

# Communications & Outreach



## Annual Report FY08

July 1, 2007 - June 30, 2008

**The UT Graduate School of Medicine Communications and Outreach office was established in May 2007 by expanding the responsibilities of the Continuing Medical Education office.**

**This report represents examples of milestones achieved and projects completed in its first fiscal year of operation.**

### Mission

Communications & Outreach supports the mission of the University of Tennessee Graduate School of Medicine by consulting, designing and implementing communications strategies targeted to defined publics of its education, research, patient care and public service initiatives.

### Objectives

- Attract the most promising students that broadly represent all economic and ethnic groups
- Provide support to departments and service units seeking publication design and strategic public relations assistance
- Produce administration publications (print, digital and ad specialties) intended for internal and external audiences
- Produce public relations efforts as requested and approved by the Directors, Chairs, and the Office of the Dean
- Certify and present continuing education activities supported by UT Graduate School of Medicine departments, its clinical partner and select joint sponsors
- Manage and support special events for the Office of the Dean

### Staff

Lea Anne Law, Director

Laura Maples, CMDE Coordinator  
Kim Cate, Registrar and Accounting

Amanda Johnson, Public Relations Manager  
Kandi Hodges, Public Relations Specialist

# Outreach Activities: Continuing Medical & Dental Education (CMDE)

The University of Tennessee Health Science Center College of Medicine, the parent organization of UT Graduate School of Medicine, is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The UT Graduate School of Medicine is accredited by the Association of General Dentistry (AGD) to provide continuing dental education for dentists.

**During FY08, Communications and Outreach partnered with UT Graduate School of Medicine departments to plan, certify, and manage six continuing medical and dental education (CMDE) courses. It jointly sponsored two courses for non-profit organizations in East Tennessee. More than 1000 attendees participated in 66 hours of CMDE designed to meet physician or dentist re-licensure requirements.**

## Medical & Dental Continuing Education Courses



**Heart, Lung, Vascular Conference:**  
Strategies for the Primary Care Provider  
September 7-8, 2007  
UT Conference Center  
Knoxville, Tennessee  
**Attendees: 80**



### 10th ANNUAL FALL PSYCHIATRIC SYMPOSIUM

**10th Annual Fall  
Psychiatric Symposium**  
September 20-21, 2007  
Knoxville Convention Center  
**Attendees: 400**



**Whittington Endowed Lecture**  
Prostate Cancer: Advances and Management  
November 1-2, 2007  
UT Medical Center and Parkwest Hospital  
Knoxville, Tennessee  
**Attendees: 38**



**4th Annual Hematology Update**  
An Update on Selected ASH Topics  
Saturday, February 2, 2008  
UT Conference Center  
Knoxville, Tennessee  
**Attendees: 64**



**4th Annual Diabetes Regional Conference**  
Type 2 Diabetes in Youth and Adults:  
Challenges in Diagnosis and Management  
Saturday, March 8, 2008  
UT Conference Center  
Knoxville, Tennessee  
**Attendees: 72**



**Emerging Issues in Embryo  
Donation and Adoption**  
May 29-31, 2008  
Marriott Crystal Gateway  
Washington, D.C.  
**Attendees: 75**



**The 2008 Patterson Lecture**  
Victimization and Your Patient's Health  
Friday, June 13, 2008  
UT Medical Center  
Knoxville, Tennessee  
**Attendees: 61**



**Internal Medicine Grand Round Series**  
July 1, 2007 – June 30, 2008  
UT Medical Center  
Knoxville, Tennessee  
**Attendees: 221**

# Outreach Activities: Continuing Education Units (CEUs) and CMDE Grants



## CEU Courses for Emergency Personnel

In partnership with UT Medical Center, the office jointly sponsored 24 education classes for emergency technicians interested in re-licensure. These courses provided up to 55 hours of training to 454 participants and were monitored and archived by Communications and Outreach in accordance with state of Tennessee guidelines.

The office also provided CEUs for nurses and allied healthcare professionals enrolled in courses certified for physicians and dentists.

