic Institute's Georgia...your medical education connection, which profiles training programs in the state. Alane Sullivan, PCOM '97 and Walt Kucaba, PCOM '98 discussed the positive aspects of their clinical rotations in Georgia.

Patricia Novobilski, PCOM '96 and Kristi Johnson, PCOM '97 are the first two recipients of the Bernard F. Master, DO Scholarship. Master, class of '66, established the $3,000 scholarship to recognize students who intend to practice primary care medicine in a medically underserved urban area.

Gretta Gross, PCOM '96, received the first Louisa B. Smith, DO Scholarship. The scholarship recognizes a female student who has an interest in osteopathic manipulative medicine.

The $2,500 scholarship was established by Smith, class of '25, to recognize academic achievement.

Glen Miske, PCOM '98, was named a fellow in the C. Paul Snyder, DO OMM Fellowship Program. The scholarship, funded by the family of Snyder (class of '10) and the Oxford Foundation, recognizes a student with an interest in OMM and a desire to integrate its philosophy throughout the curriculum.

Doyle Ashburn, PCOM '98, received the Dr. Angus Gordon Cathie (class of '31) Scholarship. The $10,000 scholarship is awarded to a student demonstrating academic excellence and an interest in anatomy and OMM.

Laurie A. Gallagher, PCOM '97, was awarded the Michael J. Avallone Memorial Scholarship. The $2,500 scholarship was established by Michael F. Avallone, DO, '59 in memory of his parents.

Laura Picciano, PCOM '96, received a $500 Pennsylvania Osteopathic Assistants Association Scholarship. The group is affiliated with POMA.

Gregory W. Coppola, PCOM '96, ran in this year's Boston Marathon. Coppola's qualifying time of 3:10 made him eligible for the race, held on April 15.

At the April 25 Health Fair, Dr. Finkelstein, joined by PCOM students, is presented with a sweatshirt by students from his alma mater, West Philadelphia High School.
Students promote health and PCOM at health fairs

PCOM students represented the College at the 12th Annual WWDB Health and Fitness Fair held April 20 and 21 at the Valley Forge Convention Center. The exhibit, staffed by PCOM students, featured myofascial massage demonstrations, free blood pressure screenings, and information about the College and osteopathic medicine. The free event, sponsored by local radio station WWDB, attracted more than 40,000 people. In support of the fair, Leonard H. Finkelstein, DO, '59, PCOM president and CEO, was featured in an interview on the radio station. The College also sponsored commercials promoting PCOM and the osteopathic profession.

On April 25, more than 100 PCOM students, along with Finkelstein, hosted a health fair at West Philadelphia High School. The fair covered a broad range of issues, including teen violence, substance abuse, OMM and nutrition. The student doctors spoke one-on-one with teens about the importance of a healthy lifestyle, and provided information and blood pressure screenings to more than 500 students.

Student auxiliary members recognized

Members of PCOM's student auxiliary association (SAA) and their spouses enjoyed a graduation party and karaoke session at the home of Robert L. Meals, DO, '56 and his wife Dorothy, SAA advisor. The party was held to recognize the sacrifices, patience and understanding of SAA members while their spouses attended medical school.

PCOM wins bed race trophies

Six members of PCOM's class of '98 took second place in Hahnemann University's 16th Annual Bed Race April 27. The event raised over $3,000 for Project Home, a homeless shelter in North Philadelphia.

Phon-a-thon success

This year's student scholarship phon-a-thon received $113,621 in pledges — the most ever in its 12-year history. Last year, $102,571 was raised. Students called thousands of alumni during the four-day fund drive, held April 29 to May 2.
John A. Cifala, DO, '45, alumni board member since 1953, holds the honor of having served on the board longer than any other member. In 1970, he was named alumni association president.

Cifala and Laura, his wife of 52 years, have run a family medical practice together in Arlington, Va. for most of their married life. A specialist in osteopathic manipulative medicine, Cifala's practice is 95 percent OMM.

