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Lifeline - City of Faith Newsletter (Oct, 1982)

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Major COF Marketing Thrust Begins

Goal: To position complex as first-rate, national health care center

The City of Faith has embarked on an aggressive marketing program designed to "draw more patients and establish the medical center nationally as a state-of-the-art, whole person health care center."

The program includes direct mail, promotion, television, and a speakers bureau in which COF staff will be available to speak before medical, religious or civic groups. Also included in the marketing program are new brochures, audio visual presentations and a plan for physicians and prayer partners together to make presentations to church groups in the area.

Chief Executive Officer Dr. James E. Winslow, Jr., said parts of the marketing program are already in progress while other parts are just starting. The program is a result of months of discussions and planning with staff and national consultants.

"We are excited about what we have to offer at the City of Faith," Winslow said, "and we want to be sure the partners of this ministry know what is available for them here." Winslow added that physicians who may have patients who desire secondary and tertiary care in a prayerful, compassionate atmosphere will be made aware of City of Faith medical services. "This way doctors and their patients can make an informed choice about the City of Faith," Winslow said.

The specific parts of the campaign include:

-Direct Mail Program. Over one million ministry partners who live throughout the country are receiving letters with information about the City of Faith and a gold City of Faith identification card entitling them to benefits at COF. Partners are urged to start a medical relationship with COF by returning an enclosed personal medical profile.

"Once that partner's medical record is started, it will be much quicker and easier for that partner to be seen at the City of Faith," explained Winslow. "Nationally, a three percent response to a direct mail campaign is considered exceptional," he said. "We are extremely pleased to have already received a 15 to 20 percent response in a similar program."

-Promotion. To create the identity as a major health care institution, print and specialty promotion has been included in the COF marketing plan. The medical center is featured on the back page of the October Saturday Evening Post, one of the leading physician's waiting room magazines. With the publication's 800,000 circulation, the City of Faith will be exposed to a nationwide audience.

To help establish a strong position as a leading multi-specialty clinic within the state, a list of COF medical services and specialists will be included on page one in each issue of the Journal of the Oklahoma State Medical Association, a publication which every medical doctor in the state receives. "Many of those physicians treat partners of the ministry along with other patients who want to be referred to the City of Faith, should it be necessary," Winslow explained.

Locally, a full page color advertisement is featured in Tulsa Lifestyle, a Chamber of Commerce publication that is placed in every Tulsa hotel room and is sent to visitors and newcomers. The marketing plan calls for stepped up yellow pages coverage in the Tulsa area as well.

Finally, with over five million people passing through Tulsa International Airport each year — half of them travellers and many of them partners of this ministry — the COF has contracted for special advertising space in prime locations near the ticket counters and concourses. The backlit COF message space will appear on flight information boards...

Continued on page 10
From time to time it’s important for the administration of any institution to report to the public our perception of the state of the institution. I expect to receive input back from you on this message with corrections, criticisms, suggestions and hopefully some concurrences with my appraisal of the state of the City of Faith.

The Oral Roberts Ministry has not been noted to do anything slowly, and the development of the City of Faith certainly has been no exception. We have had to press very hard and all of you have had to work very hard just to get the City of Faith open last year and now to get it through its first year of operation. Any new institution, particularly one as complicated and as dependent on mechanization as the City of Faith, has to anticipate a significant number of mechanical failures. We have certainly had our share of them, although in retrospect the mechanical operation of the City of Faith has gone somewhat better than we anticipated. I know the community and the development of the City of Faith and helping them understand how to utilize the services which they help provide. This marketing approach, which is principally centered on the partners of this ministry throughout the nation, has already begun to yield some dividends. I believe the program will respond very quickly in increased utilization both of the Clinic and of the Hospital.

The hospital was granted the accreditation for a full three years, Gunn said. “That honor is a reflection on our staff of dedicated health care professionals and state-of-the-art facility,” he said. Three years is the maximum length of accreditation until an institution must be re-accredited, Gunn explained.

“Naturally we’re pleased about the JCAH announcement,” stated Gunn. “We voluntarily sought the accreditation status,” he said, “and it being granted in such a short period of time, means our efforts to provide high-quality health care have received professional and national recognition.”

