

# Bulletin <sup>Barnes</sup>

Barnes Hospital, St. Louis, Mo.  
July, 1984, Vol. XXXVIII, No. 7



Hospital president Robert E. Frank accepts plaque from Auxiliary president Mary Ann Fritschle.

## Auxiliary announces \$1.5 million in projects, REF scholarship, at gala

Barnes Auxiliary president Mary Ann Fritschle announced the organization's pledge of \$1.5 million to finance two new projects for the hospital. The announcement was made during the Auxiliary's silver anniversary cocktail buffet held June 1 at the Missouri Botanical Garden's Ridgway Center.

The first project is the construction of the proposed \$1.3 million pedestrian skywalk connecting the subsurface parking garage to the main corridor at Barnes. The second project is the development of Barnes Lodge, a comfortable "home away from home" where patients undergoing intensive outpatient treatment or family members of patients hospitalized for extended periods of time could stay temporarily for a nominal fee.

"We who live in the St. Louis area are fortunate because we live close to this excellent medical facility," said Mrs. Fritschle as she announced the projects. "But for some 50 percent of Barnes patients, home is outstate Missouri, Illinois or even a more distant state. For these patients, the burden of illness includes the added cost and inconvenience of distance. They must choose between long distance drives or costly hotel/motel accommodations."

Barnes Lodge will include sleeping facilities, as well as social and living spaces where residents can get to know, help and support each other.

In a surprise presentation, Mrs. Fritschle also announced a \$25,000 endowment established at the Washington University School of Medicine by the 600-member Auxiliary. The Robert E. Frank Scholarship in Hospital Administration pays tribute to the president of Barnes Hospital, who served as the gala's guest of honor. Mr. Frank is an assistant professor for the medical school's Health Administration and Planning program.

**Front cover:** The Missouri Botanical Garden's Ridgway Center was the setting for the Barnes Hospital Auxiliary's silver anniversary celebration June 1. (See related article, page 1.)

## Barnes ER, some clinics moving to old Children's

Barnes Hospital's emergency department, ambulatory care service and surgery clinics are moving this month to the first floor of the old Children's Hospital. The temporary move will expedite construction of Barnes' new 21,000-square-foot emergency department, which is expected to open in approximately one year.

Beginning at 6 a.m., July 11, all patients seeking treatment either in the emergency department or at any of the clinics located previously on the second floor of the Wohl Hospital Clinics Building, will be directed to the temporary facility, which was occupied formerly by the emergency department of Children's Hospital.

The clinics affected by the move include general surgery and the specialties of cardiothoracic, urologic, orthopedic, plastic, vascular and oral surgery. Clinic reception, registration, cashiers and family waiting for these areas also are moving to the temporary location. A separate waiting room will be provided for emergency patients and their families.

The temporary facility is accessible within Barnes from the basement level of the Barnard Hospital Building. Persons parking in the Wayco Garage on Euclid can enter Barnes through the Renard Hospital Building, take this corridor to the red carpet area of Barnes, make a right, and then turn right again into Barnard corridor. The Barnard elevators are located midway down this corridor; the basement level of Barnard corridor connects to the first floor of Children's. Signs will be posted.

The ambulance entrance for Barnes' temporary ER is located off of Kingshighway, between the old Children's Hospital building and the Barnes School of Nursing Residence. Clinic patients also may use the building's main entrance at 500 S. Kingshighway.

Phone numbers are remaining the same throughout the move, with 362-2604 continuing to serve the emergency department and 362-5074 serving the ambulatory care service and the surgery clinics.

## Twelve doctors honored for 25 years of service

Twelve doctors will be honored for 25 years of service on Barnes Hospital's active staff during a silver anniversary reception that begins at 5 p.m., July 25, in the Tower Restaurant here.

The doctors will receive service award pins from board chairman Harold Thayer and hospital president Robert E. Frank during the reception; their names then will be inscribed on the 25-year plaque which hangs on the first floor of Barnes. This is the eighth 25th anniversary service awards program for the medical staff hosted by the hospital.

Honorees include: Drs. Stanley C. Becker, ophthalmologist; Ralph Copp, Jr., physician; Jack Hartstein, ophthalmologist; Theodore Merrims, obstetrician/gynecologist; Harry C. Morgan, orthopedic surgeon; Norman K. Muschany, obstetrician/gynecologist; J. Roger Nelson, physician; Charles

L. Roper, cardiothoracic surgeon; Jessie L. Ternberg, pediatric surgeon; John D. Vavra, physician; Stuart Weiss, neurologist, and Alvin S. Wenneker, physician.

In addition to those being honored, the guest list includes the doctors' spouses and the more than 190 doctors who have celebrated previously their silver anniversaries with Barnes. Barnes Hospital Society officers, Auxiliary board members and the chiefs of services for those specialties being recognized also will attend.

The tradition to honor doctors with 25 years of service to Barnes began in 1977 and the recognition plaque is updated every July.

## WUMC to participate in TV health series

Washington University Medical Center has signed an agreement with Medstar Communications, Inc., to participate in a weekly series of television documentaries on healthcare and technology. Videotaping began in June for the programs, which will be telecast beginning in September at 5:30 p.m., Sundays, on KETC-TV (Channel 9).

Called "Health Matters," the series includes 26 segments designed to keep viewers abreast of advances in medicine and to help them make more informed choices about their own healthcare. Subjects range from personal health topics such as pregnancy after 30 and reversing infertility to limb reimplantation and advances in cancer diagnosis and treatment.

Topics were chosen by the sponsoring institutions of WUMC, which includes Barnes, Jewish and Children's Hospitals, the Mallinckrodt Institute of Radiology and the medical school. Doctors and other healthcare professionals from each institution will be interviewed for the one-half hour segments, which feature a combination of studio interviews and documentary style background footage, graphics, patient interviews and film sequences of actual medical or surgical procedures.

The programs will be hosted by Marjorie Margolies, a national correspondent in NBC's Washington Bureau and the winner of two Emmy awards. William Feretti and Paul Dowling, also award-winning journalists, are serving as executive producers. George Beneman is serving as "Health Matters" director; he also is directing the popular PBS series, "Wall Street Week."

## Barnes rated among nation's top hospitals

Barnes Hospital is rated again as being one of the top hospitals in the nation, according to a study by John Pekkanen published in the May and June issues of *Town and Country* magazine. This marks the fifth time in the past four years that Barnes has been included in such a survey. Besides Barnes, the nearest hospital included in the latest list is the University of Chicago Hospitals.

In addition, 22 doctors on the Barnes Hospital staff are listed among the "best medical specialists" in the country in their respective fields. (Only four St.