Cifala recognized his calling to osteopathic medicine early in life. He was accepted at PCOM at age 13 with the condition that he pass the prerequisite courses, which he did at Catholic University. "I had wanted to be an osteopathic physician since I was seven or eight years old," he recalls. "My mother ran a beauty shop in our home, and I sometimes shampooed the ladies' hair or massaged their shoulders. I seemed to be able to make them feel better. A few years later, a DO saved an injured knee of mine and my conviction about my vocation became stronger."

While at PCOM he met his wife-to-be, who was visiting her brother Joseph Amalfitano, Cifala's friend and classmate. "We shook hands over a cadaver," remembers Cifala. He and Laura, a nurse, were married during his third year at PCOM. Cifala and his wife, both children of Italian immigrants, share a strong sense of family. This tradition continues with their extended family of six children and 15 grandchildren. One grandson is a member of PCOM's class of 1999.

Cifala has been active in promoting the osteopathic profession throughout his career. He was co-founder of the Federation of Small States, an organization of about 30 small states which banded together to increase their clout when competing against larger states in the House of Delegates. Cifala was chairman of the federation for 15 years. "My slogan was 'Let's make us a 50-state profession', and all my dreams have come true," he says. "We earned the respect of the delegates."

The AOA finally recognized their efforts and organized its own group, the Bureau of Small State Concerns, to continue the work begun by the federation. Cifala served as chairman of the bureau and continues to be one of its active members.

In 1960, as a member of the President's White House Council on Pediatrics, Cifala was part of a landmark event when children as young as 10 years old came to Washington to dictate their needs to the country's physicians. "It was very impressive watching them take part in their health concerns," he says. "This was one of the first times children got to speak up like that."

Cifala has held every elective office in the District of Columbia, Maryland and Virginia Osteopathic Medical Associations. He has been an active member of the AOA since he entered practice, and served 10 years as a trustee of the association. During a period when he was advisor to the AOA's auxiliary he was particularly delighted to serve with his wife, who was then auxiliary president.

Cifala also has served on the board of the former quality review organization Professional Services Review Organization (PSRO), Northern Virginia Foundation, and was the first appointed DO to the Veterans Administration Regional Office in Washington, D.C. Now, Cifala represents both the AAO and the Virginia Osteopathic Association on the AOA's Council on Federal Health and serves on the board of governors of the Academy of Osteopathy. In 1970, Cifala was awarded a fellowship in the American College of Rehabilitation Medicine and served as its president.

Cifala is quick to note that he has witnessed much change at the College during his tenure on the alumni board. "I'm happy to have seen PCOM come through a difficult period so successfully and go on to become one of the best medical schools in the country," he says.

His enthusiasm extends to the board's role at PCOM. "Over the years, we have grown into a true functioning body," he says. "In the early days of the board, we didn't have much input into the College. There were only a few members, and we were all busy practitioners. With increased assistance and communication from Dr. Finkelstein, we are able to contribute more input into decision-making plans influencing our College. I'd say we have finally found our niche at PCOM."
Campaign passes $6 million mark

Today, more than ever, a successful college capital campaign depends on the loyalty and involvement of the people who support the institution. The positive results shown so far by The PCOM Mission demonstrate that Philadelphia College of Osteopathic Medicine is privileged to have this allegiance from its alumni, employees and friends. The campaign has exceeded $6 million in pledges and gifts and is well on its way to the goal of $25 million.

Four pledge categories offered

The PCOM Mission offers four broad categories to designate pledges, which are presented in the "Named Gift Opportunity" brochure. They are listed below with current dollar figures for each. For a copy of the brochure, call the campaign office at 1-800-739-3939.

- **Academic Leadership** ... **$ 823,516**
- **Scholarships** ... **$1,437,722**
- **Master Facilities Plan** ... **$2,552,647**
- **Unrestricted Funds** ... **$1,865,487**
- **TOTAL PLEDGED** ... **$6,679,372**

**PCOM**

Campaign scholarships established

**Henry J. Komansky, DO, '73**

A scholarship benefiting students interested in pulmonary medicine has been established by Henry J. Komansky, DO, '73 in memory of his mother. "My mother died suddenly in early 1995," says Komansky. "Since then, my family and I have discussed several ways of perpetuating her memory. My mother was very religious and always kept PCOM in her prayers. She was very grateful to the College for giving her son the opportunity to become a physician. She was an avid reader and always was delighted to see a copy of PCOM's newsletters.