LifeStar CEU Course thru UTGSM	Course Location	# of Participants	# of Hours
Life Star - Symposium	UTMCK	91	6
Lifestar Blood Borne Pathogens / HazMatt	RM Alcoa	22	2
OB	RM Alcoa	2	2
Landing Zone Safety	Lake City FD	2	2
RSI	Union County EMS	16	3
RSI	Morgan County Ems	16	2
RSI	Grainer County EMS	25	2
12 Lead EKG	Monroe County EMS	13	3
Burns	RM Alcoa	14	2
Documentation/Geriatrics	Morgan County Ems	16	2
Landing Zone Safety	Claiborne Co. FD	11	2
Pediatric Assessment	Scott Co. EMS	21	2
Rapid Sequence Induction	Morgan County Ems	21	2
Pediatric Assessment	Fentress Co.EMS	12	2
Rapid Sequence Induction	Grainer County EMS	22	2
Triage	Monroe County EMS	13	2
Cardiac Emergencies	Rural Metro Alcoa Plant	14	2
Documentation for EMS	Wears Valley Fire Dept	13	1
Rapid Sequence Induction	Fentress Co.EMS	8	2
Rapid Sequence Induction	Claiborne Co. EMS	24	2
Rapid Sequence Induction	Union County EMS	23	4
Rapid Sequence Induction	Campbell County	13	2
Cardiac Emergencies	Alcoa Rural Metro	30	2
Landing Zone Safety	Scott Co. EMS	12	2
		<b>454</b>	<b>55</b>



## FY 2008 Commercial Grants Secured for Certified CMDE Activities

On behalf of the academic departments and in compliance with ACCME and AGD standards, Communications and Outreach researched grant opportunities, completed applications valued at \$187,000, and reconciled \$105,750 awarded by pharmaceutical and medical device companies. In order to increase grant awards, all CME-certified activities included pre-tests, Audience Response System (ARS) questionnaires, and post-tests for evaluation purposes.

The office also generated \$23,225 in exhibit fees in conjunction with education courses which was used to reduce participant fees.

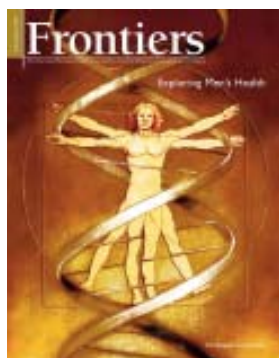
Event	Company	Request	Award
HLV Advances & Basics	Glaxo Smith Kline	\$4,750.00	\$4,750.00
	Merck	\$3,500.00	\$3,500.00
	Boehringer	\$3,500.00	Declined 07/03
	Pfizer	\$5,000.00	\$5,000.00
	Sanofi-Aventis	\$5,000.00	\$2,000.00
	Astra Zeneca	\$5,000.00	Declined 06/19
	Cordis	\$5,000.00	\$5,000.00
	Medtronic	\$3,000.00	\$1,000.00
	Novartis	\$5,000.00	Declined 06/15
	Schering	\$5,000.00	\$5,000.00
	ArtiCure	\$5,000.00	\$5,000.00
	Bristol Myer Squibb	\$5,000.00	\$5,000.00
	Gilead	\$5,000.00	\$3,000.00
	St. Jude Medical	\$3,000.00	\$3,000.00
	Actelion Pharma	\$1,500.00	\$1,500.00
Hematology	Genentech/Biogen	\$23,000.00	\$15,000.00
	Millennium	\$10,000.00	\$10,000.00
	MGI Pharma	\$10,000.00	\$4,000.00
	Bristol Myer Squibb	\$5,000.00	Declined
	Sanofi-Aventis	\$5,000.00	\$2,000.00
	Astra Zeneca	\$5,000.00	Declined
	Eli Lilly	\$5,000.00	Declined
	Merck	\$5,000.00	\$3,000.00
	Novartis	\$5,000.00	Declined
Schering	\$5,000.00	Declined	
Pharmion	\$5,000.00	\$5,000.00	
Diabetes	Eli Lilly	\$5,000.00	\$5,000.00
	Glaxo Smith Kline	\$4,750.00	Declined
	Merck	\$5,000.00	\$3,000.00
	NovoNordisk	\$5,000.00	\$5,000.00
	Sanofi-Aventis	\$5,000.00	Declined
	Takeda	\$5,000.00	\$5,000.00
	Sanofi-Aventis	\$5,000.00	Declined
Life Scan	\$5,000.00	\$5,000.00	
<b>Grants FY2008</b>		<b>\$187,000.00</b>	<b>\$105,750.00</b>

