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Lifeline - City of Faith Newsletter (May-June, 1984)

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Quick Care Meeting South Tulsans' Needs
COF Opens City's First 24 hour Walk-in Clinic and Pharmacy

With a major media event and an aggressive marketing program, the City of Faith announced the opening of Quick Care, Tulsa's first around-the-clock, no-appointment, walk-in clinic and pharmacy. Since the news conference was staged, the billboards placed, the direct mail pieces sent, and tv commercials aired, patients have been coming to experience this new COF service located in the area of the Emergency Department.

In announcing the service last month, COF Chief Executive Officer Dr. James E. Winslow, Jr., explained that nationally, the public is demanding that health care providers do a better job in meeting needs, in cost, speed, efficiency, and excellence. "Quick Care helps meet those needs by focusing on high quality medical care with special emphasis on efficient, rapid evaluation, treatment, and cost control," he said.

Winslow said that the Quick Care concept has allowed the COF to first, take traditional emergency room rates and drastically reduce them. Second, it allows the COF to guarantee patients that they will be seen by a physician within 15 minutes or their bill will be reduced.

"Quick Care is our method of responding to a community need for 24 hour physician and pharmacy services in this area of town," Winslow explained to the media.

To provide an example on how the Quick Care rates for medical care differ from a traditional hospital emergency room, Winslow said, if you came to most emergency rooms with a sore throat at 11 p.m. the emergency room fee might be $20 to $30. Quick Care charges $15. You'd expect to pay $20 to $25 for an emergency department lab fee. Quick Care's charge is $8." He continued, "The physician's charge for treating a sore throat in a typical emergency room visit would run $20 to $25. The Quick Care physician charge for the same problem is $12," Winslow said.

The new 24 hour Quick Care pharmacy services are an extension of the City of Faith Retail Pharmacy. Located immediately adjacent to Quick Care, it is staffed with a registered pharmacist around-the-clock. Quick Care prescriptions can be filled before patients leave the building with no other stop required. Since the new unit opened last month, the pharmacy has experienced an extremely brisk business, according to Dr. Joel Oliver, Pharmacy Director.
Residents Honored by Volunteers

There are 36 medical residents and fellows on staff at the City of Faith Hospital. In February they received a big "hug" from the Volunteer Services Department. A group of royal blue uniformed volunteers, headed by Betty Schrum, hosted a Valentines Day appreciation reception in the cafeteria's large dining room. Residents and fellows were encouraged to stop by for punch and baked goods, along with a liberal dose of gratitude for the many hours of time these physicians dedicate to the City of Faith.

The Mabee Center marquee also called special attention to the observance with its own "thanks" in letters far above the bustle of South Lewis.

The complete list of City of Faith/ ORU residents and fellows includes:

Eduardo E. Pascual, M.D.
Christine H. Darwin, M.D.
Chamberlain Obialo, M.D.
Ellen L. Boyd, M.D.
Debra A. (Cole) Lorton, M.D.
Konda Thomas S. Solomon, M.D.
Sue Martin, M.D.
John J. Erickson, M.D.
Mark E. Babo, M.D.
Ellen R. Evans, M.D.
William J. Kok, M.D.
Nirmala K. (Suman) Konda, M.D.

ANESTHESIOLOGY

Daniel Wolff, M.D.
William G. Martin III, M.D.
Young In Choi, M.D.

FAMILY MEDICINE

Pramod K. Chetty, M.D.
Nirmala K. (Suman) Konda, M.D.

INTERNAL MEDICINE

Debbie A. (Cole) Lorton, M.D.

RADIOLOGY

Alex C. Chase, M.D.
Gus Padron, M.D.

RADON TREATMENT

Kevin J. Tolles, M.D.
Nirmala K. (Suman) Konda, M.D.
Daniel Stute, M.D.
Fawood K. Chetty, M.D.

PEDIATRICS

Mark E. Babo, M.D.
Katherine Schonley, M.D.
Elaine R. Evans, M.D.
William J. Kok, M.D.
Nirmala K. (Suman) Konda, M.D.
Charis A. Federman, M.D.
Jean Myers, M.D.

