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Edwin C. Whitehead Establishes Endowment

New Research Institute Coming to Duke

Edwin C. Whitehead of Tarrytown, N.Y., announced here yesterday that he will establish a multi-million-dollar "purpose-oriented" biomedical research institute on the campus of and in association with the medical center.

Whitehead is chairman of the board of directors of Technicon Corporation of Tarrytown and owns the bulk of the stock of Technicon.

The research center will be known as the Whitehead Institute for Medical Research. It will be affiliated and associated with Duke Hospital and the School of Medicine, providing for a joint effort between the institute, the hospital, the medical school and members of the staffs of each organization.

Whitehead made the announcement during a 3 p.m. news conference in the Medical Center Board Room.

Initially Whitehead will commit sufficient funds to provide an operating budget of approximately \$1 million for the institute's operations, and in the future capital funds consisting of Technicon stock will be made available for endowment of the institute.

Whitehead, 55, was educated in New York City schools and at the University

of Virginia.

Technicon was started as a one-room operation in 1939 by Whitehead and his father. Today the corporation has five major divisions, eight distribution centers in the United States and Canada and has offices in 20 other countries.

Technicon manufactures scientific instruments used primarily for automated chemical analysis of blood, blood serum, air and water (for pollution content) and various chemicals, pharmaceuticals, foods and other products for quality control and production monitoring.

Whitehead said, in pointing out a long relationship with Duke, that some of the early work on one of Technicon's original machines was carried out by Dr. Ralph Thiers, former head of the hospital's Department of Clinical Chemistry.

"It is appropriate," Whitehead said, "that Duke should be the location for this institute."

Whitehead emphasized that the institute will be "purpose-oriented" in its research efforts, explaining that "the major goals will be long in range and each will encompass the definitive solution of a major problem area in medicine."

The selection of Duke as the site for

the institute came after an exhaustive search of more than a year by Whitehead and his associates for a university setting where his institute's work would tie in with existing biomedical research programs.

Whitehead said that he and his advisors, headed by Dr. James A. Shannon, special assistant to the president of Rockefeller University and former director of the National Institutes of Health, had visited and considered more than 10 leading universities in the country before selecting Duke.

The institute will be self-governing through a Board of Directors which will have a mutually interlocking relationship with the University Board of Trustees.

Overall guidance will be in the hands of a chief executive officer to be known as the director of the institute. The director is expected to be selected within the next few months.

Research programs of the institute's work will be determined on the advice of a scientific advisory group made up of some of the world's most distinguished scientists.

The problem areas currently being considered "emphasize a mix of the growing edge of science and the great problems of medicine," Whitehead said.

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Dr. William G. Anlyan, vice president for health affairs, will discuss the new Whitehead Institute for Medical Research and other medical center expansion programs on a Greensboro television program Sunday night.

Anlyan will be the guest on "Newsmaker," which is a 30-minute public affairs and news program telecast by WFMY-TV (Channel 2) at 10:30 p.m. Sunday.



EDWIN C. WHITEHEAD

Department of Surgery Starts Clinic To Deal with Chronic Pain Problems

Pain is one of those unpleasant sensations which all forms of higher animal life have in common.

Explained most simply, it occurs when nerve endings receive a stimulus and transmit news to the brain that something is wrong. If it alerts an animal to danger and thereby saves that animal from further injury, it's a good thing from a biological point of view.

But when danger has passed, and suffering lingers, there's very little one can say about pain that's complimentary.

"Pain is one of the most common symptoms that brings a patient to the hospital," said Dr. Blaine S. Nashold Jr., professor in the Division of Neurosurgery, while explaining the purpose of the hospital's new Pain Clinic which operates each Wednesday morning from 9 a.m. until noon in the Surgical Outpatient Clinic.