Gunn said the JCAH is a private, not-for-profit consortium of health care professionals organized to develop the standards by which health care institutions are rated. Months of preparation went into the effort, followed by on-site evaluation by a JCAH review team composed of a medical doctor, a nurse, a hospital administrator and a laboratory technologist. Then JCAH engineers and support staff continued evaluation of some 200 pages of standards met by COF.

“Public can now come to the City of Faith Hospital with the assurance that we have met critical national standards,” said Gunn. “The status is a reflection of our desire to provide the best medical care available.”

**In Shortest Time Possible, for Maximum Accreditation Period**

**Hospital Receives Accreditation**

The City of Faith Hospital has been awarded full accreditation by the Joint Commission on Accreditation of Hospitals.

Hospital Administrator B. Joe Gunn said the recognition is particularly significant because the new hospital was granted full accreditation status in the shortest time possible allowed by JCAH.

The city and the facility were permitted to open almost immediately with 24-hour nursery and operating room services, Gunn added. "We were granted the status already, and it's wonderful. We are now sailing out onto the high seas of excellent health care and to your life through health care and to provide for your family's needs. To use the words so eloquently spoken by President Roberts last Nov. 1, the City of Faith really is ready to "sail on."

**Optical Clinic Opens**

The City of Faith Optical Clinic has opened on Clinic 47 with a full range of optometric services including the fitting of glasses and contact lenses. The clinic is open Monday through Saturday from 8 a.m. to 5 p.m. The clinic is located in the lower level of the hospital near the main entrance.

**Volunteers Honored**

The 120 blue-jacketed City of Faith volunteers were honored at a recent 60th-floor luncheon. Celeste Malin of Hospitals.

120 blue-jacketed City of Faith volunteers were honored at a recent 60th-floor luncheon. Celeste Malin was specifically cited for her gift of 1000 volunteer hours to the City of Faith. Heartly congratulations and many thanks to all COF volunteers.

**Cogan Assumes C-E Role**

Dr. Dan Cogan has assumed added responsibilities as C0F director for Continuing Education. Cogan will continue serving as assistant dean for medical education in the School of Medicine.

Ann Flake continues to coordinate Continuing Education Center facilities and equipment requisitions. Daily scheduling of requests for service should be directed to Flake's office, extension 8134. Cogan can be reached at 6844.
COF Singles Organize

The newly-formed "City of Faith Singles" organization has jumped off to a fast start with a variety of activities and plans for regular social events. Ron Enerson, Radiology; and Karen Sue Smith, Physical Therapy, are coordinating the group—although a formal organization with elected officers is planned. Dr. Stan Beason, Pastoral Care and Spiritual Affairs, is assisting the group's leadership.

Starting with bowling and dining out, COF Singles also took in the outdoor theatre production, "Oklahoma!" at Discoveryland. While the group's leadership.

The activities are designed to attract singles of all ages and those singles who have children. Close to 50 employees are participating and others are encouraged to call Smith at 5195/5194 or Enerson at 5675 for more information.

ORU Continuing Ed Program Announced

To introduce a new concept in continuing education, the ORU School of Business announces a series of seminars and workshops leading to a Certificate of Merit in Management. Sessions include marketing research, personal finance, stress management, strategic planning, transactional analysis, and more. Instructors are nationally recognized business and government leaders and ORU faculty. Sessions began in September and will run through June. Community participants can enroll in any or all sessions for $300 per semester, $150 for COF and ministry employees. Special incentives are offered for employee spouses. Those interested are asked to call 495-6112 for more information.

Cafeteria Expands Schedule, Menu

Starting with a grand promotion, the City of Faith Cafeteria has "re-opened" with expanded hours and additional items on the menu.

The new hours are: Full Breakfasts from 6:30 to 10:30 a.m.; the Snack Bar Grill from 11:00 a.m. to 7:00 p.m.; the popular Salad Bar is open 11:30 a.m. to 1:00 p.m. and again from 5:00 to 7:00 p.m.; and the Cafeteria Line is open from 11:00 a.m. to 1:00 p.m.

The first week's activities included live music, door prizes, a Cafeteria Chow and free gifts. More on the Cafeteria Grand Re-Opening in the next LIFELINE.