Surgery

Ruben Thomas S. Solomot, M.D.
Ellen L. Boyd, M.D.
Arnold D. Bridges, Jr., M.D.
Christine B. Daniel, M.D.
Robert F. Howard, M.D.
Chambonlieh Ojiah, M.D.
Elizabeth D. Ogili, M.D.
Edouard E. Pancasul, M.D.

Mary Collins

Mary Collins Named Sec'y of the Day

It was a big surprise for Mary Collins, Diabetes Institute, when a balloon bouquet and a box of chocolates were delivered to her during Secretary's Week last month.

Her boss, Dr. Marc S. Rendell, nominated her in the city-wide contest to pick Tulsa's best secretary, sponsored by KRMG Radio and Miss Jackson's women's apparel store. Mary was named "Secretary of the Day" and was cited on the radio all day long by KRMG on-air personalities.

Mary has been with the Diabetes Institute since it opened. She also coordinates the drug study that is currently being undertaken by the Institute. Congratulations, Mary!

Thanks Ed, for 2,700 hours!

Volunteer Prayer Partner Ed Nunally has logged over 2,700 hours in service to the City of Faith Clinic and he was honored at a recent noon-time open house for his dedication.

Ed had planned to leave his volunteer duties at the City of Faith to pursue other interests, but a week or so after he left we were once again blessed to see his smiling face throughout the complex.

On behalf of the 850 City of Faith employees, Ed, we extend a heartfelt thanks!

Our Own TV Stars

Over the past several months, City of Faith staff and volunteers have appeared on Tulsa Christian Television's "Jack Rehgburg Show" to explain their jobs and what's going on in the clinic, hospital, and research center. A big thanks to the following:

Brian Cleary, Visitor Center; Connie Teter, Speech Pathology;
Nancy Ward, Volunteer Services; Eileen Saggart, Medical Staff Services; Andy Rasca, Linen and Ball Distribution; Dr. Joel Oliver, Pharmacy; Nina Hill, Central Sterile Supply; Charlene Warden, Hypertension Clinic.

Also, Dennis Jordan, Materials Management; Mike Freiling, Cardiopulmonary; Dr. Dan Cogan, Continuing Education; Dr. Patrick Lester and Art Kerr, Radiology; Rev. Ken Blank, Spiritual Care; Luci Lacewell, Quick Care; and, Dr. Horace Lukens, Counseling Services.

COF Starts Art Department

With the hiring of Debbie Gooch as the City of Faith's first Art Manager, the Art Production Services Department has begun.

Debbie has 11 years commercial art experience. She has directed an art department, worked as a commercial artist, and taught commercial art at ORU.

Continuing Education Director Dr. Dan Cogan who oversee the new area, said that for full strength, Art Production Services will have a team of graphic artists and a medical illustrator.

All departments wishing to have brochures or artwork prepared must first have the budget funds to pay for design, paste up, typesetting, and printing costs.

The process to have those projects first approved has not changed — the starting point is still the Public Relations Department or the Print Shop, depending on the job.

30th Floor Salutes Rudi

"For He's a Jolly Good Fellow" echoed throughout the Psychiatric Unit on Hospital 30 at a party given in honor of Rudi Thompson, Environmental Services.

Volunteer Coordinator Nancy Ward reported that Rudi was presented with a letter and personal notes from patients and staff expressing love and appreciation. The party was thrown for Rudi's performance but for the cheerfulness and "Christ-like manner that brings sunshine to the unit each time he's here, according to Nancy.

Good work, Al. We're proud of you.

Foster Parents Make the Difference

Looking for your own special ministry that can affect a lifetime? If you would enjoy helping a teenager, the Oklahoma Dept. of Human Service's Foster Parent Program may be right for you. Young people are being placed in the homes of qualified caring persons for temporary care while family problems are being worked out.

If you'd like to help but don't have the time, consider being a volunteer. Adults are needed to spend two to four hours tutoring, transporting, or just being a friend to a young person who seeks love.