"And we have come to realize that in the busy practice of medicine, physicians

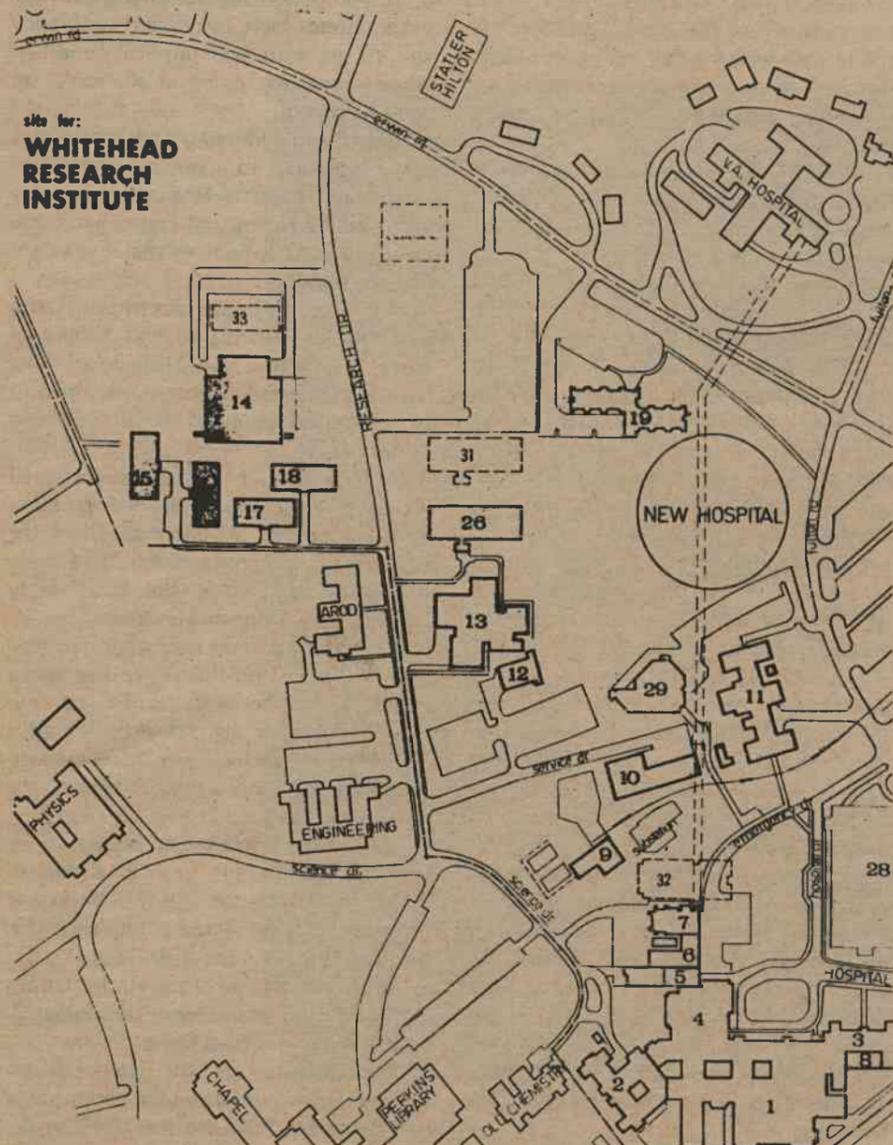
often don't have enough time to give to patients with chronic pain," he said. "The newly-established Duke Pain Clinic is not primarily a diagnostic clinic but one to which the primary physician may refer a patient for advice and help with difficult pain problems which have not responded to the usual and traditional medical and surgical therapies."

Nashold said that patients who will be seen at the clinic are those who are already in the hospital and who are directed there by their doctors. A team of neurosurgeons, psychiatrists, anesthesiologists, psychologists and orthopaedic surgeons will cooperate in examining the patients and deciding on the best procedures for relieving their pain.

At a later date, the clinic may be opened to outpatients.

"Because pain involves almost every aspect of a patient's existence, a

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SITE FOR WHITEHEAD RESEARCH INSTITUTE—The location for the new Whitehead Institute for Medical Research is indicated in bold lettering in the upper left of this map. It will be constructed between Research Park (buildings numbered 14-18) and Erwin Road. The present main complex of the medical center is indicated by buildings numbered 1-8 at the lower right. The proposed new hospital is indicated by the circle.