MINISTRY NEWS

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Save With COF Treatment

Employees are reminded that under the ministries' new health insurance plan, substantial discounts are extended if medical services are provided at the City of Faith or the ORU Family Practice Center. The basic plan coverage includes:

CALENDAR YEAR DEDUCTIBLE: $200

PLAN PAYS: 80 percent of next $5,000 in expenses (100% of the rest of expenses for remaining 90% of the year).

INCENTIVE PLAN:
When using COF or Family Practice Center, the co-insurance level is increased from 90 percent to 90 percent.

YOUR TOTAL OUT-OF-POCKET LIMIT:
$1,100 maximum per individual
$3,300 maximum per family

When Using City of Faith/Family Practice Center
$600 maximum per individual
$1800 maximum per family

Certain expenses such as out-patient mental and nervous disorder expenses are limited to a 50 percent reimbursement and are subject to a $1,000 annual benefit. If there are further questions, employees are urged to contact the Manager of Employee Relations in Personnel, 8149.

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Fitness Center Goes Public

The City of Faith Fitness Center is now offering memberships to the public.

"Our Fitness Center theme is "Evaluation, Education, and Exercise," said director Charles Welden. "And the same individualized attention provided to our patients and employees is now extended to the public."

The emphasis is on a highly personalized, professional fitness plan for the member. Like COF staff who are offered free use of Center services and facilities, public members are first thoroughly evaluated for physical condition. After the resting E.K.G., treadmill and other tests, the member's individual program is designed by a staff exercise physiologist.

"Highly personalized, professional attention — that's what makes our Fitness Center different from the neighborhood health spa," said Welden. "We put a high priority on professional evaluation and consultation."

He added that just like the COF employees' individualized fitness programs, his staff works with the public member each step of the way to becoming physically fit.

Welden went on to explain that unlike other institutions that offer similar programs but no facilities, "we have a beautiful fitness center with a pleasant, seventh-mile measuring track complete with skylights and photo artwork."

Future plans call for the addition of other pieces of equipment, whirlpools, a lounge, and additional vending machines. Welden said the Fitness Center offers memberships for about $20 per month after the initial evaluation.

The Fitness Center is open daily, Monday-Friday from 8:30 a.m. to 8:30 p.m. Plans for weekend hours are being discussed. Welden said.

Besides Welden, the Fitness Center staff includes Danny Kennedy, Angela Mourlay and Kathy Sanders.

CLASSES IN FUNCTIONAL FITNESS

- and rhythmic aerobics are offered to both COF employees and the public, along with aerobics classes set to Christian music.

The latter program, called "Worship in Action," is offered several times weekly as are the rhythmic aerobics classes.

Employees are urged to contact the Fitness Center office for details.

About This Issue

As the medical and research center's internal newsletter, LIFELINE will feature City of Faith people and events on a regular basis. Suggestions, comments and contributions are welcome. Call Public Relations at 8102.
WELCOME NEW PHYSICIANS

RALPH L. BYRON, M.D.
General and Oncologic Surgery
From the City of Hope Medical Center, Duarte, California. Medical Degree from the University of California at San Francisco. Residency at University of California at San Francisco. Byron and wife, Dorothy, have four grown children.

RICHARD E. CARLSON, M.D.
Otolaryngology/Head and Neck Surgery
From private practice in Kirkland, Washington. Medical Degree from University of Minnesota. Medical Degree from University of Oklahoma. Carlson and wife, Lois, have two children.

KENNETH K. WHEATLEY, M.D.
Diagnostic Radiology
From Fellowship Program, Hermann Hospital, Houston. Medical Degree from Baylor College of Medicine. Residency at University of Texas Health Sciences Center at Houston. Wheatley is married and his wife's name is Paula. They are expecting a baby soon.

WHEATLEY, M.D.

WELCOME NEW NURSES

PHILLIP W. JONES, M.D.
Therapeutic Radiology
From residency at University of Oklahoma Hospitals and Clinics, Oklahoma City. Medical Degree from University of Oklahoma College of Medicine. Jones' wife, Nina, also an M.D. They have two children.

ROSS M. TAYLOR, M.D.
Gastroenterology
From group practice in Thief River Falls, Minnesota. Medical Degree from University of Manitoba. Taylor and wife, Linda, have three children.