Those interested are asked to call Mike Watson at DHS, 581-2211.

We're Proud of You, Al

Talk about quick care. Several weeks ago Senior Respiratory Therapist Al Crosby pulled his car onto the frontage road coming into the City of Faith when he noticed a stalled car with a lifeless driver behind the wheel. Al stopped to see if he could help and after quickly analyzing the problem, started applying CPR to the heart attack victim.

Assisted by Dr. Betty Grundy, who shortly happened by the victim, was taken to the Emergency Room and admitted to the hospital for several days. He is out and doing fine now, due in large part to the quick efforts of Al Crosby, who was cited for heroism by the Tulsa Tribune. Good work, Al. We're proud of you.
Diabetes Institute Tests "Miracle" Drug

Just a little over a month after the City of Faith Diabetes Research Institute was unveiled to the public, word was received that the Institute was the recipient of a $258,000 grant to test a "miracle" drug. That study is now underway.

Institute Director Dr. Marc S. Rendell said the drug, an aldose reduc-tase inhibitor, is one of the first medications found to effectively treat the potentially painful nerve disease called diabetic neuropathy.

"Ayerst Laboratories of New York, manufacturers of the oral drug, made the grant which represents a very heavy commitment to the Diabetes Institute," Rendell said.

Forty-five individuals who suffer from neuropathy are taking part in the year-long, FDA sanctioned study. Because the company presently has limited supplies of the drug and Rendell wanted to make it available to as many patients as possible, a priority was made to administer the drug to the most severe neuropathy cases. There were over 200 calls from as far away as New Mexico and Tennessee to take part in the study.

"This drug is one of the first that has promise of miraculously arresting and reversing this disease that in many people is extremely painful," said Rendell. "It was very difficult to have to turn away people who are suffering. We only had 45 places available. We worked very closely with community physicians to select patients and give hope to those we were not able to choose."

Rendell said that Ayerst has committed to extend the initial grant "for at least four more years" of support grants if the current study is a success. He added that this study is one of the last steps before the FDA grants approval for the general use of Tolrestat.

The City of Faith researcher, who came to the City of Faith from Johns Hopkins University, said that the fact the Ayerst grant was made from a major drug company's New York home office is "cause to be proud. "These folks have tradition-ally looked to the Ivy League schools in the east to conduct re-search like this."

"This is a very important step for the ministry," said Rendell. "Because this is such an unusually large pharmaceutical grant, a number of other companies will sit up and take notice." He stated. "They will be looking at the City of Faith and ORU School of Medicine for their own research programs."

"This type of research is very intensive. It will require considerable administrative and clinical commitment by the City of Faith, but it is very worthwhile. By conducting these research projects we are taking our healing mission into the world and receiving outside support in a way the ministry has not been able to do before," Rendell added.

Other physicians who are collaborating on the study include COF neurologists Dr. Ralph Richter and Dr. Michael Karathtanos. Also, Dr. David Shafer, Director of the Diabetes Research project at the ORU School of Medicine, is heading a term of researchers that expect to prove that "one of the top eleven medical stories of the year" now, at the City of Faith, the next phase of that study is underway with patients being given the natural body hormone called Met-enkephalin.

Dr. Nick Plotnikoff, Dept. of Pharmacology, is heading a term of researchers that expect to prove that Met-enkephalins activate the cells that attack disease. Plotnikoff said the results may be particularly im-portant in providing breakthroughs in cancer and other immuno-diseases.

Bristol-Myers has provided a grant that makes the City of Faith one of the nationwide selected medical centers to study the effect of two different hormones on breast cancer. Dr. Todm Nimeh, Oncology, is heading the comparative phase one study where patients with breast cancer are given the hor-mones with their effects closely monitored. The study is a year-long program.

Grants Provide Research in Number of Areas

From anesthesia to infectious disease, cancer to various MRI programs, medical research at the City of Faith is taking off with great strides. Some of the current funded programs include the following:

CANCER
In 1982 Science News magazine called an ORU School of Medicine study on the ability of a brain hormone to battle disease "one of the top eleven medical stories of the year." Now, at the City of Faith, the next phase of that study is underway with patients being given the natural body hormone called Met-enkephalin.

