

■ **BUMC achieves Magnet reaccreditation**

On February 20, 2009, the American Nurses Credentialing Center (ANCC) announced that Baylor University Medical Center at Dallas (BUMC) earned reaccreditation as a Magnet hospital. Only 5% of hospitals nationwide have achieved Magnet status, and only 2% have successfully achieved reaccreditation. ANCC surveyors grant Magnet designation only to hospitals that undergo the rigorous, voluntary evaluation process and extensive on-site inspection. Hospitals that receive this coveted designation are committed to providing a work environment that empowers nurses and values their contributions to patient care. BUMC first achieved Magnet

status for "Excellence in Nursing Services" in 2006. Reapplication and site visit are required every 3 years to maintain Magnet accreditation.

BUMC has also been named among the nation's best 100 workplaces for nurses. Nurses surveyed nationwide offered their opinions on hospitals' overall diversity, flexibility of hours, quality, and environment. Only four other Texas hospitals made the list.

■ **BUMC receives Organ Donation Medal of Honor**

BUMC has received the Organ Donation Medal of Honor from the US Department of Health and Human Services. The medal recognizes hospitals with an organ donor conversion

rate >75%. This rate is the percentage of potential organ donors that convert to real organ donors through the work of the hospital and the organ procurement staff. "Baylor has served a critical role in ensuring that thousands of people receive a second chance at life," said James A. Cutler, CPTC, president of the Southwest Transplant Alliance.

■ **Baylor to launch Spanish page on Univision website**

To provide better service to the Hispanic community and Baylor's Spanish-speaking patient population, Baylor Health Care System (BHCS) partnered with Univision Channel 23 to create a Baylor page on the channel's website. The page provides links to the homepages of the nine main

PHILANTHROPY NOTES

■ **Crystal Charity Ball to raise \$750,000 to support Fetal Care Center**

The Crystal Charity Ball will be raising money this year to help children who haven't yet been born. The organization, which supports Dallas County children's charities, has committed to raise \$750,000 for BUMC's Fetal Care Center. The funds will help the center become the entry point for obstetrical care for patients with high-risk pregnancies.

The center plans to enhance its facility to accommodate complicated cases, acquire endoscopy and laser equipment for in utero surgeries, and provide training for additional physicians and nurses. It also seeks to provide care coordination, patient education, and professional counseling. Expanded clinical research will allow BUMC to offer advanced treatments. An improved web portal will offer better access for referring obstetricians and/or mothers. By taking these steps, the Fetal Care Center at BUMC will become one of <20 US centers that provide a large spectrum of fetal interventions and surgeries.

■ **Rudy Giuliani to headline EveryMan**

Former New York City mayor and presidential candidate Rudy Giuliani will be the guest speaker as BHCS Foundation hosts the second annual EveryMan dinner on May 13, 2009, at the Ritz-Carlton in Dallas. EveryMan raises money to support prostate cancer research,

community outreach, expanded technology, and patient care throughout BHCS. Giuliani's father died of prostate cancer in 1981, and Giuliani himself was diagnosed and successfully treated for the disease in 2000. The event's honorary chairman will be Thomas O. Hicks, chairman and CEO of Hicks Holdings LLC.

■ **Lively teams up with Foundation as strategic development consultant**

BHCS Foundation has added a veteran fundraiser to its team, appointing Bill Lively as its senior strategic development consultant. Bill will offer counsel in the development and implementation of a long-term philanthropic plan for BHCS. Initially, he will offer advice on fundraising efforts for BUMC's \$350 million cancer center.

From 2000 through the end of 2008, Bill served as founding president and CEO of the Dallas Center for the Performing Arts Foundation. Under his leadership, the campaign to build the center generated more than \$334 million, including 129 gifts of \$1 million or greater. At the beginning of 2009, Bill became president and CEO of the North Texas Super Bowl XLV Host Committee. He also serves as president of the Dallas Center for the Performing Arts Foundation's endowment trust.

Bill says he chose Baylor as his next project because of his profound appreciation of the impact Baylor will have on the delivery of high-quality health care services.

■ **Pensons' \$500,000 gift honors doctors**

When John G. "Jack" and Nancy Penson made a \$500,000 gift to the new cancer center at BUMC, they found a way not only to help those fighting cancer but also to honor a pair of physicians who are close to them. The gift was made in December in honor of Nancy's uncle, William Lee Hudson, MD, a surgeon who practiced at BUMC in the late 1930s, and John Brooks, MD, their current internist. "We wanted to give something back that would recognize the efforts of these fine physicians and their work at Baylor over the years, and we couldn't think of a better way than this," Jack said.