(continued on page 2)

## Top hospitals

(continued from page 1)

Louis area doctors are included who are not on Barnes' staff.) The listed physicians were recommended through a survey of other doctors in their specialty, all of whom agreed on two key qualifications for inclusion: board certification and university affiliation. The doctors surveyed in the *Town and Country* article said that university affiliation weighed heavily in their choices because "in a university-affiliated hospital there is a more critical climate and physicians there are more likely to be competent." (All Barnes doctors are also on the faculty of Washington University School of Medicine.)

The article also stated that other qualities found in good doctors are their willingness to "explain things in plain English" and "to treat you as a whole person." The article pointed out that the best doctors encourage their patients to seek a second opinion: "A good doctor will admit if he's stumped and refer you to someone else."

The magazine advised its readers, "It is crucial that you be very careful in selecting any doctor for yourself. To be casual about the selection of a family doctor because you rely on him only to treat the usual run of illnesses is a mistake. It is your family doctor or general internist who is your entry point into the medical system."

Choosing a hospital also is important, according to the article, which points out that "the depth of staff in all areas, from nursing to dietary, is what improves your chances for good care," adding: "It is widely agreed that teaching hospitals offer superior medical care." Other important criteria listed are JCAH accreditation and at least 400 beds, to assure a wealth of staff. (Barnes' current bed complement is 1158 and the hospital is licensed for 1,208 beds.)

The other hospitals on the list are: Beth Israel Hospital, Boston; Brigham and Women's Hospital, Boston; Columbia-Presbyterian Medical Center, New York City; Duke University Medical Center, Durham, North Carolina; Hospital of the University of Pennsylvania, Philadelphia; Johns Hopkins Hospital, Baltimore; Massachusetts General Hospital, Boston; Mt. Sinai Medical Center, New York City; New York Hospital-Cornell Medical Center, New York City; Stanford Medical Center, Stanford, California; Strong Memorial Hospital, Rochester, New York; UCLA Medical Center, Los Angeles; University of California Medical Center, San Francisco; University of Michigan Medical Center, Ann Arbor; University of Minnesota Hospitals, Minneapolis; University of Washington Medical Center, Seattle; and Yale-New Haven Hospital, New Haven, Connecticut.

## Travelers' cheques now sold in cashiers

Barnes patients, doctors and employees may now purchase American Express Travelers Cheques through the hospital's cashiers' office, located on the first floor of the East Pavilion. The cheques are available in \$10, \$20, \$50, and \$100 denominations. The finance charge is one percent, or \$1 for \$100 worth of cheques.

The new service, one of many provided by the cashiers' office, is being offered simply as a courtesy to the hospital's patients and staff. "People around here have pretty hectic schedules," says Paul Hartwell, chief cashier. "We're just trying to save them some steps and some time, especially in light of the current vacation season."

Other services provided by the cashiers' include check cashing privileges for patients, doctors and employees and the sale of postage stamps.



Augusta Jordan retires after 54 years of service to Barnes.

## Augusta Jordan retires with 54 years of service

Augusta Jordan retired May 31 from Barnes Hospital after 54 years of service. She received a plaque of appreciation from hospital president Robert E. Frank, as well as gifts from members of the housekeeping department during a reception held in the pool area on the 18th floor of Queeny Tower.

"I grew up with this hospital," says Mrs. Jordan, who began her career at Barnes July 24, 1930, when she came to St. Louis from Columbus, Mississippi. "I hate to leave, but friends must part sometime and this is the time." Mrs. Jordan began as a pantry maid, washing dishes. Barnes, which today is a full block of 17-story buildings housing 1,158 beds, was then only 16 years old and was a four-floor building.

Six months after she began, Mrs. Jordan was promoted to housekeeper on the private patient division. Until 1977, she was the housekeeper in charge of the 11th floor of Queeny Tower. Prior to her retirement, Mrs. Jordan worked in the linen room where she was responsible for housekeeping uniforms, supplies and linens.

Over the years, Mrs. Jordan has come to be known as "Mama" to her fellow employees. She has always had a positive attitude about her work and was noted throughout the hospital as someone who was ready to lend a helping hand whenever needed.

"I believe in trying to help people," she says. "I would do anything for people. Life isn't worthwhile if you can't help someone."

Mrs. Jordan has befriended many of the patients she has come in contact with over the years at Barnes. In fact, she has two albums filled with letters from former patients. She has kept a steady correspondence with one former patient from Phoenix, Arizona, for over 10 years.

In 1980, Mrs. Jordan celebrated her fiftieth anniversary at Barnes. In recognition of her many years of dedicated service, she received a 10-karat gold and diamond bracelet, living room suite and gas stove. Her co-workers also "chipped-in" to pay for limousine service to her anniversary dinner.

"I have some wonderful memories of Barnes and all the people I have met here," says Mrs. Jordan. "Everyone has been so nice to me."

## West Pavilion OR houses new bone bank

A bone bank to store donor bone sections to be used in various orthopedic and reconstructive procedures has been opened in the West Pavilion operating room. Bone from the bank, which consists of a special freezer, is being used to aid healing in certain kinds of fractures and bone non-unions and in reconstructive surgery of the hip, knee, face and jaw.

The process for storing bone is simple, convenient and inexpensive, says Dr. Vilray P. Blair, III, the Barnes/WU orthopedic surgeon who initiated the project. Bone may be removed as part of surgical treatment—such as a hip joint, extracted in replacement surgery.

Donated bone is tested and cultured to rule out infection prior to storage. The piece is then immersed in a glycol solution, then placed in a freezer set at -70 to -90 degrees Celsius with special controls that prevent an accidental shut-off. When the bone is needed, it is submerged in lactate solution, then crushed and shaped as needed.

The crushed bone, held in place by the body's own tissue and sometimes by screws or wires, works like a bone graft. "It acts as an incentive to the body, encouraging healing as if there were just a fracture present," says Dr. Blair.

The bank, under the direction of operating room nurse Jean Murphy, will accommodate "enough for our own use and, eventually, some for other hospitals," says Dr. Blair. Bone sections previously came from the patient himself or from the University of Miami bone bank.