## Frontiers Magazine

For Alumni and Friends

A magazine jointly created and published by  
UT Graduate School of Medicine and UT Medical Center

Articles researched and authored by the Communications and Outreach staff:



### 3rd Quarter 2007 *Men's Health*

***Docs Go to Camp: Life Lesson Partners***  
UT and the Boy Scouts (Article features Roger Gaddis, Jane White)

***Pure Science to Pure Compassion: David Townsend Leads a Multidisciplinary Team to Reach Earlier Diagnosis and Improved Treatment of Disease***

Molecular Imaging and Translational Research Program, PET/CT  
(David Townsend and staff)

#### ***Prostate Cancer***

***UT Researchers Demonstrate Response to Chemotherapy for Lung Cancer can be Predicted***

(Claude Nahmias)

***UT Graduate School of Medicine Top Professionals Shine***

Faculty Award winners

(Neff, Thomas, O'Nuallain, Zite, Nelson)



### 4th Quarter 2007 *The Stories Within*

***Physician Keeps Athletes Soaring: Specialized Surgery Helps Athletes and Others***

Break-through treatment for thoracic outlet syndrome (Cassada)

***Journey of Discovery: How an Unexpected Turn Kept One Man on Track***

Breakthrough treatment for thoracic outlet syndrome (Cassada)

(J.B. Baines, Internal Medicine Resident)

***UT Educates Physicians: From Classroom to Clinic***

CME Calendar

***Cutting Edge Fellowship Program: Cardiovascular Disease***

Program Launch and Description of Fellowship



### Spring 2008 *Education*

***What Makes the Academic Medical Center Unique?***

***Benefits of an Academic Medical Center – Expertise in the AMC***

***Shaping the World of Medicine... From Hallways in Tennessee***

Education Requirements by Specialty

***The "Tough" Soft Side of Medicine: Emergency Trauma Psychology Resident Program***

(Nash, Perez, Doebler, Sexton and others)

***Anesthesiology and Radiology: Resident Physicians Score Among Best in Nation***

(Epps, Hudson and residents)

***Bedside to Boardroom: Ethicists Impact Us All***

(Graber, Thomasma, Beasley, Mendola)

***Inside Medical School: The Clinical Years***  
(M3 and M4 program)

***Medical Explorations Program: Desire for Knowledge at an Early Age***

(Goldman, Hirsh and students)

***Reaching Milestones: Educating Physicians***

(2007 Research and Education successes)

***CME Calendar***



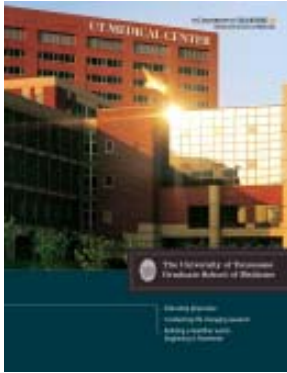
## Scope

Communications and Outreach collected news, wrote and designed the May 2008 issue of this bimonthly e-newsletter for faculty, staff, colleagues and the university community.

May 2008

**Brochures and Booklets**

Printed materials written, specified and managed in-house using external graphic design support