■ **Bernstein gift funds nursing scholarships**

A love for BHCS and expressing thanks through philanthropy has become a tradition for BHCS Foundation board member Richard Bernstein and his family. Richard's father, Seymour, gave a portable heart monitor after being treated at Baylor for two heart attacks. His mother, Margery, a Baylor breast cancer survivor, established charitable trusts in her will that provided for her children and Baylor. When a trust in the name of Richard's sister, Patricia, matured last year, leaving \$228,199 in assets, Richard designated that it fund eight annual nursing scholarships through the *Advancing Nursing Excellence* program, according to his mother's wishes.

Baylor campuses, which have been translated into Spanish. In addition, the page links to a Spanish version of Baylor's physician finder tool and health encyclopedia. Eventually the entire www.BaylorHealth.com site will be translated into Spanish to help provide the Hispanic community with increased access to quality care.

■ **Alan M. Miller, MD, PhD, appointed director of Baylor Sammons Cancer Center**

Alan M. Miller, MD, PhD (*Figure 1*), became director of the Baylor Charles A. Sammons Cancer Center and chief of oncology at BHCS in November 2008. Before coming to Baylor, he served as associate senior



Figure 1. Alan M. Miller, MD, PhD.

RECENT GRANTS

● **Bridges Program**

Principal investigator: David Ballard, MD, PhD

Sponsor: International Diabetes Federation

Funding: \$65,000

Award period: 6/1/2008–5/31/2010

● **Monitoring blood genome activity during pregnancy**

Principal investigator: Damien Chaussabel, PhD

Sponsor: Discovery Foundation

Funding: \$23,000

Award period: 12/10/2008–completion

● **National Surgical Adjuvant Breast and Bowel Project**

Principal investigator: Michael Grant, MD

Sponsor: National Surgical Adjuvant Breast and Bowel Project

Funding: \$221,461

Award period: 6/01/2008–5/31/2009

● **Community-based partnerships: addressing diabetes disparities in Dallas County**

Principal investigator: James W. Walton, DO

Sponsor: Merck Company Foundation

Funding: \$292,049

Award period: 2/01/2009–1/31/2010

ACCOLADES

BHCS President and CEO **Joel Allison** received the Texas Hospital Association's Earl M. Collier Award for Distinguished Health Care Administration on January 22, 2009. Established in 1965, the Collier Award is the highest honor bestowed by the association. "Joel Allison exemplifies the leadership qualities that this award recognizes," said Dan Stultz, MD, FACP, president of the Texas Hospital Association. "He is an approachable, hands-on leader whose commitment to patient care is an example for all."

James W. Walton, DO, BHCS's vice president for health care equity, received the 2009 Max Cole Leadership Award from the Dallas County Medical Society. Over the past 18 years, he has made great strides in increasing access to health care for the poor and uninsured throughout the Dallas area—through Project Access, Common Ground Ministries, rural health clinics, and volunteer charity clinics.

David Muntz, BHCS senior vice president and chief information officer, has been elected to the board of trustees of the College

of Healthcare Information Management Executives.

Michael Sanborn, MS, FASHP, vice president of BHCS cardiovascular services, received the American Society of Health-System Pharmacists' Award for Distinguished Leadership in Health-System Pharmacy Practice for his efforts to improve patient safety and advance pharmacy practice.

Carlos Bazaldua, MD, an internist on the medical staff of Baylor Regional Medical Center at Grapevine, has been chosen as a 2009 Fort Worth Business Press Healthcare Hero. Dr. Bazaldua is very active in the community, volunteering for GRACE and serving on the board of the Heart of the Nations. He is also a member of the quality review committee at Baylor Grapevine.

Alan Menter, MD, director of psoriasis research at the Baylor Research Institute, received a Presidential Citation from the American Academy of Dermatology for his leadership in developing guidelines for managing psoriasis that will lead to better patient care and safety.

vice president for health sciences at Tulane University Health Sciences Center, and in 2007 as interim senior vice president for health sciences at Tulane University. He is a practicing medical oncologist and previously served as director of the bone marrow transplant program and vice president and associate dean for clinical affairs at Tulane.