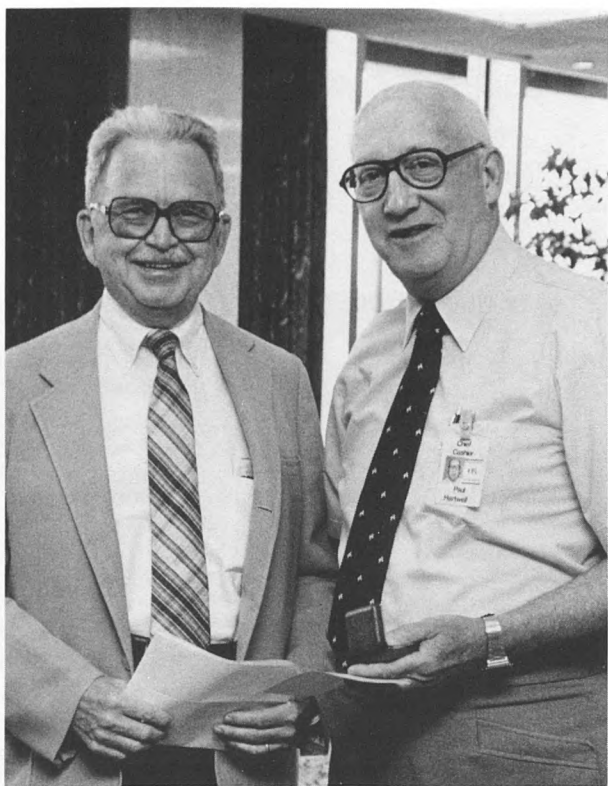


The Reverend Janet M. Lutz

## The Rev. Lutz to head chaplaincy

The Rev. Janet M. Lutz, a United Methodist chaplain who has been serving Barnes patients, families, visitors and employees since 1980, has been named director of the pastoral care department. She replaces the Rev. David A. Wyatt, who is retiring from active ministry after nine years of service to Barnes and 28 years of service to the United Methodist denomination.

The Rev. Lutz, a full supervisor with the Association of Clinical Pastoral Education (ACPE) and a fellow of the College of Chaplains, now will oversee all pastoral care functions, including patient visitation, daily and weekly worship services, formal and informal in-service training and support for hospital staff members, as well as the hospital's ongoing chaplaincy training program.



Paul Hartwell accepts the 1984 BHS Award of Merit from Dr. Willard B. Walker.

## Paul Hartwell honored with BHS award

Chief cashier Paul Hartwell was honored as the 1984 recipient of the Barnes Hospital Society Award of Merit in ceremonies held June 5 in the East/West Pavilion lobby. Mr. Hartwell received the award for his outstanding service to Barnes patients, visitors and staff.

The award, established in 1982 by the BHS as a way to meaningfully honor those associated with the hospital who go beyond the ordinary in service to Barnes, consists of a \$250 cash stipend and a 10 karat gold tie tack/lapel pin embellished with five aquamarine stones and the Barnes Hospital and BHS logos.

Under Mr. Hartwell's leadership, the cashier's office has begun providing "step-saving" services such as check cashing and the sale of stamps and traveler's cheques. Employees also may purchase bus passes or pay their electric and gas bills. Since joining Barnes, Mr. Hartwell also has started a night depository for doctors with offices in the building and a safe deposit service for patients who have brought valuables to the hospital.

In addition to his position as chief cashier, Mr. Hartwell serves as chairman of the hospital's monthly blood drives. Since he took over as chairman in 1978, blood donations have noticeably increased. He also is responsible for organizing special blood drives whenever blood supplies are low and surgery is in danger of being cancelled. In 1980, Mr. Hartwell organized the first city-wide blood drive in St. Louis and then served as its chairman for two consecutive years. He has recruited bloodhound owners throughout St. Louis to help promote Barnes blood drives and has participated in community events, such as Jack Carney's annual parade through Forest Park, to increase the public's awareness for the constant need for blood donations.

In 1983, Mr. Hartwell received one of the first annual Humanitarian Awards given by the Hospital Association of Metropolitan St. Louis for his skill in securing blood donations and his dedication and concern for the well-being of others.

The Barnes Hospital Society includes more than 800 members of the hospital's medical staff who are pledged to assist in the development of Barnes as a source of community service and a center of medical progress. Currently led by Dr. Willard Walker, general surgeon, the society was founded in 1925.

## Adm. resident, night administrator named

Barbara A. Crawford has been named administrative resident and Mark S. Shaker has been named an evening/night administrator for Barnes Hospital. Ms. Crawford has been serving as an evening/night administrator since May of 1983, while Mr. Shaker is a second-year student in Washington University School of Medicine's Health Administration and Planning master's degree program.

As an administrative resident, Ms. Crawford will gain administrative experience in all hospital areas. A 1984 graduate of WUMS' MHA program, Ms. Crawford also holds a bachelor's degree in medical technology from the University of Missouri—Columbia. She will assume her new duties July 1.

Mr. Shaker, who is currently serving as president of the Class of 1985 for WUMS, joined the evening/night administrative team on June 15. His previous hospital experience includes a seventh-month stint as a unit clerk on Barnes plastic and oral surgery nursing division and a summer administrative internship at Trumbull Memorial Hospital in Warren, Ohio. Mr. Shaker holds a bachelor's degree in business administration with a major in human resource management from Ohio State University in Columbus.

## Dr. Reinhard honored by students, peers

Dr. Edward H. Reinhard, Barnes/WU hematologist, was honored May 8 by his associates and former residents and fellows through the presentation and unveiling of his portrait in ceremonies held in WUMS's Moore Auditorium. The portrait is now hanging in the Rand-Johnson corridor on the first floor of Barnes, outside the doctors' lounge.

Dr. Reinhard, who celebrated his seventieth birthday last December, has been a member of the Barnes' staff since 1940, when he joined as an assistant resident in medicine. A 1939 graduate of the Washington University School of Medicine, he was named an assistant physician in 1943, associate in 1958 and physician in 1975.

## MIR evaluating teleradiology system

An experimental computer system being evaluated here by the Mallinckrodt Institute of Radiology may result in better care for Barnes patients by giving doctors quicker access to x-rays and other diagnostic images. The \$160,000 teleradiology system is the second of its kind in the nation and the only unit in St. Louis.

The primary advantage of the new system is that it allows doctors to view x-rays of critically ill or injured patients immediately, without the normal delays caused by dispatching the film from one location within the medical center to another, according to Dr. Gilbert R. Jost, Barnes/WU radiologist. Also, the system enables doctors located in different areas of the hospital to simultaneously view the same x-ray.

Another potential boon to patients is that the system allows the radiologist to manipulate the image by focusing in on areas of interest, lightening or darkening the image or even changing its color to highlight particular areas. MIR is currently evaluating potential uses for the system. "Right now, we still need film," Dr. Jost says. "But these studies will give us an idea of what this kind of technology offers for the future."