LEWIS W. THOMPSON, M.D.
Plastic and Reconstructive Surgery
From Children's Hospital National Medical Center, Washington, D.C. Medical Degree from Bowman Gray School of Medicine, Winston-Salem, N.C. Residency at University of Virginia Hospital and Indiana University Medical Center. Thompson and wife, Ruth Ann, have three children.

CHARLES R. GOSNELL, M.D.
Diagnostic Radiology
From group practice in Joplin, Missouri. Medical Degree from University of Oklahoma. Gosnell and wife, Pam, have two children.

LEWIS W. JONES, M.D.
Medical/Surgical Nursing
From Baptist Memorial Hospital, Memphis. Diploma Graduate of Evangel College School of Nursing, Springfield, Mo. Jones' wife, Nina, also an M.D. They have two children.

CARLSON, M.D.

TAYLOR, M.D.

CARLSON, M.D.

CLAUDE W. BOWERS, M.D.
Medical/Surgical Nursing
From University of Tennessee College of Medicine, Nashville. Medical Degree from Bowman Gray School of Medicine, Winston-Salem, N.C. Residency at University of Virginia Hospital and Indiana University Medical Center. Bowers and wife, Ruth Ann, have three children.

SUSAN MAUK, R.N.
Nursing Outreach
From Lincoln Medical & Mental Health Center, Bronx, N.Y. Diploma Graduate of Hostos Community College, Bronx. Bachelor of Science in Nursing degree from Hunter College, New York City. Mauk is single.

PEGGY WATROUS, R.N.
Medical/Surgical Nursing
From VAMC, Beckley, W. Va. Diploma Graduate of Lewis-Gale Hospital School of Nursing, Roanoke, Va. Watrous has one daughter.

BELIEVE ONCE ABOVE ALL THINGS THAT THOU MAYEST PROSPER AND BE IN HEALTH, EVEN AS THOU PROSPERETH. " 3 John 1/2
WELCOME NEW PRAYER PARTNERS

JOHN ROBERT MARTIN
Clinic Minister

From World Methodist Council, Lake Junaluska, North Carolina. Degrees from Augsburg College, Minneapolis; Drew University, Madison, N.J. Martin and wife, Patricia, have 3 grown children and a 16 year old at home.

WELCOME NEW EMPLOYEES AND STAFF

Alice Aucin, Laboratory, from New Orleans, La.
John Brady, Optical Clinic, from Broken Arrow.
Tim Colwell, Public Relations, from Tulsa.
Greg Cook, Nutrition, from Tulsa.
Robin Hawk, Environmental Services, from Anderson, Tenn.
Martha Lockett, Clinic, from Houston, Texas.
Christy O'Bryan, Patient Counseling, from Tulsa.
Sylvia Patrick, Environmental Services, from Tulsa.
Manuel Reyes, Nutrition, from Tulsa.
Norm Weiner, Radiology, from Berkeley, Calif.
Barbara Williams, Nutrition, from Sioux Falls, S.D.
Meri Yarrington, Word Processing, from Bartlesville, Okla.

WAYNE S. SMITH, Ed.D.
Clinic Prayer Partner

From First Baptist Church and Sparkman High School, Sparkman, Arkansas. Degrees from Baylor University, Waco, Texas; Northwestern Baptist Theological Seminary, Ft. Worth; Ouchita Baptist University, Arkadelphia, Arkansas; Northeast Louisiana University, Monroe. Smith and wife, Virginia, have one grown son.

Welcome New Residents

FAMILY MEDICINE
Pat Bolding, M.D. PGY 1. Undergraduate, Ouachita Baptist University. M.D., University of Arkansas College of Medicine.
Ted Trimble, M.D. PGY 1. Undergraduate, Oral Roberts University, M.D., Oral Roberts University School of Medicine.
William G. Martin, M.D. PGY 2. Undergraduate, Union College. M.D., Georgetown University School of Medicine.
C. Jeffrey Goodgame, M.D. PGY 2. Undergraduate, Louisiana College. M.D., Louisiana State University School of Medicine.
Howard G. Guthmann, M.D. PGY 2. Undergraduate, Oral Roberts University. M.D., University of Tennessee College of Medicine.
J. Leland Hughes, M.D. PGY 2. Undergraduate, University of Tennessee. M.D., University of Tennessee College of Medicine.
Vincent Licata, M.D. PGY 3. Undergraduate, University of California. M.D., University of California-San Diego School of Medicine.
William McCoy, M.D. PGY 3. Undergraduate, Point Loma College. M.D., University of California-San Diego School of Medicine.