Dr. Miller received his PhD in physiology from the Roswell Park Division of the State University of New York at Buffalo and his MD from the University of Miami. He did his residency in internal medicine and fellowship in medical oncology at the University of Florida. Dr. Miller's research and clinical activity have focused on blood and stem cell regulation. He has published numerous articles in peer-reviewed journals on these subjects. While at Tulane, Dr. Miller served as principal investigator of a Louisiana Board of Regents-funded clinical and translational research, education, and commercialization program. For 10 years he led the National Institutes of Health-funded Tulane Southwest Oncology Group efforts. Dr. Miller has strong interests in health care policy and serves on the Association of American Medical Colleges Healthcare Advisory Panel and was formerly

vice chairman of the Louisiana Health Care Commission.

"It is an exciting time to be joining the Baylor Charles A. Sammons Cancer Center," Dr. Miller stated. "The next few years will see a tremendous growth in the center's programs and facilities. We have a tremendous opportunity to build on the foundation established by Dr. Marvin Stone and the leaders of the cancer center to grow our reputation as a regional and national destination cancer center through patient care, education, and research."

■ **Bernard Brigonnet appointed vice president of Baylor Research Institute**

Bernard Brigonnet (*Figure 2*) joined Baylor Research Institute (BRI) as vice president and chief operating officer on February 1, 2009. Under his leadership, the institute will further pursue the development of its unique



Figure 2. Bernard Brigonnet.

UPCOMING CME PROGRAMS

The A. Webb Roberts Center for Continuing Education of Baylor Health Care System is offering the following programs:

36th Annual Williamsburg Conference on Heart Disease, December 6–8, 2009, in Williamsburg, Virginia

For more information, call 214-820-2317 or visit www.cmebaylor.org.

In addition, **Focus on Research** forums at BUMC offer CME credit. The following speakers will be featured:

Damien Chaussabel, PhD, April 21, 2009

Louis M. Sloan, MD, May 19, 2009

Jenny L. Adams, PhD, June 16, 2009

The forums will be held in the Folsom Room, 17 Roberts, at noon. For more information, contact Robert Reed Obenour at 214-820-4090.

research technologies in areas such as immunology, transplantation, metabolic disease, cardiovascular disease, and colon cancer. In addition, Brignonnet will oversee the institute's more than \$40 million a year budget, which has grown in just 10 short years to become a major clinical research program.

"Baylor is increasingly becoming a leader in medical research, and we hope to license our advanced technologies in the marketplace to reach even more patients who need them," said Michael Ramsay, MD, president, Baylor Research Institute. "Mr. Brignonnet has a tremendous vision of where BRI can take the Baylor Health Care System, and we are very excited to have someone of his caliber take us to the next level."

A native of France, Brignonnet has more than 30 years of experience in the biotechnology and pharmaceutical industries, where he has served in a senior leadership capacity for a number of international organizations. Most recently as CEO of Medicen Paris

Region, he helped create a large collaboration of research institutes, pharmaceutical companies, and biotechnology companies as well as public and private universities following an initiative by the French government to support world-competitive clusters for innovation in life sciences. Prior to that, he served as president and CEO of Serono France SA, a leader in the development and manufacturing of biopharmaceutical treatments.

■ BHCS awarded grant to expand access to community diabetes programs

On February 25, 2009, BHCS was awarded a \$1.7 million grant for the Diabetes Equity Project, a program of the Merck Company Foundation's Alliance to Reduce Disparities in Diabetes Healthcare. The 5-year grant will fund the enhancement of the existing Baylor diabetes program at Central Dallas Ministries as well as establish similar programs in four local health clinics: Hope Clinic of Garland,

Irving Interfaith Health Center, Healing Hands of Lake Highlands, and Baylor's Diabetes Health and Wellness Institute at the Juanita J. Craft Recreation Center.

"Due to economic and social disparities, many people have limited access to proper health care. By joining this alliance and expanding the diabetes management program, we can improve access to services that will help patients experiencing health disparities live healthier lives," said James Walton, DO, vice president of health equity and chief equity officer, BHCS.

The Diabetes Equity Project consists of three components: the implementation of a disease management program where patients can receive education about their disease and learn self-care practices; a physician development series to enhance doctor-patient communication and cultural competency; and a health system intervention consisting of a diabetes management software application to help monitor patients' participation in the program and their outcomes.

■ Irving breast imaging center designated center of excellence

The Irving Women's Imaging Center at Baylor Medical Center at Irving was designated as a Breast Imaging Center of Excellence by the American College of Radiology (ACR). The Irving Women's Imaging Center is one of only 261 facilities across the country to have received this accreditation. The ACR bestows the honor on breast imaging centers that have earned accreditation in all of its voluntary breast-imaging accreditation programs and modules, in addition to the mandatory Mammography Accreditation Program.