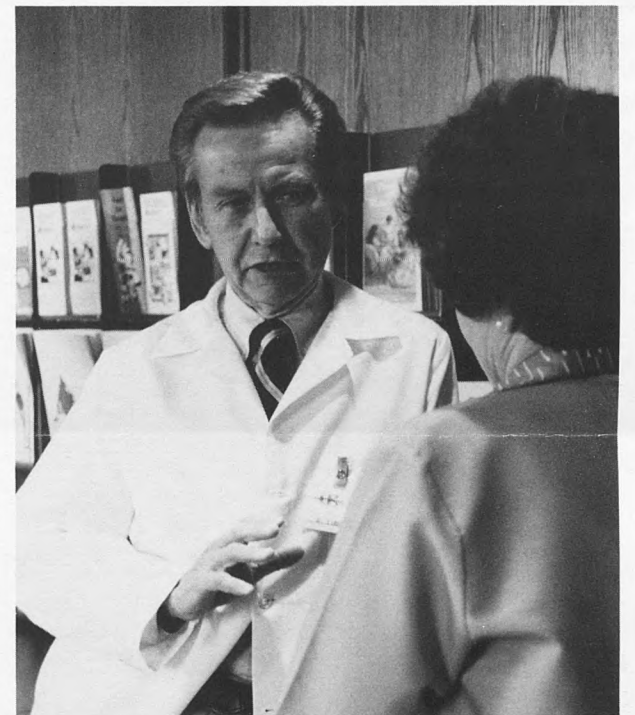
Easier storage and instantaneous image retrieval also are promising aspects of teleradiology. Using

new technology, the images are compressed and stored on computer disks. These disks can hold up to 30 times the amount currently stored, an important consideration for an institution the size of MIR, which processes more than 1,000 x-rays per day and devotes over 15,000 square feet of space for x-ray storage.

Future uses for teleradiology include transmitting x-rays via telephone lines from outstate Missouri and Illinois to a central location, such as Barnes/MIR, or even across the country from one institution to another, according to Dr. Jost.

"Mallinckrodt has some of the best radiologists in the country," says Dr. Jost. "This system can link outlying hospitals that might not be so well staffed to a central area such as here, where they could draw upon the expertise of our radiologists."

Calling phone use of the system "flashy and exciting," Dr. Jost affirms that the real potential of teleradiology "lies in how it can manage and improve the flow of information to doctors." The system is currently connected to Barnes respiratory intensive care unit and emergency department. Other areas may become linked to the new system as it becomes more cost-effective and as MIR delineates its capabilities.



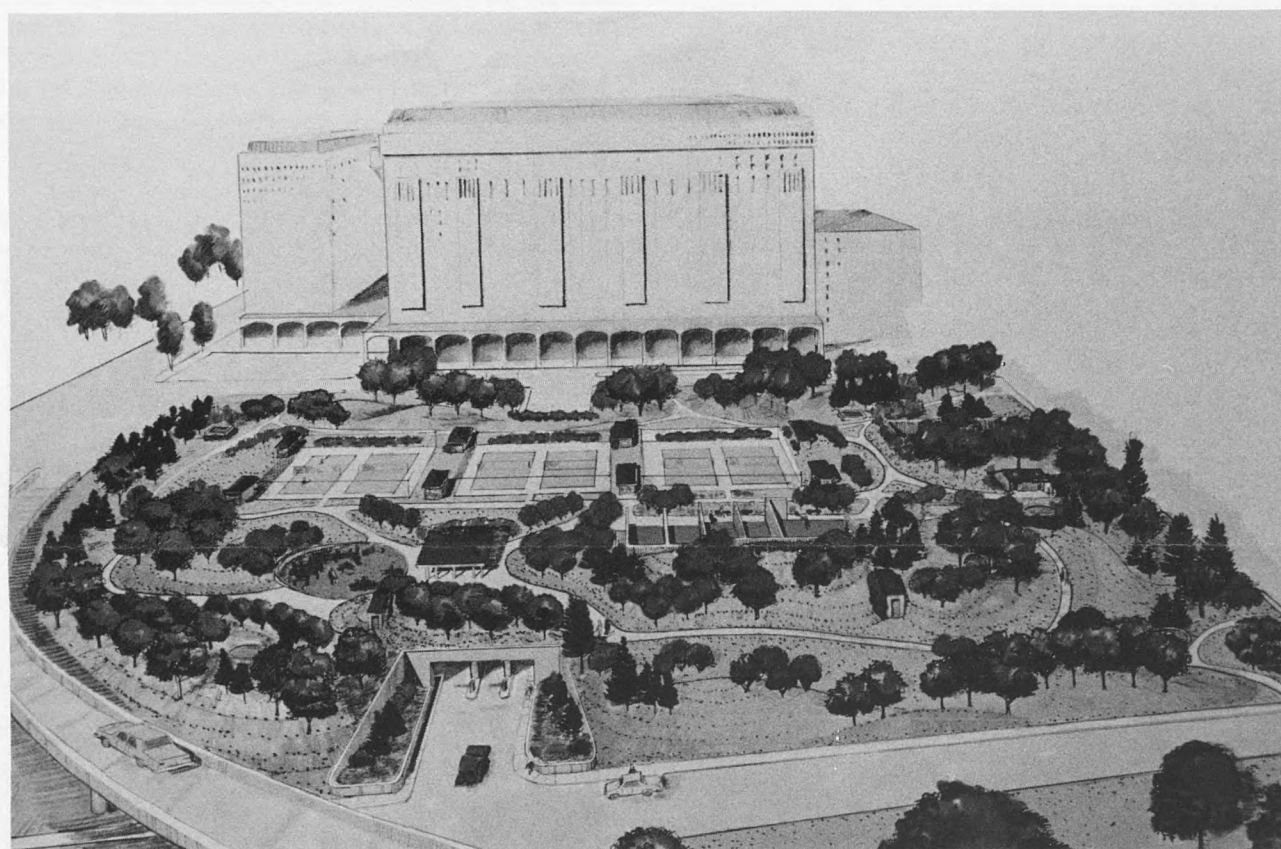
General surgeon Dr. Robert H. Lund discusses Barnes' breast cancer screening program with Auxiliary president Mary Ann Fritschle following dedication ceremonies.

## Education and screening center dedicated June 6

Barnes new Health Education and Screening Center was dedicated in ceremonies held June 6. Hospital president Robert E. Frank and Auxiliary president Mary Ann Fritschle unveiled a plaque commemorating the organization's generous contribution to the facility and pledge of ongoing support.

The unique center provides printed and video educational materials on a wide range of health topics and diseases free of charge and is staffed by a nurse educator who can supplement those materials with one-on-one teaching. In addition to an initial gift of \$20,000, the Auxiliary also has pledged a yearly stipend of \$2,500 to ensure that materials are always up-to-date.

A variety of health screenings, some at no charge and some for nominal fees, will be offered periodically at the center. Breast cancer screenings by a Barnes doctor are available by appointment at the center (phone 362-1390) at a charge of \$40, which also includes instruction in breast self examination and educational materials. Mammograms, if indicated, are performed at the Mallinckrodt Institute of Radiology here.



*With the completion of the subsurface garage addition next spring, Barnes patients, visitors, doctors and employees gain 823 parking spaces, as well as a completely relandscaped city park including racquetball courts, an exercise area and playground.*

As an innovator and leader in the healthcare field, Barnes continually strives for better ways to deliver patient care. As a business in an increasingly competitive market, Barnes must meet the changing needs of the patients and doctors it serves.

Some of the most vivid examples of how this constant melding of seemingly divergent goals results both in better care and better business can be seen in Barnes' current and upcoming construction and renovation projects.