INTERNAL MEDICINE
Debra Cole, M.D. PGY 1. Undergraduate, Southern Arkansas University. M.D., University of Arkansas College of Medicine.
Terri Ho, M.D. PGY 5. Undergraduate, Asbury College. M.D., Medical College of Georgia School of Medicine.
Dal McNiss, M.D. PGY 3. Undergraduate, Westminster College. M.D., Medical College of Georgia School of Medicine.
Mark Schooley, M.D. PGY 1. Undergraduate, Univeristy of California. M.D., University of California-San Diego School of Medicine.
Linda delRoman, M.D. PGY 1. Undergraduate, Wata Wata College. M.D., Loma Linda University School of Medicine.

HOSPITAL/CLINIC ADMINISTRATION

The new dean of the Oral Roberts University School of Medicine was named in a new conference Sept. 27. He is Dr. David B. Hinshaw, M.D., the Chief of Surgical Service at the Jerry L. Pettis Memorial Veterans Hospital in Loma Linda, Calif. He also served as dean of the Loma Linda University School of Medicine.

ORU Provost Dr. Carl Hamilton and Dr. James E. Winslow, Jr., ORU Vice Provost for Health Affairs, made the announcement. "We are extremely fortunate to have someone of the caliber of Dr. Hinshaw join us," said Winslow. "His credentials are highly impressive and we look forward to his strong leadership in the critical years ahead."

Hinshaw became acquainted with the ORU School of Medicine and the Oral Roberts Ministries in 1975 when he served as a consultant to President Oral Roberts during the formation of the medical school.

Winslow said that Hinshaw, an M.D. specializing in general surgery, will be on the medical staff and do surgery at the City of Faith along with his administrative duties in the medical school.

Hinshaw's office is located on Clinic 57.

Hinshaw was graduated from the Loma Linda University School of Medicine in 1947. He interned at White Memorial Medical Center in Los Angeles and was a Pathology Fellow at Loma Linda University. He did his surgery residency at the Portland, Ore. Veterans Hospital and the University of Oregon. He was certified by the American Board of Surgery in 1955. The new dean has been on the teaching faculty of the Loma Linda University School of Medicine since 1954. In 1961 Hinshaw was named Professor of Surgery, a position he still held. That same year he was designated Chairman of the Department and in 1982 was named Dean of the School of Medicine. He left that administrative position in 1978 to become Chief of Surgical Service at the Jerry L. Pettis Memorial Veterans Hospital.

Hinshaw is widely published, with 102 articles and treatments featured in medical magazines, journals and textbooks. Among his honors, Hinshaw has been a Governor of the American College of Surgeons since 1976.

Hinshaw and his wife Mildred have three children. The two sons and a daughter, are all M.D.s — David, Jr., is a neuroradiologist; Daniel is a surgery resident; and Kathleen Krueger, who is involved in medical research, is also married to an M.D.

Medical School Departments Move to City of Faith

The dean's office and clinical departmental offices of the ORU School of Medicine have moved to the COF. The dean's office is located on Clinic 57. Sandy Brainer is secretary to the dean.

New departmental offices are located on the following floors: Internal Medicine, Clinic 53; Surgery, Clinic 54; Obstetrics/Gynecology, Clinic 54; Psychiatry, Clinic 13; and Pediatrics. Clinic 7.

Dr. Dan Cogan has been appointed director of continuing education along with his duties as assistant dean for medical education. In that role he is responsible for continuing medical education for COF and the School of Medicine. Cogan's office is located on Clinic 52.

Robert Taylor, assistant to the dean for administrative affairs, is located on Clinic 52.

