

National Forum Studies Hospital Management

"Hospitals that have been generally considered 'cottage industries' are now beginning to emerge as corporate entities," said Dr. B. Jon Jaeger, chairman of the Department of Health Administration.

With such changes, the dimensions of modern hospital management have also widened.

The varied management systems used by today's hospitals will be one of many topics studied and evaluated by 80 hospital administrators and health care professionals from across the nation here today and tomorrow.

The meeting is the 11th annual National Forum on Hospital and Health Affairs sponsored by the Department of Health Administration.

The theme of the forum, "A Decade of Implementation: The Multiple Hospital Management Concept Revisited," will focus discussion on several methods of hospital management.

"Multiple hospital management" is a consolidation of the hospital administrative and decision-making apparatus which enables several hospitals and health centers to benefit from a greater depth of management resources than any one institution could obtain or afford.

The health care leaders will study the problems of obtaining public and private monies for the capital financing of hospitals.

They will study the small hospital and its unique problems in providing

adequate services under increasing economic limitations. They will also explore the considerations of church operated hospitals in selecting between centralized and decentralized management.

The forum, with speakers that include authorities on many health care organizational systems used throughout the U.S., will also attempt to detail the effectiveness of such management systems as:

—the investor owned approach, in which a stock corporation owns and manages the health care institution;

—the consortium approach, a system especially prevalent in urban northern communities in which several hospitals agree to work together to provide more

adequate services;

—the regionalization approach, in which improvements are sought by clustering the management of health centers in regional proximity; and,

—contract management, in which an investor owned health care firm contracts its managing expertise to individual hospitals.

The morning program, presided over by Donald S. Smith, assistant professor and director of graduate studies in the Department of Health Administration, was to include the following:

"The Evolution of Multi-Unit Management" by Dr. Jaeger; "The Political Realities of Capital Formation and Allocation" by Robert E. Toomey, director of the Greenville Hospital System, Greenville, S.C.; and "The Small Hospital Under Multiple Unit Management" by Jack J. Milburn, regional director for management services of Carolinas Hospital and Health Services, Inc., Charlotte.

T. J. Delaney, assistant professor in the Department of Health Administration, is to preside at the afternoon session. The session will include:

"The Investor Owned Approach" by David G. Williamson Jr., president of the Hospital Corporation of America, Nashville, Tenn.; "The Consortium Approach" by Richard D. Wittrup, executive vice president of Affiliated Hospitals Center in Boston; and "The Regionization Approach" by VADM D. L. Custis, MC, USN, the surgeon general of the Navy.

The Saturday morning session will be presided over by Louis E. Swanson, associate professor of health

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VOLUME 22, NUMBER 20

MAY 23, 1975

DURHAM, NORTH CAROLINA

Parker Named National Ob-Gyn Head

Dr. Roy T. Parker, chairman of the Department of Obstetrics and Gynecology, has assumed the national presidency of the American College of Obstetricians and Gynecologists.

During his one-year term as 26th president, Parker will be responsible for the executive direction of the professional association which has nearly 17,000 members plus 12,000 nurse colleagues.

At administration-of-oath ceremonies earlier this month in Boston, Parker was escorted before the college by three men who have been closely associated with his personal and professional life.

They were Dr. F. Bayard Carter, Parker's predecessor as chairman and the man for whom a professorship in the department—which Parker now holds—was named; Dr. James M. Ingram of Tampa, who served under Parker as a resident here; and Dr. Sam L. Parker of Kinston, his brother.

A native of Pinetops, Edgecombe County, Parker received his undergraduate degree at the University of North Carolina in 1941 and his M.D. degree at the Medical College of Virginia in 1944.

During World War II and again during the Korean War he served as a U.S. Navy physician.

Following a brief private practice at the Kinston Clinic, Parker was appointed to the Duke faculty in 1955.

Parker is a member of 14 medical societies, and in 1965 he became director of the American Board of Obstetrics and Gynecology.



DR. ROY T. PARKER

Duke Educators To Focus On Idea Exchange On China Trip

A group from Duke has been invited for an 18-day visit to China in October and November.

One member of the team, Dr. William G. Anlyan, vice president for health affairs, said the visit will mark the first time that a university has been able to send a cross-section of senior people to visit institutions of higher learning in the People's Republic of China.

"Up to now," Anlyan said, "very highly focused groups such as the American Medical Association and the Institute of Medicine have visited there, but there has not been a cross-sectional delegation from a major university."

The team, scheduled to visit from Oct. 24 to Nov. 10, will be headed by President Terry Sanford, who said the focus of the trip will be an interchange of ideas and knowledge in medicine, medical care, science and education.

"Exchanges between the Chinese educational community and ours can be a strong part of the growing understanding that both nations desire," Sanford said. "We are very pleased that Duke University will have an opportunity to take part."

The trip will include visits to Canton, Peking, Shanghai and Nanking.

Sanford said no university funds will be used to finance the trip.

In addition to Sanford and Anlyan, the group will include Dr. James B. Wyngaarden, chairman of the Department of Medicine; Dr. Kenneth Pye, dean of the Law School; William Green, the university's director of public relations; Dr. Terry Johnson, professor of botany; and Dr. Orrin Pilkey, a professor of geology.



DOING HIS THING—Durham's Dandy Don Shea, sportcaster for WTVD, visited the Pediatric Playroom last week to prepare promotional tapes for the Duke Hospital Children's Celebrity Golf Tournament to be held on the university's golf course, June 14-15. The second annual event, which is held by the Department of Pediatrics to support research into diseases of children, will feature such celebrities as Perry Como, Colonel Sanders, astronauts Charlie Duke, Jack Schwigert and Eugene Cernan, baseball stars Roger Maris and Mickey Mantle, singer Chet Atkins, football star Mike Curtis and former Duke basketball players Jack Marin and Jeff Mullins. Tickets, available at the course, will cost \$3 per day and \$5 for the entire weekend. (Photo by David Williamson)