"Over the years my parents have had the occasion to be treated by physicians at PCOM. My mom often commented that osteopathic physicians always seemed more personable than other physicians and that they treated her as somebody special." Komansky feels there is no better way to memorialize his mother than with a scholarship in her name at the college she loved.

**Bernard F. Master, DO, '66**

The first two recipients of the Bernard F. Master, DO Scholarship are Patricia Novobilski, PCOM '96 and Kristi Johnson, PCOM '97. Master, class of '66, established the scholarship as a gift to the campaign to assist students intending to practice primary care medicine in urban, medically underserved areas.

**OMM fellowship awarded**

The OMM Fellowship, funded by a generous pledge from the family of C. Paul Snyder, DO, '10 and the Oxford Foundation, has been awarded to Glen Miske, PCOM '98. Requirements of the fellowship include a demonstrated interest in OMM, satisfactory completion of the academic requirements of the first two academic years, interest in teaching and research, and a desire to promote the integration of osteopathic philosophy into all areas of the curriculum. In the fellowship, students' clinical years are extended to three years. There are seven students in the program.

**Graduate medical education classroom named**

A very welcomed campaign pledge by Marvin L. Rosner, DO, '57 and his wife, Idell, was directed to the new 50-seat graduate medical education classroom on the lower level of Evans Hall. "We are dedicating the lecture hall so physicians and students will further their knowledge and be able to better treat their patients," says Rosner.

**Donation received for Cambria construction**

A $50,000 contribution from Meridian Bank has been directed to the construction of the new Cambria Street Healthcare Center. Cambria, which provides primary care services to North Philadelphia residents, is one of PCOM's major teaching sites for clinical education. Construction of the new center, which will include 18 exam rooms, should start in early fall. Proceeds from the 1994 and 1995 PCOM Golf Classic totaling $170,000 also will fund construction.

As alumni association board members, John W. Becher Jr., DO, '70, chairman and professor of emergency medicine, left, and John Gimpel, DO, '88, assistant professor of family medicine, help enlist campaign leadership. A generous pledge from Marvin L. Rosner, DO, '57 and his wife Idell was directed to the new graduate medical education classroom.
**Convention Wrap-up**

**POMA convention highlights health care changes**

PCOM’s alumni luncheon at POMA's Annual Clinical Assembly was the largest ever, with more than 200 attendees. President Leonard H. Finkelstein, DO, '59 updated alumni on College activities including the master facilities plan and capital campaign. The convention was held in Philadelphia April 24-27. The theme “The Challenge of Medicine Today” was chosen to help physicians understand the many changes occurring in health care and how they affect their practice and patients. Dean Kenneth J. Veit, DO, '76, was program chairman, and Samuel Manfrey, DO, '75, associate professor of surgery, was vice chairman.

**EROC celebrates 25th anniversary**

The Eastern Regional Osteopathic Convention (EROC) returned to its roots this year. The convention was held April 11-14 at the site of its first convention 25 years ago, the Concord Hotel in Kiamesha Lake, NY. Alumni speakers included H. Michael Zal DO '66 and David Baron, DO, '78.

In the first year after separating from EROC, the Atlantic Regional Osteopathic Convention (AROC) was held in Atlantic City April 14-17. PCOM exhibited and held an alumni luncheon. The College also exhibited at the American College of Osteopathic Family Physicians (ACOFP) convention March 12-17 in Orlando, Fla. Presenters included PCOM associate dean for graduate medical education Richard Pascucci, DO, '75.

The American Academy of Osteopathy (AAO) boasted more student attendees than any other professional convention this year. More than 20 students assisted Hale T. Peffall Jr., executive director of alumni relations and development, at PCOM’s exhibit. The annual convocation was held March 27-30 in Atlanta, Ga.

Attendance at the Arizona Osteopathic Medical Association convention has been on an upswing in recent years. Not only is there a growing number of PCOM alumni in Arizona (over 100), but attendance from out-of-state physicians is on the rise. This year’s convention was held in Scottsdale April 16-20. Two alumni served as moderators: Mary Ann Picardo, DO, '77 and Martin Blume, DO, '78.