Hinshaw Named Medical School Dean

After Dr. James Winslow, left, announced the naming of the new ORU Medical School dean, the newsletter of employees and staff of the City of Faith Medical and Research Center, 811 S. Lewis Avenue, Tulsa, OK 74136. Published by the City of Faith Public Relations Department TIM COLWELL, Editor

THE CITY OF FAITH MEDICAL AND RESEARCH CENTER JAMES E. WINSLOW JR., M.D. Chief Executive Officer WILLIAM B. LUTTRELL Chief Administrative Officer LEONARD GENUNG Clinic Administrator B. JOE GUNN Hospital Administrator
City of Faith to Pioneer Pre-paid Health Care in Tulsa

HMO of Oklahoma, City of Faith's pre-paid health care program, is now in the final planning stages and plans call for its introduction the first quarter of next year. While pre-paid plans, or health maintenance organizations as they are sometimes called, are common in some parts of the country, HMO of Oklahoma is one of two programs just announced for the Tulsa area.

William Luttrell, chief administrative officer, said the COF plan is being established to help contain employees' health care costs at the City of Faith, ORU, University Village, and for partners of the ministry. HMO of Oklahoma will also be offered to other interested firms that desire to hold down employees' health care costs, Luttrell added.

"In some ways, pre-paid health care is like health insurance," said Luttrell. For example, those employees who choose to participate do pay a monthly premium like in an insurance program. And, like insurance, participants are covered wherever they travel and need medical care. Luttrell explained that after the monthly HMO of Oklahoma premium is paid, all medical services, from an office call to major surgery, are covered. This allows the pre-paid plan subscribers to know exactly, from month to month, what their medical costs will be.

Luttrell said the package of benefits is being evaluated now and he hopes to announce full details soon. Luttrell said employees will have the option to enroll with HMO of Oklahoma or remain with Aetna, the regular COF employee health insurance program.

"We want to respond to the needs of people who wish to have pre-paid health care," Luttrell emphasized, "with predictable costs and professional treatment in an organized fashion."

Luttrell indicated application for HMO of Oklahoma will be submitted to the Oklahoma Health Planning Commission for approval, which is one of the first steps in the process.

Specific information for COF employees concerning the pre-paid health plan will be forthcoming as the program is developed.

Marketing Includes TV, Speaking Visits

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placed over escalators on either end of the airport. Final artwork is being prepared and should be installed by the first part of October.

-Prayer Partner-Physician-Nurse Church Contact Program. COF's Pastoral Care Department is accepting invitations extended by area churches by sending prayer partners to tell the City of Faith story. The counseling services and the prayer partner program are featured in the presentations. Physicians and nurses will accompany the prayer partners to inform church groups of the City of Faith services, emphasizing our distinctive approach to whole person health care. Dr. Stan Beason, associate director of Pastoral Care, is coordinating the effort. COF employees who think their church might like to host a prayer partner-physician-nurse program are asked to call Beason at 6178.

-Television. To give the viewers an opportunity to know the physicians at the COF, "close up and personal" interviews of the doctors are being filmed for the Sunday "Oral Roberts and You" television program. The first physicians to be included in the show that is aired on 229 stations around the world include Dr. Anthony Murgo, Oncology; Dr. David Schrum, Pediatrics; Dr. Ralph Byron, General Surgery; and, Dr. Patrick Lester, Radiology.

In addition to the Oral Roberts program, COF will also be featured in television commercials that will be shown Sundays on other stations.

-Brochures, Audio-Visual Presentations. As part of the marketing program, the COF general information and clinic brochures are being completely revised and printed for widespread distribution. In addition, two special audio-visual presentations are being produced. One has an overall view of COF for general audiences while the other is geared toward the medical professional with specific information on COF specialties and medical services.

-Speakers Bureaus. Since many civic and church organizations search for program speakers, COF has established three speakers bureaus — one for general audiences in the community, one for church groups, the other for highly-educated health care professionals. Several COF staff members have volunteered their services and brochures covering the program topics are being printed. The medical speakers bureau will be put to good use, as the marketing plan includes COF physicians making continuing education presentations to county medical societies and specialty groups.

Winslow said by building a strong marketing foundation, the City of Faith will be able to live up to its reason for being: "To merge high quality medicine and fervent prayer; to provide health care to the partners of the ministry and non-partners who desire to receive health care at the City of Faith; and, to provide a focus for the health education programs at Oral Roberts University."