

Cost Containment Studied To Help Balance Budget

Duke Hospital faces what is perhaps its most difficult financial situation since it opened its doors in the beginning of the Depression 45 years ago.

The hospital census stays high and the budget continues to grow, but the country's mounting inflation and the rising costs of everything the hospital must buy, from coal to sutures, make it increasingly difficult to keep the budget in balance.

A balanced budget is essential for the hospital's continued operation since Duke Hospital receives no subsidy and has no endowment of its own from which to draw interest. Therefore, the hospital administration is starting a number of programs designed to maintain a balanced budget.

One of these is called Cost Containment, an intensive five-session course in hospital economics, operations management and cost control for supervisory people with budgetary responsibilities.

So far approximately three dozen people have taken the course, and another group is enrolled now. The course was designed by the American Hospital Association and is being used at hospitals across the country.

Session One explores the need for hospital cost control and contains exercises in explaining to patients and the public the reasons for hospital charges and the elements of service within the hospital that contribute to the charges.

Session Two deals with budget analysis and determination of costs that are controllable, noncontrollable, fixed, variable and semi-variable. Discussion also centers on opportunities for reducing costs in the areas of

personnel, purchasing, equipment, the physical plant and management.

Sessions Three, Four and Five consist of detailed examination and utilization of operations management.

Tied in with the lectures and discussions are four case studies taken from the experience at a hospital in California which found itself far over-budget. The classes divide into sub-units and attempt to come up with workable solutions to the hospital's financial problems by applying operations management techniques.

The instructor for the course is Larry Benson, assistant to Richard Peck, administrative director of the hospital. Benson is a graduate of the U.S. Naval Academy and holds a master's degree in business administration from the University of Chicago. He is completing work here on a master's in health administration.

Career Workshops Explore Women's Jobs

The university's Career Development and Continuing Education office will sponsor "Second Careers for Women" — a day of workshops on Saturday, March 22, for mature women to explore possibilities for employment, continuing education and community service in Durham, Chapel Hill and the research triangle.

The workshops, which will be held on East campus, will explore opportunities for mature women who wish to combine career and family responsibilities. They will also focus on encouraging employers of Durham, Chapel Hill, and the research triangle to assimilate women in responsible positions, and on promoting greater flexibility in employment patterns.



LEARNING ABOUT HOSPITAL COSTS—Larry Benson (standing) instructs one of Duke Hospital's series of Cost Containment courses for supervisory personnel. Around the table, from left, are: Ned Kearns, assistant administrator for patient services, surgery; Frank Braden, assistant administrator for patient services, medicine; Diane Burke, nursing supervisor, pediatrics; Georgia Melton, nursing supervisor, Eye Center; Jim McCallister, chief, inpatient pharmacy; Evelyn Wicker, nursing supervisor, outpatient clinics; Nancy Gray, nursing supervisor, general medical unit; Joe Sigler, director of public relations; and Mike Layfield, business manager, nuclear medicine. (Photo by David Williamson)

The workshops will provide panels on experts in twelve different fields, including: teaching, counseling, guidance and clinical psychology; social work; communications; library science; performing, fine and applied arts; law and politics, environmental management; business and finance; medical, dental and biological sciences; allied health sciences; engineering and mathematics; and computer science: data processing.

Each panel will feature representatives from Durham, Chapel Hill and Research Triangle Park educational institutions which grant degrees or certificates in that field of endeavor, employment experts from that field and a representative from a related volunteer service.

The purpose of the conference is to provide a forum for the exchange of information and ideas — not job placement. The panels will run concurrently and each will analyze the local situation.

Dr. M. Elizabeth Tidball, physiology professor at George Washington University Medical Center, will keynote the conference. Since her graduation from Mt. Holyoke College and the University of Wisconsin, she has been actively involved on commissions and in research on the role of women.

Her latest research, "The Search for Talented Women," along with her other work, qualifies her to help them explore

Musical Notes

The Duke Wind Symphony has announced the second annual Viennese Ball featuring the Duke Philharmonic Orchestra and the Duke Polka Ensemble. The ball will take place Saturday evening, Feb. 15, at 8:30 p.m.

