

# INTERCOM

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## Hospital, Health Affairs Forum Held

Emerging patterns and practices in the hospital and health field were discussed and evaluated at a national conference recently held at Duke University.

Some 80 experts, all of them invited by the forum's sponsor, Duke Graduate Program in Hospital Administration, attended. The participants were invited on the basis of their special interest and their ability to contribute to the discussion.

The 1966 National Forum on Hospital and Health Affairs, financed by the Duke Endowment, is the second of its kind. The first was held last year.

This year's topic was "The Hospital Patient Outside the Hospital." It examined the various services hospitals are increasingly being asked to provide. Discussion included the services provided by hospital-operated nursing homes, home care programs, ambulatory care programs, and hospital-operated doctors' offices.

"The role of the hospital is rapidly changing from one of narrow, institutionalized responsibility to that of a broad

community-wide responsibility," said Ray E. Brown, director of the Duke hospital administration program.

"The hospital now is being asked to make its fabulous resources available wherever the doctor and the patient might need them," he explained. "In other words, the hospital in the future can be expected to carry its services to the patient's home, to the nursing home, and to its own out-patient department rather than compel the patient to enter the hospital as an in-patient."

Mr. Brown said it is time to examine the implications of these responsibilities and the manner in which attempts are being made to meet them.

Attending the forum were representatives of the United States Public Health Service, state health departments, Blue Cross plans, national, regional and state hospital associations, regional hospital planning councils, faculty in graduate programs in hospital administration and hospital administrators.



**Gavel Presented**—When Hippocrates wrote the famous oath which has been the ethical guide of the medical profession for more than 2000 years, he did it while sitting under a plane tree in Cos, Greece.

A gavel made from a plane tree in Cos was presented to the Duke School of Medicine after 66 students had sworn to uphold a modernized version of the Hippocratic Oath at a ceremony in Duke University Chapel.

The gavel, which was presented at a graduation luncheon, was a gift from Dr. Thomas Doxiades, chairman of the board of directors of Evangelismos Medical Center, Athens, Greece, and personal physician to the Royal Family of Greece. Dr. Doxiades made the presentation to Dr. W. G. Anlyan, Dean of the School of Medicine. Show discussing the gavel are Drs. Anlyan, Doxiades and James H. Semans.

## New Recruiter Is a Sign of Growth

A sign of growth, of size and of need was revealed when the medical center realized that it was time to employ a professional recruiter.

The recruiter selected for the position was Mr. Paul J. McQuade. He assumed his position in May.

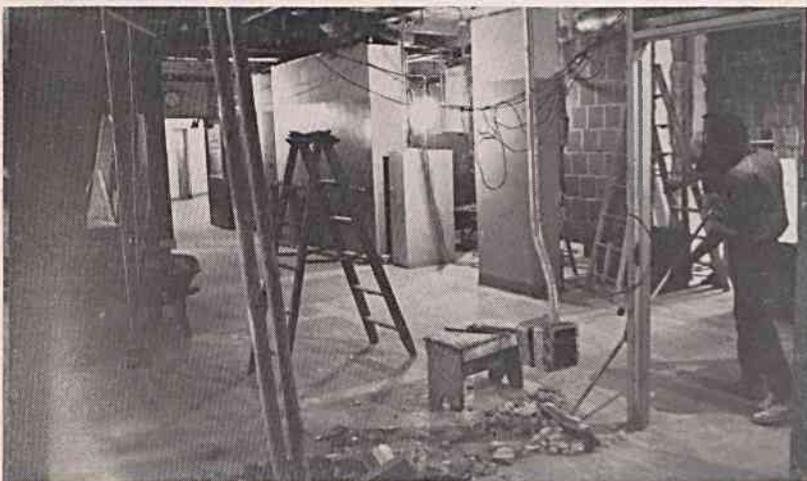
Mr. McQuade will be working with the development of a recruiting program for the medical center, in attempts to attract certain professional personnel into the medical center's employ. He will be visiting different universities and hospitals interviewing prospective professional employees. His duties will also include helping with the preparation and distribution of infor-

mation pieces on different careers at the medical center.

He will be a link between prospective professional employees and the medical center, and in such capacity will assist in the "hosting" of applicants when they visit the medical center.

For the next several months, Mr. McQuade will be working primarily with his first assignment—building up a nursing recruiting program. During this time he will be working closely with the recruitment committee already set up by Nursing Service. To learn more about this professional area, Mr. McQuade has been participating in an orientation schedule which has

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Ophthalmology in midst of change . . . outcome depicted on page 13.