TKC Fountain: On Or Off?

Have you wondered why The Kirklin Clinic® fountain is sometimes off? The fountain operates on a timer and runs Monday through Friday, 7:30 AM until 7 PM. In addition, when wind speeds exceed 20 mph, an anemometer atop a light post just south of the fountain court automatically shuts the fountain off. The fountain is off on occasion for cleaning and adjusting chlorine levels in the reflecting pool, as well.

UAB Cytopathology Named Center Of Excellence

UAB’s Section of Cytopathology in the Department of Pathology and Division of Anatomic Pathology was recently designated a Center of Excellence (COE) by the American Society of Cytopathology (ASC).

UAB Associate Professor and Head of the Section of Cytopathology Isam-Eldin A. Eltoum, MD, accepted the award last fall at the national organization’s 52nd Annual Scientific Meeting in Chicago. The 3-year award cements UAB as a leader in the field of cytopathology.

SNAPSHOT

Allergy prevalence in America has been increasing since the early 1980s across all age, sex, and racial groups. Allergy is the fifth leading chronic disease in the U.S. among all ages and the third most common chronic disease among children aged 18 years or younger. An estimated 1 in 5 suffers from all types of allergies, including indoor/outdoor, food and drug, latex, insect, skin, and eye allergies. The chart shows the breakdown of allergy types:

Source: Asthma and Allergy Foundation of America
Prepared by the UABHS Department of Strategic Planning
cytopathology’s role as a mentor for other diagnostic organizations in the Southeast and across the United States. The COE program was initiated by ASC to recognize and promote programs with extraordinary expertise in all phases of cytopathology practice, education, and research, including novel frontier technologies and technical and scientific excellence.

“This honor recognizes the excellence of our faculty, the quality of our trainees and teaching, and our research and clinical practice activities,” Dr. Eltoum says. “With the completion of our modern facilities in the new University Hospital, we truly are the best cytopathology program in the Deep South and among the best in North America.”


Appointments
ACTIVE STAFF
Christine S. Ritchie, MD, MSPH, 975-8197, CH19 219, Gerontology & Geriatric Medicine, Effective January
Mary A. Shannon, MD, 934-3007, FOT 720, Internal Medicine, Effective January

HIPAA Site Promotes Security Training
A new, integrated HIPAA (Health Insurance Portability and Accountability Act) Web site, www.hipaa.uab.edu, is available for faculty, staff, and students at UAB and UAB Health System.

Program information, frequently asked questions, contact information, and a link to complete training are on the Web site. HIPAA privacy and security training is available through a mechanism called WebCT, which allows the university to track employees’ and students’ HIPAA training and electronically store the information. Individuals will use their Blazer ID to log into WebCT. Information on how to obtain a Blazer ID is provided on the Web site.

All faculty, staff, and students in the following schools need to complete HIPAA basic security training by April 20: Dentistry, Health Related Professions, Medicine, Nursing, and Optometry, as well as all UAB Health System employees.

Employees and students who have completed HIPAA privacy training over the past 2 years do not need to repeat privacy training in WebCT. All employees and students in the covered entities need to complete the HIPAA security basic training course by the deadline. A series of group sessions will be offered at Margaret Cameron Spain Auditorium.

Users also can access the site by clicking on the HIPAA tab at the bottom right corner of the UAB homepage. For questions regarding HIPAA or the training requirement, call the UAB/UABHS HIPAA Program office at 996-2644.

LIVE SESSIONS
Monday, 3/21, 8:30 AM, Spain Auditorium
Monday, 3/21, 4 PM, Spain Auditorium
Monday, 3/28, 7:30 AM, Spain Auditorium
Monday, 4/4, 9 AM, Spain Auditorium
Wednesday, 4/13, 5 PM, Spain Auditorium
Monday, 4/18, 9 AM, Spain Auditorium

UAB Helps Women Battling High Breast Cancer Risk
The UAB Comprehensive Cancer Center will evaluate and monitor early cellular changes in the breast milk ducts of high-risk women using ductal lavage, a minimally-invasive procedure. More than 95% of breast cancers originate in breast milk ducts.

The university is 1 of 10 medical centers nationally selected to participate in the 3-year SEDE study (Serial Evaluation of Ductal Epithelium). The study’s objective is to define the relationship between early cellular
participating women. Monitoring are available as ductal lavage every 6 months and a mammogram in conjunction with a clinical breast exam for obtaining breast duct cells. The U.S. Food and Drug Administration cleared by the devices used in the ductal lavage procedure are for discovering whether they are normal or atypical. The devices used in the ductal lavage procedure are cleared by the U.S. Food and Drug Administration for obtaining breast duct cells.