Dr. Nick Plotnikoff, Dept. of Pharmacology, is heading a term of researchers that expect to prove that Met-enkephalins activate the cells that attack disease. Plotnikoff said the results may be particularly important in providing breakthroughs in cancer and other immunodiseases.

DIABETES
The $258,000 grant from Ayerst Laboratories to the Diabetes Research Institute is one of the most visible programs underway in the Institute, directed by Dr. Marc Rendell. Other studies include research in blockers of sugar attachment to protein, high blood lipid levels, atherosclerosis (hardening of the arteries), and the reversing of adult onset diabetes.

ANESTHESIOLOGY
Since Dr. Betty L. Grundy arrived at the City of Faith, research in the area of anesthesiology has been significant. Grundy is internationally known for her research in evoked potential monitoring, a procedure in which a patient's brain and spinal cord activity is monitored throughout surgery.

Other research being directed by Grundy includes studies that examine the effects of various types of anesthetics, particularly on different age groups. The City of Faith researcher has conducted several seminars in anesthesiology and research, including the most recent conference held recently in Reno, Nev. called "EEG Monitoring in the Operating Room," which drew leading anesthesiologists from around the country.

University Village resident contributes funds for Alzheimer's Disease Research. See page 7.

MAGNETIC RESONANCE IMAGING
Various research protocols are being developed with the use of the City of Faith's magnetic resonance imager. Because MRI technology is so new and there are such few units in the country, substantial COF research is going into just what MRI is capable of doing in helping diagnose disease.

More specific information on what's happening with MRI is located elsewhere in this issue.

The Quest for a Breakthrough

Two members of the Diabetes Research Institute research staff include Julie Nierenberg, Senior Research Technician, and Kathy Rasbold, Medical Technologist.

From the pharmaceutical giant Eli Lilly and Co. The program calls for a new antibiotic to be tested at the City of Faith for two years. The new drug is designed to treat hospital-acquired infections and 25 patients will be involved in the study.

INFECTIOUS DISEASE
Dr. Jack Ebright, Internal Medicine, is the chief collaborator on a $30,000 research study secured from the pharmaceutical giant Eli Lilly and Co. The program calls for a new antibiotic to be tested at the City of Faith for two years. The new drug is designed to treat hospital-acquired infections and 25 patients will be involved in the study.

The quest for a breakthrough is one study where patients with breast cancer are given the hormones with their effects closely monitored. The study is a year-long program.

In the area of anesthesiology Grundy includes studies that examine the effects of various types of anesthetics, particularly on different age groups. The City of Faith researcher has conducted several seminars in anesthesiology and research, including the most recent conference held recently in Reno, Nev. called "EEG Monitoring in the Operating Room," which drew leading anesthesiologists from across the country.

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Han sees the appearance, but the Lord looks into the heart.

1 Samuel 17:32
Patients from Six States Examined on MRI

Patients from Oklahoma and five other states have come to the City of Faith to be examined by the institution’s magnetic resonance imager, reports Dr. William Yamanashi, chief MRI researcher. Patients have also come from Wisconsin, Florida, Texas, Kansas, and Tennessee “because Tulsa has one of the few MRI units in the nation,” said Yamanashi. Each of the patients were examined as part of research protocols that are being developed. Besides out-of-state patients, persons from Oklahoma City hospitals have been referred to the City of Faith MRI, along with patients from all the major medical centers in Tulsa, Yamanashi said. “A full load of four patients a day has been the average” to be examined by the no-radiation scanner, he added. Yamanashi indicated that new software that will be available soon will enable the MRI to examine twice the number of patients per day, with much-improved clarity and information. It is expected that the MRI will gain Food and Drug Administration approval for general clinical use later this year.