UT Graduate School of Medicine Overview Tri-fold



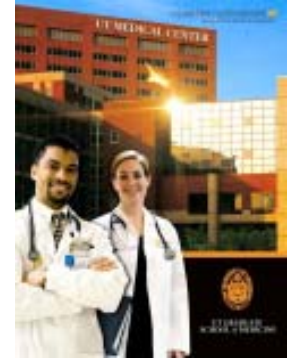
Family Medicine Clinic Brochure



OBGYN Clinic Patient Brochure



Genetics Center Physician Brochure of Clinical and Lab Services



Graduate Medical and Dental Education Recruiting Book



Displays for Recruiting Fairs Family Medicine

**Projects Planned and Designed In-House**

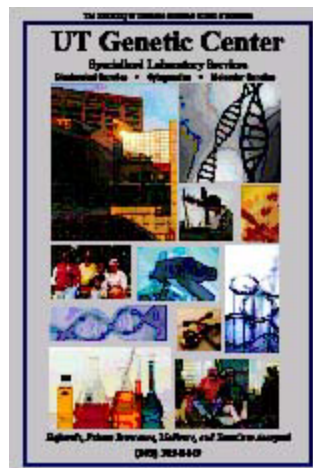


Tradeshow Displays Preston Medical Library



**Business Stationery and Specialty Forms**

119 Sets of Business Cards  
46 Sets of Letterhead & Envelopes  
72 Specialty Forms for Departments



Posters UT Genetics Center



**Digital Kiosk Billboards**

Electronic notices appearing in the graduate school, in the hospital, and at CMDE courses.



**Advertising Specialties**

In support of education initiatives, 12 imprinted items such as cups, pens, and portfolios, were designed and delivered to departments.



**Digital Presentation Templates**

Now available for download from the Pulse intranet site.

# Communications: Media Relations



**June 1, 2007**

*UT Researchers Demonstrate Response to Chemotherapy for Lung Cancer Can be Predicted*

**June 6, 2007**

*UT Medical Researcher Speaks at Nobel Conference*

**June 18, 2007**

*UT Medical Researcher Determines Link between Foie Gras and Disease*

**July 25, 2007**

*UT Graduate School of Medicine Launches New Cardiovascular Disease Fellowship*

**August 14, 2007**

*Hudson Named Interim Chairman of Radiology*

**August 16, 2007**

*Metheny Named New Assistant Dean for Graduate Medical and Dental Education*

**August 20, 2007**

*Paganelli Named University of Tennessee Assistant Dean*

**August 24, 2007**

*Men's Health Focus of Frontiers Magazine*

**August 28, 2007**

*Solomon NIH Grant Renewed for 42nd Year*

**September 19, 2007**

*Whittington Lecture to Investigate Prostate Cancer*

**November 26, 2007**

*Frontiers Magazine Looks at the Stories Within*

**December 12, 2007**

*Examining Ethnicity and the Quality of Health Care: Professor Studies Influence of Ethnicity on Medical Care*

**February 26, 2008**

*University of Tennessee and the Worker Health Protection Program: Combining Clinical Practice and Public Health Initiatives*

**March 6, 2008**

*UT Graduate School of Medicine to Provide Physicians with Education in Pulmonary Diseases*

**March 11, 2008**

*Wallace Named Research Compliance Officer at UT Graduate School of Medicine*

**April 4, 2008**

*Waters Named President of the American Board of Urology*

**April 4, 2008**

*UT Radiology Residency Program Chosen as Test Site for Portfolio*

**April 14, 2008**

*Patterson Lecture to Examine Victimization and Patient Health*

**May 7, 2008**

*Frontiers Magazine Explores Uniqueness of Academic Medical Center*

**May 15, 2008**

*University of Tennessee Graduate School of Medicine Professor Honored for Hematology Contributions Worldwide*

**May 22, 2008**

*University of Tennessee Research Suggests Antibody May Target the Primary Cause of Alzheimer's Disease*

**June 4, 2008**

*New Protein Discovered by UT Graduate School of Medicine Scientists May Be Important Target for Cancer Therapy*

**June 5, 2008**

*Medical Explorations Program Gives Students Glimpse of Medicine at an Early Age*

## **UT Graduate School of Medicine was featured in a variety of internal and external publications including**

National Public Radio

Knoxville Academy of Medicine *Bulletin*

*Tennessee Today* (UT Knoxville)

*East Tennessee Medical News*

*The Record* (UTHSC)

*Duke Medical School Alumni News*

*The UT Daily Beacon*

*Urology Times*

*UT Medicine* (UTHSC)

*Research Notebook* (UTHSC)

*Tennessee Medicine* (Tennessee Medical Association)

*University of Tennessee Alumnus*

*Knoxville News-Sentinel*

*Gratia* (UT Development)

American Society of Pediatric Hematology Oncology web site

*Health Watch* (National newsletter of Worker Health

Protection Program)

and more than 70 online science e-news sites