DUCTAL LAVAGE

Commercially available as the First-Cyte Breast Test, the ductal lavage procedure begins with application of an anesthetic cream to the nipple to numb the area. Next, a small suction cup is used to help draw tiny amounts of ductal fluid up to the nipple surface, to determine the duct’s natural opening. A tiny plastic tube is inserted into the ductal opening and an anesthetic is delivered to numb the inside of the duct. The duct is then rinsed with a balanced electrolyte solution to collect cells, which are analyzed to determine whether they are normal or atypical. The devices used in the ductal lavage procedure are cleared by the U.S. Food and Drug Administration for obtaining breast duct cells.

Study participants will undergo ductal lavage every 6 months for 3 years, in conjunction with a clinical breast exam every 6 months and a mammogram every year. Cancer Center physicians will monitor participants’ breast health for an additional 2 years. The ductal lavage procedure and ongoing physician monitoring are available at no charge to participating women.

For study details, contact Dr. Krontiras at 934-3028 or hkrontir@uab.edu.

DVT PREVENTION WITH HEPARIN AND LOW-MOLECULAR WEIGHT HEPARINS

REMINDERS FOR PROPER THERAPY

Agents commonly used in the prophylaxis for deep venous thrombosis (DVT) include unfractionated heparin and low-molecular weight heparins (the UAB Formulary agent is enoxaparin sodium). In this setting, unfractionated heparin is typically dosed 5,000 units subcutaneously (SC) every 8 hours, while enoxaparin is usually dosed 30 mg SC every 12 hours or alternatively 40 mg SC every 24 hours. Dosage adjustments and/or increased monitoring of blood parameters may be necessary in patients with moderate-to-severe renal impairment (ie, creatinine clearance less than 30 mL/min).

Additionally, the Pharmacy Department reminds prescribers to verify the patient’s medication profile prior to initiating therapy with either unfractionated heparin or enoxaparin to avoid potential harmful duplicate therapy. Use of either agent in patients with active major bleeding, in patients with thrombocytopenia associated with a positive in vitro test for antiplatelet antibody in the presence of enoxaparin/heparin, in patients with hypersensitivity to enoxaparin/heparin, or in patients with an indwelling epidural catheter or spinal drains or repeated spinal procedures (ie, more than two attempts to access) should be avoided. For further information, contact the Drug Information Service at 934-2162.

ANNOUNCEMENT

UAB Historical Collections will be closed the week of April 4 to host the American Association of the History of Medicine meeting.

Marketing The UAB Health System — 2005

continued from page 1

hand touching a patient’s shoulder, a physician’s compassion when talking to a family, and more recently, panoramic views of the new University Hospital have shown many not familiar with UAB what the Health System is about. “The 2005 campaign will continue this theme, emphasizing our compassion and care through the eyes of those who know us best — our patients,” Debbie Hunter-Snow, director of Marketing Communications, says. “As with all our marketing activities, the new branding campaign will be measured for consumer preference and continued on page 4

MARCH 21, 2005

SURFING THE INFOBAHN

BETTER ACCESS TO RESEARCH RESULTS

The National Institutes of Health (NIH) calls on scientists to release the public manuscripts from research supported by NIH as soon as possible and within 12 months of final publication. These peer-reviewed, NIH-funded research publications are available in a Web-based archive managed by the National Library of Medicine.

The online archive increases public access to health-related publications, and although the new NIH policy is voluntary, officials encourage all scientists supported by NIH grants to participate.

www.nih.gov/about/publicaccess/index.htm

To access a Synopsis article from the last 2 years, visit our Web site at www.health.uab.edu/synopsis. You can search by date or subject in the left sidebar.

UAB physicians: visit MSI, the password-protected Medical Staff intranet site, at https://horizon.hs.uab.edu.
advertising awareness through ongoing surveys managed by the UABHS Department of Strategic Planning,” Hunter-

Snow says. “Maintaining a high preference rating is important for future volume goals and for attracting new patients into the system. It positions UAB as top-of-mind with consumers when they must make health-care decisions.”

Effective marketing communications are data driven, according to UABHS Chief Strategy Officer Martin Nowak. “We use data to drive our marketing decisions and also to measure effectiveness of our efforts.”

The 2005 campaign will be presented to the community through television, radio, print advertising, and billboards.

“Timing and placement of each component are based on demographic pro-

files of the key health-care decision makers, typically the female of the household,” Marketing Manager Cindy Dugger says. “We often receive calls from staff suggesting we place ads on television or radio shows they enjoy. However, advertisement placements must be ratings driven to meet their objective.”

If you know UAB patients or families who would like to share their story with the community through the branding campaign, please contact Dugger at 934-7495 or cdugger@uabmc.edu.

First of three articles