MRI Research Programs Being Developed

Several research protocols are being pursued by use of the City of Faith’s $1.4 million magnetic resonance imager, according to Dr. Patrick Lester, chief of Diagnostic Imaging and Radiation Medicine. The study projects include 12 clinical and seven basic science protocols. Some of the topics include atherosclerosis, tumors, diabetes, and multiple sclerosis. Lester is particularly proud of the joint MRI research in spinal cord abnormalities in infants being conducted with Childrens Memorial Hospital in Oklahoma City. “This research is providing data to help us diagnose problems associated with spina bifida in a way much safer than ever before,” explained Lester.

Results of all the protocols will be used to design specific diagnostic programs and further research, said Lester. Since the City of Faith was one of the first medical and research centers to install a super-cooled MRI, much of the initial research will be shared with other institutions. Two papers were just presented by COF staff at the Society for Magnetic Resonance Imaging, second annual conference in Orlando, Fla., Lester said.

Alzheimer’s Disease Research Fund Established

Thanks to the generosity of a University of Pittsburgh resident, the disease often called “the silent epidemic” will be studied at the City of Faith. Anson Hobbs, a seven year resident of the Village, has made two “substantial” grants to the City of Faith Research Center for study of Alzheimer’s Disease, a malady that affects millions of middle age and elderly Americans.

One of the grants is for magnetic resonance imaging research, the other establishes the City of Faith Alzheimer’s Disease Memorial Research Fund. Hobbs’s wife suffers from the disease that progressively deteriorates the brain’s ability to function.

Neurologist Dr. Ralph Richter said, “We are extremely grateful for the generosity of Mr. Hobbs. These earmarked funds can help us address the basic mechanism of Alzheimer’s Disease.”

“When did we see thee sick . . . and visit thee? . . . And the King will answer them: Truly I say to you, as you did it to one of the least of these, my brethren, you did it to me.”

Matt. 25:37-40

WELCOME NEW PHYSICIANS

TERENCE L. CAREY, M.D.
Pediatrics
From Mayo Clinic in Rochester, Minn. Medical degree from Willemans Medical School, Johannesburg, South Africa. Internship at Paardekraal Hospital, Krugerscorp, South Africa. Residency at Mayo Clinic, Rochester. Board Certified: American Board of Pediatrics. Carey and his wife Martha Ann have two children.

L. JEAN DUNEGAN, M.D.
Surgery
From Graduate Surgical Fellow at St. Luke’s Hospital, Bethlehem, Pa. Medical degree from University of Pittsburgh School of Medicine, Pittsburgh, Pa. Internship at University of Pittsburgh. Residency at University of Pittsburgh, Fellow at Peter Bent Brigham Hospital - Harvard Medical School, Boston, Mass. Board Certified: American Board of Surgery. Dunegan is married and her husband’s name is Bruce.

WILLIAM A. JAMES, M.D.
Palliative Care
From University Hospital of Newark, N.J., University of Medicine & Dentistry. Medical degree from University of Medicine & Dentistry of New Jersey. Internship at University of Medicine & Dentistry of New Jersey. Residency at Mariboro Psychiatric Hospital, Mariboro, N.J. and University of Medicine & Dentistry of New Jersey. Board Certified: American Board of Psychiatry & Neurology. James and his wife Andrace have one child.

ROBERT G. WILKIE, M.D.
Family Medicine
From Langley Memorial Hospital, Langley, Vancouver, B.C. Medical degree from University of Alberta Faculty of Medicine, Edmonton. Internal at Royal Columbian Hospital, New Westminster, B.C. Certified by the College of Family Physicians of Canada. Wilkie is married and his wife’s name is Leslie.

MAY IS NATIONAL SPEECH AND HEARING MONTH and at the City of Faith the public is invited to have children tested free of charge on Tuesdays or Thursdays. Here Speech Pathologist Connie Teter is shown working with one of her younger patients in the Speech Pathology Dept. on Clinic 2. To schedule your child for a speech and hearing test, call Teter at ext. 7429.

PHYSICIANS
Optical Clinic
Focuses on Quality Eye Care

Keeping up with demand and taking giant steps for eye care, the City of Faith Optical Clinic is meeting needs for a growing number of patients.