Few, if any, details have been overlooked, from traffic flow studies to research into which carpet fibers are most resistant to wear and stain, or from market surveys into local, regional and national healthcare trends to choosing color schemes that create the most healthful ambiance for recovering patients. Months of research and planning involving medical, nursing and administrative staff as well as outside consultants are now culminating in a series of physical improvements that will enable Barnes to continue providing facilities that rank among the best in the nation.

#### **Outpatient surgery center**

In an effort to curtail rising healthcare costs, private insurers, employee health programs and the

government are encouraging their subscribers to utilize outpatient surgery programs for most minor operating room procedures. Many plans will pay for certain procedures only if they are performed on an outpatient basis. Patients, too, are becoming more cost-conscious as they are being required to pay larger portions of their bills through higher deductibles and co-payments.

In 1983, 4,994 outpatient procedures were performed at Barnes, representing an increase of 16 percent over the previous year. Swelling competition from new St. Louis surgicenters are threatening to erode Barnes' share of this important market, however. In addition, doctors and patients alike stress the need for an outpatient surgery center that offers the convenience of one-stop surgicenters without sacrificing the quality and safety of a tertiary-care hospital like Barnes.

In response to these issues, Barnes administration has been working closely with a medical staff committee to formulate a comprehensive outpatient surgery program, according to Marlene Hartmann, vice-president for nursing. "Our goal is to make using our hospital for outpatient surgery as convenient and comfortable for doctors and patients as going to an ambulatory surgical center," says

Ms. Hartmann. "Building a centralized facility will enable Barnes to compete in regard to cost and service with other centers in this region."

Construction will begin this month on the 8,800-square-foot project which will centralize the hospital's current outpatient surgery program into one area. Plans include a reception area, patient dressing rooms and lockers, testing for lab work and electrocardiograms, an exam room, five operating rooms and two recovery rooms (one for local, the other for general anesthesia). A comfortable waiting room for family members and support areas for doctors and the center's staff members also are included. The center will be located on the second floor of the East Pavilion, a site readily accessible to the hospital's central elevators, lobby and parking areas.

#### **Emergency department**

Construction is progressing rapidly on the emergency department and clinics renovation project, which began last August and is expected to be completed by mid-1985. The \$9.9 million project, boosted by a generous \$1 million donation from the Auxiliary, will offer St. Louis a trauma center "second to none." Barnes is one of two hospitals in this region that has been designated a Level I adult trauma center by the Missouri Division of Health.

When completed, the 21,000-square-foot trauma center will more than triple the size of the existing facility. A spacious triage/reception area, private waiting rooms and "quiet" rooms will be provided as well as 18 specialized treatment rooms. Severely injured accident victims, for example, will be cared for in one of three rooms specially designed for this purpose. A horseshoe-shaped driveway and covered ambulance entrances will accommodate emergency vehicles that bring patients to Barnes from referring hospitals in outlying areas.

#### **Subsurface garage**

A steadily increasing demand for secure, convenient parking and all-weather access to Barnes is being met through the construction of a three-level addition to the hospital's subsurface garage. The \$10 million project will provide an additional 823 parking spaces for Barnes patients, visitors, doctors and employees.

In addition, the project also calls for expanding existing internal ramps to improve driving maneuverability and adding lighted pedestrian walkways throughout the garage. A new entrance/exit onto Clayton road will enhance traffic flow, especially during peak hours. The park above the garage also will be improved through overall landscaping and the addition of racquetball courts, an exercise area and playground. Target completion date for the project is April, 1985.

#### **Cardiac care unit**

Beginning in September, the 15-bed cardiac care unit located on the eighth floor of Rand-Johnson

# CONSTRUCTION

will be renovated to improve the area's overall efficiency and appearance. The nursing function will be centralized from two separate work areas into one, making it possible to support all 15 patients from one facility. There no longer will be graduated and acute areas, allowing for an "open admission" policy to any of the unit's beds.

Efficiency also is being improved through the addition of built-in storage space in each patient room for supplies. When completed, the unit will be connected via computer to both nuclear medicine and radiology for the first time, facilitating access to studies. (See related article, page 3.)

In addition to improved efficiency, the overall appearance of the CCU is going to be markedly enhanced, according to Dr. Allan S. Jaffe, CCU director. Individual patient rooms will be renovated with new flooring and wall coverings, creating a brighter, more home-like atmosphere—an important consideration for patients in high-tech intensive care.

#### Master interior plan

Although Barnes' physical plant is among the most modern in the country, navigating the thousands of square feet that comprise Barnes Hospital can be confusing. Also, each era's construction and renovation projects have given individual buildings a different interior design, leaving many unsuspecting patients and visitors wondering if they were still "in Barnes."

To improve traffic management and flow and to give Barnes an image that is consistent with its stature as one of the nation's top ten hospitals, a master plan has been developed that will integrate interior design and signage and simplify public access to major hospital areas such as admitting, patient accounts, emergency and patient floors. In addition, the hospital is participating in a major effort to develop new external signage for the entire Washington University Medical Center.

Under the master plan, three basic color schemes will be used throughout the hospital, creating a more unified appearance. Other interior design improvements include the use of track or directional lighting and distinguishing elevator sites and other "hub" areas through special floor, wall, ceiling and lighting treatments.

Still in an "embryonic stage" according to design and construction director Ken Kadel, the master plan also calls for re-routing traffic flow on the first floor to make public access to major hospital areas easier and more efficient. This includes the addition of the proposed pedestrian skywalk from the hospital's subsurface garage to the main public floor.

#### Barnard corridor

Barnard corridor, which extends from the red carpet area on the first floor of Barnes to the Wohl Hospital building, is being completely renovated to ease congestion in that area and to enhance its

overall appearance. The corridor marks the first major implementation of the master plan on the "people," or first floor. Two kinds of wall coverings, acoustical ceiling tiles, parquet wood floor boards and "master plan" carpet will be installed. Completion is expected this September; the corridor should remain open throughout the project.