At the annual convention of the Indiana Association of Osteopathic Physicians and Surgeons, James J. Giliberto Jr., DO, '83 was named president. It was held May 9-12 in Indianapolis.
Harold Finkel, DO, Lancaster, Pa., was featured in an article in the Lancaster Sunday News titled “Dr. Harold Finkel: Doctoring's always been in his bones.”

Estelle S. Loeb, DO, Yardley, Pa., became a fellow of the American College of Osteopathic Neurologists and Psychiatrists.

Lenwood B. Wert, DO, Landsdowne, Pa., co-authored an article in the Journal of the Pennsylvania Osteopathic Medical Association titled “Violence in America - Effective Solutions.”

Merrill Jay Mirman, DO, Springfield, Pa., spoke on sclerotherapy at the international convention and scientific seminar of the American College of Osteopathic Pain Management and Sclerotherapy.

Lillian Hynes-Longendorfer, DO, Muskegon, Mich., was installed as vice president of the American Osteopathic College of Pathologists.

Gary Zisk, DO, Roslyn, NY, was elected secretary-treasurer of the American Society of Bariatric Physicians.

James C. Giudice, DO, Haddonfield, NJ, was named president-elect of the American College of Osteopathic Internists.


John W. Becher Jr., DO, Newtown Square, Pa., was re-elected chairman of the board of Pennsylvania Trauma Systems Foundation, making him the foundation’s first three-term chairman.

Leonard P. Harman, DO, Huntingdon, Pa., was selected to serve on the licensure and business committee of the Pennsylvania Physician Healthcare Plan, Inc., where he serves as director of the board.

Harvey Kleinberg, DO, Gladwyne, Pa., was board certified as a diplomate of the American Board of Forensic Examiners and as a senior disability analyst and diplomate of the American Board of Disability Analysts. He also became a diplomate of the American Board of Forensic Medicine.

W. William Shay, DO, Boyertown, Pa., was board certified in acupuncture by the National Commission for the Certification of Acupuncturists.

Joseph A. Vitale, DO, Wilmington, DE, was cited as a “top physician” in the magazine Delaware Today - November 1995.

Edward H. Yob, DO, McAlester, Okla., was installed as president-elect of the American College of Dermatology.

Edward H. Ridings, DO, Lewistown, Pa., was elected president of Lewistown Hospital’s medical and dental staff.

Sylvia M. Ferretti, DO, Erie, Pa., was appointed to a second term as a member of the State Board of Osteopathic Medicine.
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PCOM has a new and improved home in cyberspace!

What’s up?
When PCOM launched its world wide web (www) home page last October, students at distant colleges could access PCOM admissions information via the Internet. Response to the web page was so strong that President Finkelstein directed resident “webmaster” Ted Lamoreaux, creative services director, and Robert Cuzzolino, EdD, associate dean for academic administration, to immediately expand and refine PCOM’s new home on the Internet.

What’s new?
The new and improved PCOM www home page has made its debut. Personal computer users with a modem and Internet account (through Compuserve, America On-line, etc) can now access the following PCOM information and services:

• The latest PCOM information such as the academic calendar and curriculum
• Detailed information about PCOM internship and residency opportunities
• New academic programs in psychology and biomedical sciences
• Information on applying to the College
• A continuously updated calendar of CME seminars and information on CME credit

What’s hot?
The new web page is interactive. Information or application requests transmit directly into the e-mail box of the appropriate department. Medical college applicants can even download the AACOMAS central application service forms.

If you are new to the Internet or haven’t visited the PCOM home page recently, please log on! The site has been moved to a faster computer with a new and easy-to-remember Internet address:
http://www.pcom.edu

What’s next?
The next frontier for PCOM’s home page is an area exclusively for PCOM alumni.

We already have some ideas such as alumni message boards and downloadable CME programs. But we need your comments and suggestions to make this free service a valuable resource to PCOM alumni. Let us know what services and information you would like. E-mail your suggestions to:
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See you on the net!