The eye clinic is located on Clinic 47 and 35-40 patients are examined and treated there each day. The department is headed by Chief of Ophthalmology Dr. Raymond E. Townsend, who has been on the COF medical staff since the department opened in 1981.

The Optical Clinic expanded last fall to double its capability by opening additional rooms of testing equipment. According to Dr. Larry H. Goodwin, optometrist, the eye clinic is booked three weeks in advance. "Of course, we always keep holes open in the schedule for emergencies," he said.

Goodwin specializes in contact lenses and gives all of the vision exams, determining eye health and prescribing the necessary treatment.

"We are close to being a total eye clinic," said the COF optometrist, who explained that they are working towards getting enough personnel so that each can concentrate on his specialty.

A "low vision" addition to the clinic is being considered for approval which would treat people whose vision cannot be corrected with glasses.

"We will be the second low vision clinic in the state of Oklahoma," said Goodwin. He explained that patients in the low vision clinic are fitted with telescopic or microscopic apparatus to aid their sight.

Aside from Townsend and Goodwin, the eye clinic is staffed by Dale Johnson and Ruth Wience, nurses; Nancy Goodwin, technician; Judy Bullard, unit manager; Dorothy Wilson, unit clerk; and, Karen Derryberry appointments clerk. Rev. Don Lucore is the floor prayer partner.

The optical shop, where glasses are fitted and repaired, is managed by John Brady, optician. The shop, which also features a full range of magnifiers, frames and accessories, is open from 8:15 a.m. to 5:15 p.m., and closed from 12:30 to 1:30 p.m., Monday through Friday. Ministry employees and their families are eligible for a 15% discount on glasses and $25 off on contact lenses. HMO will cover some treatments, but not the routine eye exam.

Our thanks to Linda Burkhardt, who prepared this story.

REV. DON LUCORE IS PRAYER PARTNER for the Ophthalmology Department.
The Case for City of Faith Marketing

by James E. Winslow, Jr., M.D.
Chief Executive Officer

Several of you have asked me in the last few weeks to tell you what's happening in the marketing of the City of Faith. Our new Quick Care program has been marketed aggressively! It's timely that we discuss marketing and what it means.

First let's talk about the changes in health care in the last ten years. The principal change has to do with the increased availability of health care to the American public. For twenty-five years, improved health care availability has been a national priority. With increased numbers of nurses, physicians, and hospital beds, that goal is nearing achievement. Some areas of the nation still lack availability of medical care but that's also improving.

Now the problems of the availability of medical care is almost solved, national priorities are turning toward cost containment and convenience to the consumer — this is the case, the patient, the public needs to know about it.

Cost containment will be the subject of another LIFELINE article. Convenience on the other hand has become increasingly important to the public. It is really a question of time. To be able to get routine health care at convenient times (and quickly) is important to working people. With a high percentage of working mothers who can't take time off to see a child to the physician during usual office hours, who can afford to wait for an hour or two to be seen either in a physician's office or an emergency room? Who can afford to pay standard emergency room charges for a minor problem? Our answer to some of these problems is Quick Care, which is designed to provide fast, around the clock, affordable cost health care for uncomplicated health care problems.

From our standpoint, it provides a convenient entry into the City of Faith's health care system. Already we are finding that many Quick Care patients live near City of Faith, are new to Tulsa, and have no family physician. We strive to provide them first line care for their immediate problem. Then, we arrange for them to make contact with a primary care physician who can help them with good health planning for the family.

Marketing simply makes the service known to the public. How else will they know of something they may desire or need? We have used signs in the vicinity which both announce the service and direct persons to the location. Billboards and television spot advertisements let the public know it is available. News coverage does the same thing but one has no control over what is said. When we purchase space in the newspaper or a magazine or on television we control the content of the material because we pay for it.