#### Patient floors

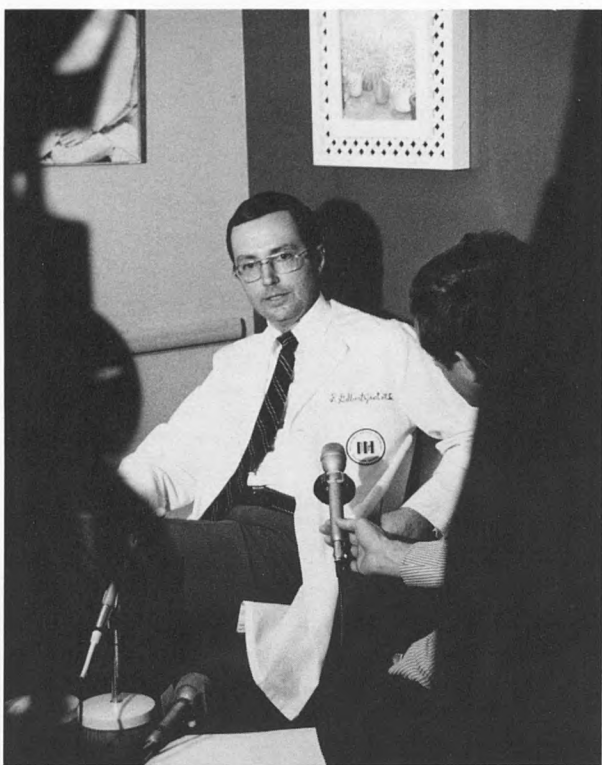
Several patient floors will be closed temporarily beginning this month to begin renovations of those areas according to the hospital's new master interior design plan. New carpeting (see related article, page 2), wall coverings, ceilings and drapes will be installed. Furniture in some patient rooms will be updated through new upholstery, while the addition of more built-in storage spaces wherever possible may obviate the need for traditional dressers. The master plan calls for a classic, transitional look that is neither modern nor traditional, according to Jim Vykopal, one of the interior design consultants from Sverdrup and Parcel working with Barnes, but one that creates a distinguished, comfortable atmosphere. The cost for renovating the eight nursing divisions involved (located in the East Pavilion and Rand-Johnson) is estimated at \$1.3 million.



Construction on the new emergency facilities has included the unusual task of expanding Renard bridge. The project will be completed in about one year.



Ongoing construction and renovation projects are shaping Barnes' future and are keeping Ken Kadel, the hospital's new director of design and construction, extremely busy.



Dr. Gilbert Jost fields reporters' questions on teleradiology.

## Media spotlight

As a national leader in patient care and medical research, Barnes serves as an information resource center. In 1983, more than 900 queries from broadcast and print media representatives were made to the hospital requesting that Barnes medical and professional staff elucidate current health care concerns and discoveries. Highlights of the media's coverage of Barnes during the last month include:

### Television

KTVI's medical reporter Kathryn Pratt interviewed Brad Aldredge and his family at a St. Louis Cardinals' baseball game about Brad's upcoming **bone marrow transplant** at Barnes. Brad, who has leukemia, traveled from Brountsville, Alabama, to Barnes for the transplant, which is available at only a few other centers nationwide. The segment aired June 10.

The **breast cancer screening program** offered through Barnes' new Health Education and Screening Center was the subject of a June 6 segment on KSDK. The center offers a breast exam by a Barnes doctor, instruction in self-exam by a clinical nurse specialist and educational materials for \$40. Mammograms, if indicated, are performed at the Mallinckrodt Institute of Radiology, and cost \$100.

Advances in eye laser procedures were discussed by Dr. **R. Joseph Oik**, Barnes/WU ophthalmologist and a member of Retina Consultants, Ltd., for a June 4 segment on KMOX.

KMOX's medical reporter Al Wiman interviewed hospital president **Robert E. Frank** and Auxiliary president **Mary Ann Fritschle** for a June 1 segment highlighting the Auxiliary's silver anniversary gala at the Missouri Botanical Garden's Ridgway Center. Mr. Wiman noted the Auxiliary's generous contributions to Barnes during the last 25 years (over \$4 million) and their establishment of a \$25,000 Robert E. Frank scholarship in hospital administration at the Washington University School of Medicine.

The **breast cancer conference** hosted June 2 by SHARE, a breast cancer support group started at Barnes in 1981, was the subject of a KMOX segment that aired May 28. Over 150 people attended the conference, which featured presentations by numerous doctors and other healthcare professionals from the Barnes/WU staff.

**Teleradiology**, a new computer system installed at the Mallinckrodt Institute of Radiology that can

link different departments together within a hospital or across the country for the electronic transmission of x-rays and other diagnostic tests, was the subject of May 25 segments on KSDK, KMOX, KTVI and KPLR. (See related article, page 3.)

### Radio

Dr. **Scott Sale**, Barnes/WU allergist, discussed his specialty for a May 19 call-in program on KMOX.

### Print

Barnes' new **Health Education and Screening Center** and the **subsurface garage addition** were featured in the June 9 edition of the *St. Louis Globe-Democrat*.

Dr. **Robert H. Lund**, Barnes/WU general surgeon, was interviewed by the *St. Louis Post-Dispatch* for a June 7 article on the Health Education and Screening Center's breast cancer screening program. Dr. Lund noted that breast cancer strikes one out of every 11 women and that many women do not have family doctors, making early detection of the disease more difficult.

**Augusta Jordan**, a 54-year veteran of Barnes housekeeping department who retired June 1, was the subject of recent articles in the *St. Louis Globe-Democrat* and *South Side Journal*.

Dr. **Ross B. Sommer**, Barnes/WU allergist, discussed summertime allergies with the *St. Louis Globe-Democrat* for a June 4 article.

The opening of the hospital's **Health Education and Screening Center** and **breast cancer screening program** was featured in a June 1 article in the *West End Word*. The breast cancer screening program, which promotes early detection of the disease, also was highlighted in a May 29 article in the *St. Louis Globe-Democrat*.

Dr. **Gilbert R. Jost**, Barnes/WU radiologist, was interviewed by the *St. Louis Post-Dispatch* and *St. Louis Globe-Democrat* for May 25 and 26 articles on teleradiology.

## Loyce Rutherford dies, was medical staff secy

Loyce Brooks Rutherford, who served as secretary to two chief administrators and to the more than 900 doctors on the Barnes Hospital staff, died June 13. She was 69 years old.

During her tenure with Barnes, which ended officially in August of 1983 after 28 years of service, Mrs. Rutherford served as executive secretary to hospital director Harry Panhorst and current president Robert E. Frank. From 1978 until her retirement, she served as medical staff secretary in charge of physician referrals and the hospital's executive physicals program for St. Louis area businesses.

As medical staff secretary, Mrs. Rutherford referred over 15,000 people to Barnes medical and surgical specialists. In recognition of her dedication, loyalty and service above and beyond the call of duty, the Barnes Hospital Society presented Mrs. Rutherford with its coveted Award of Merit in December of 1982. The BHS includes more than 800 doctors on the Barnes Hospital medical staff.

Following her retirement from Barnes, Mrs. Rutherford continued to serve the hospital as a volunteer, manning an information desk each Friday afternoon until illness forced her to resign a short time before her death.

Mrs. Rutherford is survived by her husband, Robert W. Rutherford; son, Charles Rutherford of St. Louis, and daughter, Gail Rutherford, also of St. Louis. (Miss Rutherford is employed by the Barnes Burn Center as a burn technician.)



Science fair winner Kathy Bindbeutel (center) examines free buttons, posters and other informational materials available in the Cancer Information Center. With Kathy is her mother, Carolyn, and CIC volunteer, Judy Hiemenz.