Admission to Card Gymnasium where the ball is to be presented is \$2, and dress is formal or semi-formal.

The North Carolina Symphony, conducted by John Gosling, will perform in Page Auditorium on Wednesday, Feb. 19. Included on the program will be Roberta Peters, famed Metropolitan Opera soprano, singing operatic selections from the works of Mozart, Verdi, Donizetti, Rossini and Gounod.

Symphony memberships will be honored, and tickets may be purchased at Page Box Office. Admission is \$4 for the general public and \$3 for students. The same program will be performed in Raleigh's Memorial Auditorium the following evening.

opportunities for expanding their options in finding a second career.

Pre-registration forms and fee information may be obtained from the Office of Career Development and Continuing Education, East Duke Bldg., or by calling 684-6259. Pre-registration by February 21 is necessary so that registrants may be assured in advance of enrollment in the workshops of their choice.

Prof's Wives Win Awards

The wives of three medical center faculty members won awards at the 20th annual Juried Art Show sponsored by the Durham Art Guild Saturday, Feb. 8.

Silvia Heyden, wife of Dr. Siegfried Heyden, professor of community health sciences, Elizabeth Zung, wife of Dr. William Zung, professor of psychiatry, and Wen-chi Kao Kong, wife of Dr. Yihong Kong, associate professor of medicine, took honors for tapestry weaving and painting.

Mrs. Heyden was awarded \$250 for best of show for her tapestry entitled, "Basso Continuo." Mrs. Zung's entry, an acrylic painting named "The Edge of the Forest," received the North Carolina National Bank Award. Mrs. Kong took first place honors for the best oil-acrylic painting with her entry, "Nature."

In addition, Frank Smullin, an art instructor at Duke, received a first place award for his wood carving, "Neighbors."

Durham Tech Sets Evening Classes

Durham Technical Institute is about to begin registration for its spring quarter of evening classes.

A wide variety of courses will be offered, ranging from business, real estate and typewriting to flower arranging, automotive tune-up, creative writing and aviation ground school.

Registration will be held on Monday and Tuesday, Feb. 17-18. On Monday, you may register from 6 to 9 p.m., and on Tuesday, from 1 to 5 p.m. and from 6 to 9 p.m. You must register in person.

Tuition varies with many courses costing only \$2 and the most expensive being \$12.50. Veterans may receive G.I. Bill benefits.

For more information, call 695-8293 or stop by the school located at 1637 Lawson St. in Durham.

'Hotline' Office Hours

(February 15-22, 1975)

Saturday, Feb. 15	9 a.m. to 10 a.m.
Sunday, Feb. 16	6:30 p.m. to 7:30 p.m.
Monday, Feb. 17	8:30 a.m. to 10 a.m. 2:30 p.m. to 4 p.m.
Tuesday, Feb. 18	6:30 a.m. to 8 a.m. 4:30 p.m. to 6 p.m. 11:30 p.m. to 1 a.m.
Wednesday, Feb. 19	8:30 a.m. to 10 a.m. 3:30 p.m. to 5 p.m.
Thursday, Feb. 20	11 a.m. to 1 p.m. 5:30 p.m. to 7 p.m. 11:30 p.m. to 1 a.m.
Friday, Feb. 21	12 noon to 1:30 p.m.
Saturday, Feb. 22	9 a.m. to 10 a.m.

Intercom
is published weekly for Duke University Medical Center employees, faculty, staff, students and friends by the Medical Center's Office of Public Relations. Joe Sigler, director; William Erwin, medical writer; Miss Annie Kittrell, secretary.

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Program Begins

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rules."

Peck further said that managers and supervisors "will assume this aspect of their jobs or they can expect the same c o n s i d e r a t i o n o f disciplinary-counseling related to their jobs prior to transfer, demotion or separation."

The administrative director said it is the intention of hospital administration "that every employee understand the unique requirements of service to patients and maintain his or her work performance and personal conduct in accordance with these requirements."