As the decade of the 1980s unfolds, competition for business will increase in the health care industry. City of Faith has a special role to play in confirming excellent medical care and prayer. We will publicize what we are doing because we have something special to offer and the public needs to know about it.
Miracles Expected in Informations Systems

A message blinks onto the screen of a VMT (video matrix terminal): “Expect A Miracle!”, and at once it is clear that the computer information system at the City of Faith is different from others.

The message on the screen, although simple, reflects the ministry’s mission and expresses the sentiment of those who work in Information Systems.

“We are here to serve,” said Dick Sechrest, Director of Information Systems. “Whether for doctors, prayer partners, or members of support services, the computer is a tool to make everyone’s job a little easier.”

Over 200 VMTs stationed throughout the City of Faith bring patient charts, lab results, and other data to the fingertips of employees in a moment’s time.


Medical Information Systems (MIS) is the major entity, according to Sechrest, as it provides all of the data connected to patient care at the City of Faith. Nurses, lab techs, and pharmacists have been trained to use the computer thereby reducing paperwork and expanding flexibility to the process.

Operations is the area where the day-to-day workings of the system are carried out. It is the communication link between the users of the system and the analysts who design the program.

“The computer is a tool,” said Sechrest, “and we should use it, not be at its command. If we don’t like the way the computer is doing things, we can change it.”

Sechrest said that his analysts may work with a program once but the folks who use it every day are the ones who will find the “bugs” in it. “We need feedback,” he said.

Modifications are made in order of priority — those that affect the entire complex will supersede those that affect an individual, for instance.

“But don’t be discouraged,” said Sechrest, “report the changes you would like to see. Our only limitation are those common to other departments such as budget and manpower, but the system itself is flexible.”

Thanks to Linda Burkhardt who prepared this story and produced the photo.

Swadener Named Financial Officer

Mark W. Swadener has assumed the new position of Vice President for Finance of the 8181 Management Company.

Swadener, a C.P.A., was the general practice manager for the accounting firm Coopers & Lybrand. A specialist in health and education accounting, Swadener was responsible for audits and accounting services provided to the City of Faith. In his new role, the Indiana native is overseeing the fiscal operations at COE.

A graduate of Indiana University, Swadener first joined Coopers & Lybrand’s Ft. Wayne office and then transferred to the firm’s Tulsa office in 1981. He is married and his wife’s name is Catherine.

Swadener’s office is located on Clinic 57. His extension is 8097.
COF Communications
Reaches Out and Touches Everyone

The familiar “reach out and touch someone” is more than a catchy commercial phrase at the City of Faith. With more than 3,200 calls a day going through the COF switchboard, reaching out and touching over the phone is a way of getting the job done. Fire safety and physical security of the complex, its workers, and its patients depend largely upon the COF communication network.

Each one of the more than 2,500 phones in the communications network is really a mini-computer. Each is uniquely capable of being programmed to “be what you want it to be,” said Coordinator Carol Martz.

A tour of the system explains how Carol, who has worked with COF communications from the system’s infancy, can say, “It is one of the most versatile and flexible available.”

The switchboard is at the center of the system. Currently there are eight operators who work staggered hours to accommodate peak call times. From 8 a.m. to 6 p.m. alone they answer 1,500 internal calls, 1,700 external, and initiate over 500 page calls.

Operators’ duties extend far beyond transferring calls. Around the clock they monitor elevator alarms, blood bank alarms, and act as back-up to the nurse-call system for patients. Although it is seldom needed, the operator will check on a patient by phone when the patient’s call has not been answered by the nurse or floor communicator.

Operator Lynn Shipman says she loves her job but admits it is demanding and high-pressure. “It requires keeping a smile in your voice even when you’re in a stressful situation,” she said.

Next on the tour are the floors where the phones are in use. Here, Carol Martz is known by many as “Miss Telephone.” She visits with each area to determine the specific needs, places the phones, and then programs each to do its special job, custom-designing the system to serve each department. She trains personnel in phone techniques and instructs individuals on using the phone’s capabilities.

Carroll Boze, director of Communications, said he attributes a drop in the monthly phone bill to Martz’s training sessions. A $16,000 phone bill is a sobering reminder that phone privileges are costly. Boze lightly remarked, “One thing a $16,000 phone bill has done is make me completely immune to wincing at my home phone bill.”