## Science fair winner picks Barnes for tour

Science fair winner Kathy Bindbeutel and her parents, Mr. and Mrs. Albert (Pete) Bindbeutel of Florissant, were guests of honor recently at Barnes Hospital.

Kathy's project, "Are You a Victim of Migraines?," was judged by the Hospital Association of Metropolitan St. Louis (HAMSTL) to receive its yearly award honoring a medical/biology project. Her recognition included a savings bond and tour and luncheon at the hospital of her choice, which was Barnes.

Kathy entered the St. Louis Post-Dispatch/Monsanto Science Fair, in which her project captured second place in the Eighth Grade Biology Division, while attending Cross Keys Middle School. This fall, she will be attending McCluer North High School.

## Hospital notes

The following are reported on the Barnes staff: **Drs. Ahmad B. Ardekani**, assistant psychiatrist; **Robert T. Brodell**, assistant dermatologist; **Bruce H. Cohen**, assistant ophthalmologist; **Steven L. Dresler**, assistant pathologist; **Asko I. Kivikoski**, assistant obstetrician/gynecologist; **Lawrence A. Kriegshauser**, assistant orthopedic surgeon; **Kevin T. McCusker**, assistant physician; **Darryl N. McKinney**, assistant obstetrician/gynecologist; **Selwyn Picker**, **assistant neurosurgeon**.

**Stephen H. Polmar**, assistant pediatrician; **Keith M. Rich**, assistant neurosurgeon; **James Rohrbach**, assistant neurologist; **Gita Rupani**, assistant anesthesiologist; **Steven J. Schwab**, assistant physician; **Kenneth E. Shafer**, assistant physician; **Rand W. Sommer**, assistant physician; **Neil H. White**, assistant physician; **David W. Windus**, assistant physician; **Alan P. Zaggy**, assistant anesthesiologist.

Dr. **Eugene M. Bricker**, Barnes/WU general surgeon, has been elected president of the American Surgical Association. Dr. Bricker is only the second Barnes/WU staff member named to this prestigious position; the late Dr. Evarts Graham, Barnes surgeon-in-chief and head of WUMS department of surgery from 1919 to 1951, presided over the organization in 1937.

## MIR receives grant for breast cancer study

The Mallinckrodt Institute of Radiology and Washington University School of Medicine have received a \$309,547 grant from the National Institutes of Health to evaluate the use of magnetic resonance (MR) imaging in the detection of breast cancer.

MR imaging uses short wave radio signals and sophisticated computer technology to give radiologists an inside look at body tissues and structures. Doctors anticipate that MR will enhance their ability to detect breast cancer in its early stages by complementing or adding to the diagnostic information provided through mammograms (x-rays of the breasts).

## Gifts to Barnes Hospital

Listed below are the names of persons (honorees in **boldface**) who have made contributions during the period May 10 to June 8 to the funds at Barnes Hospital. Because Barnes is a private hospital and does not receive public funds, it relies on the gifts of individuals to continue providing quality patient care and to support research aimed at improving the lives of our patients.

### Auxiliary Tribute Fund

**IN MEMORY OF:**  
**Mother of Dr. Morton Binder**  
 D/M Robert E. Kuhlman  
 Geraldine Kloustermeyer  
 Ed Kuhner  
 M/M Elmer Kuhner  
 M/M Fred Kuhner  
 M/M Kevin O. Limestone  
 M/M Harvey Marsh  
 M/M Thomas J. Molitor  
 M/M Fred Mugele  
 M/M Louis Mugele  
 Frances Mueller  
 Dora Peters  
 M/M Homer Saathoff  
 M/M Gary Schwend  
 Phil & Kathryn Sewald  
 M/M Russell V. Thoman  
 M/M Van Thuenemann  
 M/M Lester Walther  
 M/M Eldo Warnecke  
 M/M Gary Warnecke  
 M/M Scott Wendelin  
 M/M Ray Wheatley  
 M/M Gene Yoos

**John R. Dixon**  
 (for cancer research)  
 Barbara Halferty  
 Emil Kohl  
 Rita J. Moll

**De Lois Falkenhain**  
 Mr. & Mrs. William Ceretta

**Magdalena Kleiber**  
 M/M Ronald E. Markland

**Edna Landau**  
 M/M L. Gray  
 Mrs. Sidney Landau  
 M/M James W. Lumppp  
 Philip K. Marblestone  
 Rolla J. Mottaz  
 M/M Guy Roper

**Sidney Levinson**  
 Mrs. A. C. Borah  
 M/M Wallace R. Clark  
 Edison Brothers Stores, Inc.

**Kathryn McCain**  
 Gladys Gunness

**Jane Palm**  
 M/M Ronald E. Markland

**Orville E. Phillips**  
 (for cancer research)  
 Clarence & Delores Benhoff  
 M/M Val Bellum  
 Ray & Elva Benhoff  
 Clara Beutler  
 Elmer & Peg Beutler  
 M/M Kenneth Brem  
 M/M Vern Denahy  
 Helen C. Erlinger  
 Florence Faires  
 Family & Friends  
 M/M Wilbur Frey  
 Naomi M. Hatt  
 M/M Alvin Hohrein & Family  
 Charlotte I. Hope  
 Zelda Joseph  
 M/M Harold Keller  
 M/M Edward Kloustermeyer

**Lillian Sorkin Pollock**  
 Mrs. Larry Tucker

**Daughter, Theta**  
 Mrs. Larry Tucker

**John L. Warmbrodt**  
 M/M Raymond Dunn  
 M/M Robert E. Frank  
 Juanita and Michael Fuller  
 M/M John Keppel  
 Richard A. Linneberger  
 Alice Marshall  
 Robert P. Maurer, Jr.

**IN HONOR OF:**  
**Auxiliary's 25th Anniversary**  
 Maritz, Inc.

**Birthday of Selma Seldin**  
 Mrs. Starr Michelman

**Recovery of Jeanette Kern**  
 Tillie and Frances Nornberg

**IN APPRECIATION OF:**  
**Concern of family and friends for my recovery**  
 Arthur M. Abrams

### Schwartz Neurosurgery Fund

**IN MEMORY OF:**  
**Dr. Robert Rhoades**  
 Gwenda L. Bennett  
 Sharon Bonnette, RN  
 Albert C. Bottin  
 M/M Samuel E. Butler  
 Ronald L. Cornu, D.M.D.  
 Emergency Room personnel,  
 Pekin Memorial Hospital  
 H. E. Brennehan  
 Arnold H. Claycomb, M.D.

M/M R. A. Conklin  
 M/M Franklin Filarski  
 M/M Michael R. Fort  
 Lucrezia Ghidina  
 M/M Walter E. Gleason  
 Patricia B. Hackler  
 M/M James J. Hamm  
 Gina Haynes  
 Gwenda H. Lampitt  
 M/M Dan Lowman  
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 Marie F. Maize  
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 M/M William H. McShane

### Patient Care Fund

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 M/M Alan Lewin  
 Virginia & John May  
 Gladys McDonald  
 Irene Norman  
 Jane Rissi  
 J. J. Ruelweler  
 Joe T. Rutherford

Psyc Clinic, Clinic Cashier  
 Medicine, Surgery Clinics,  
 Clinic Registration, Clinic  
 Nursing Office, Ambulatory  
 Care Service  
 Vicki Bateman  
 Martha Brown  
 Janet Lutz

**Dan Hughes**  
 Raymond & Rose Dunn

**Thomas Lamb**  
 C. J. Haase

**IN HONOR OF:**  
**Louis F. Aitken, M.D.**  
 Katie Rice

**IN MEMORY OF:**  
**Father of Allan Goodwin**  
 ENT, Eye, Neuro, Ob-Gyn and  
 William J. Catalona, M.D.  
 M/M Roy L. Hammett

### Bone Marrow Unit Fund

**IN MEMORY OF:**  
**Donald E. Kelley**  
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 M/M Edward Bockstruck  
 M/M John J. Bollier  
 M/M Ronald J. Busam  
 Joan Byrne  
 Dan & Ann Cain  
 M/M Robert Carter  
 C.A.S.E.-Staff of Parkway  
 East Junior High  
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 M/M R. E. Grierson  
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 Barbara Kellams  
 Lillian Kelley  
 Mrs. Kelley's Challenge Class  
 (1st Semester)  
 Beverly Ketsenburg  
 Robyn Levin  
 Marilyn Lipman  
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 Norman V. & Verba Owens  
 M/M Russell S. Owens  
 M/M Lyle B. Schlagel  
 Julius Schweich, Jr.  
 Chuck Strantz  
 Bonnie Sue Strieter  
 M/M Frederick Strieter  
 Aileen Tucker  
 M/M Glenn Vaser  
 Grace Weber  
 Carolyn Whitehall

### Barnes Annual Fund

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 Sylvia Tokar  
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M/M William Van Buren  
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**IN MEMORY OF:**  
**Andrew Gazdik**  
 Margaret L. Gazdik

**Dr. Heinz Haffner**  
 H. D. Hammer

**William F. Parkison**  
 Zelma Parkison

### Cardiac Diagnostic Laboratory Fund

**IN HONOR OF:**  
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 Rocky Mountain Energy

### Barnes Hospital Endowment Fund

Rueben M. Morriss  
 St. Joe Minerals Corporation  
 and The Fluor Foundation

### Scott Jablonow Endowment Fund

**IN HONOR OF:**  
**Anniversary of Julian & Carol Jablonow**  
**Birthday of Hope Komm**  
**Birthday of Louis Jablonow**  
 Nettie Jablonow  
**Birthday of Mrs. Marvin Kosky**  
**Birthday of Mrs. Arnold Dankner**  
**Birthday of Joan Rosen**  
 Elle Jablonow

**Confirmation of Jeanne & Tracy**

### Alvin N. Lasky Memorial Fund

**IN MEMORY OF:**  
**Norma Clifton**  
 M/M Stanley Hollander & Family  
**Sara Reingold**  
**Beloved Sister of Mrs. Gerald Gray**  
 Sharon Lasky  
**Phyllis Rigg**  
 Gary & Jan Meyer  
**65th Anniversary of Mr. and Mrs. Nathan Cohen**  
 Wednesday & Saturday Club

### Barnes Building Fund

**IN MEMORY OF:**  
**Alice Gaus**  
 Dorothy Blanchard  
 May Boeckstiegel  
 Walgard Gaus  
 Marilyn Picken

### Barnes Cancer Fund

**IN MEMORY OF:**  
**Juliet D. Alverson**  
 Harriet W. Barrett  
 Anne C. Treadman  
**Karl Kates**  
 Robert M. Clark

### Barnes Heart Fund

**IN MEMORY OF:**  
**Furcin G. Georges, Sr.**  
 Eileen L. Brehe  
 Richard, Kim, Kyle Dent  
 Donna Giese  
 Bob, Gloria, Kelly Phillips

### Sharon O'Berto Morad Fund

Jack M. Bryant

### Patient Education Fund

St. Louis College of  
 Health Careers

### Liz Rosenbaum Fund

**IN MEMORY OF:**  
**Edna Landau**  
 John & Mary Plumer

### Barnes Burn Fund

**IN MEMORY OF:**  
**Julius Seidel**  
 Barbara A. Reilly

## Storz endowment funds ophthalmology residents

Barnes Hospital and the Department of Ophthalmology, Washington University School of Medicine, are the beneficiaries of an \$880,000 bequest from the late Charles Storz, the former head of Storz Instrument Co. The endowment will be used to fund students seeking advanced training in ophthalmology.

Two residents and two fellows will be supported each year for training in ophthalmology and eye research. The first recipients will be appointed this month.

Mr. Storz became interested in Barnes through his close association with the ophthalmology department. His company designed and produced eye instruments in collaboration with members of the Department of Ophthalmology. The Storz Instrument Co. used to be located within the medical center, but has since moved to a St. Louis County location. Mr. Storz died October 10, 1979.

## Outpatient nutrition services in new location

The outpatient nutrition services offered through the hospital's food and nutrition department have been moved to a new office on the fifteenth floor of the East Pavilion to make access to the program easier for Barnes physicians and their patients.

Coordinated and staffed by registered dietitians, the program includes individual instruction, coun-

seling and ongoing follow-up for those who are overweight or who require dietary modifications because of medical conditions and diseases such as hypertension, diabetes, hypoglycemia and cancer. (A doctor's referral is required for all dietary modifications other than weight-loss.)

The outpatient nutrition services office is open from 8 a.m. to 4:30 p.m., Monday through Friday. Fees are \$20 for initial one-hour session and \$7.50 for each following visit. For more information, contact Pat Fryer, 362-3184.

## Need a speaker? Call Barnes PR

Need a speaker for a club or organization meeting? Barnes public relations may be able to help through its growing Speaker's Bureau, which provides speakers on health-related topics for school, business, civic, church and other groups, free-of-charge.

Subjects available range from allergies to plastic surgery and from heart disease to advances in cancer treatment and therapies. Specific programs tailored for healthcare professionals also are available and include such topics as hospital public relations, cost-effectiveness, quality control circles and patient relations. Many talks include slide presentations and other audiovisual aids.

Speakers are available during both day and evening hours, seven-days-a-week. For more information about available topics or to arrange for a speaker, call the public relations department, 362-5290.

### **BARNES HOSPITAL**

AT WASHINGTON UNIVERSITY MEDICAL CENTER

Barnes Hospital Plaza

St. Louis, Missouri 63110

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# Bulletin <sup>Barnes</sup>

July, 1984

Barnes Hospital, St. Louis, Mo.