Boze said the efficiency of the system could be improved by people utilizing their phone directories rather than depending on operator assistance. “This would free the lines for emergency calls,” he said. Also, he said paging can be done from individual phones rather than depending on the operator. He explained that the operator pages exactly the same way that an individual would from his phone, using the “29 code,” so time is not saved by going through the operator.

Reaching out and touching is such a common and natural thing any more we don’t even think about it. But many dedicated City of Faith employees make the effort so easy we can be especially grateful.

We’re grateful also, to Linda Burkhardt, who prepared this story and provided photos.
A. ROUND THE COMPLEX

DIRECTOR OF UNIVERSITY DEVELOPMENT WILLIAM BRUNK, right, accepts a laser therapy unit given to the COF by Dr. Arlyn Rohr of Claremore, center. The unit, which will be used in laser acupuncture research, was used in Rohr’s practice until recently. Looking on is University Development representative Dick Crawford.

Environmental Services Initiates Quality Circles

For years the Japanese have practiced the concept of quality circles — programs in which employees play a key role in analyzing problems and creating ways to solve them. It’s also become a practice in the City of Faith’s Environmental Services Department, and according to Director Don Moore, one which has been most successful.

Two projects that have resulted from quality circle work has been a lengthy appraisal and review form and the establishment of the Environmental Services Employee of the Quarter program for outstanding merit. Other quality circle projects are now underway.

Apartment Discounts Offered Staff

The management of Auburn Park Apartments at 33rd and Mingo has extended COF employees a ten percent discount for the first six month lease. One and two bedrooms are available, all bills paid. Family and adult section with two pools and a sauna. Pets allowed. $295 to $425 per month. Call Brenda Koons for more information, 663-1414.

“Golden Age Nutrition Time” Sessions Set

The program is already two months old and the goal is to provide retirement age Tulsans with a good, balanced meal and helpful information on nutrition, cooking, and wellness.

Registered Dietician Hazel Bent is coordinating the sessions that are held the last Wednesday of each month. The only cost to participants is $2.50 for the meal. The luncheon service begins at 11:30 a.m. and the sessions conclude at 1 p.m.

For more information, call the Nutrition Dept., ext. 8136.

Etcetera

Diabetes Institute Director Dr. Marc Rendell spoke to the American Diabetes Association chapter in Stillwater about the latest developments in diabetes research and treatment. . . . Prayer Partner Rev. Jack Stepp has been named by the U.S. Jaycees an “Outstanding Young Man of America.” . . . Dr. Thur- nace York, Pastoral Care, appeared on the PTL Club recently. . . . Jeff and Karen Pettersson are now settled in Swaziland as the first part of a COF/ORU healing team mission to that country. Their address: c/o Meabane Clinic, Box 3, Swaziland, South Africa. Jeff’s filling in as a clinic administrator, Karen’s a volunteer nurse. . . . Chef Wayne Jarvis, Nutrition Department, taught a class on “Party Foods” at the Village South McCartney’s recently. The former chef instructor at the National Cooking Institute in Denver is P.M. Food Service Manager. . . . Pharmacy Director Dr. Joel Oliver and wife Sherry have started a “bridge” fellowship, Joel 2:20 Ministries. The group meets every Friday evening at University Inn. All are welcome; call Joel for more information, ext. 8137. . . . Chief of Urology Dr. Edward Blight was elected a vice president of the Pan-Pacific Surgical Association at the 17th Congress which was held in Sydney, Australia. . . . Kudos to Volunteer Celeste Malin, who at age 75, has dropped 25 pounds, “thanks to the Lord, the Nutrition Dept., and the wonderful people in the Fitness Center!” . . . Congratulations to Glenn Watson, who was named Manager, Financial Information Systems and to Elliotte Want, our new Manager, Medical Information Systems. . . . The new Operating Policy and Procedure Manuals have been distributed. Call ext. 7091 to request pages that are missing or if there are needed corrections.