



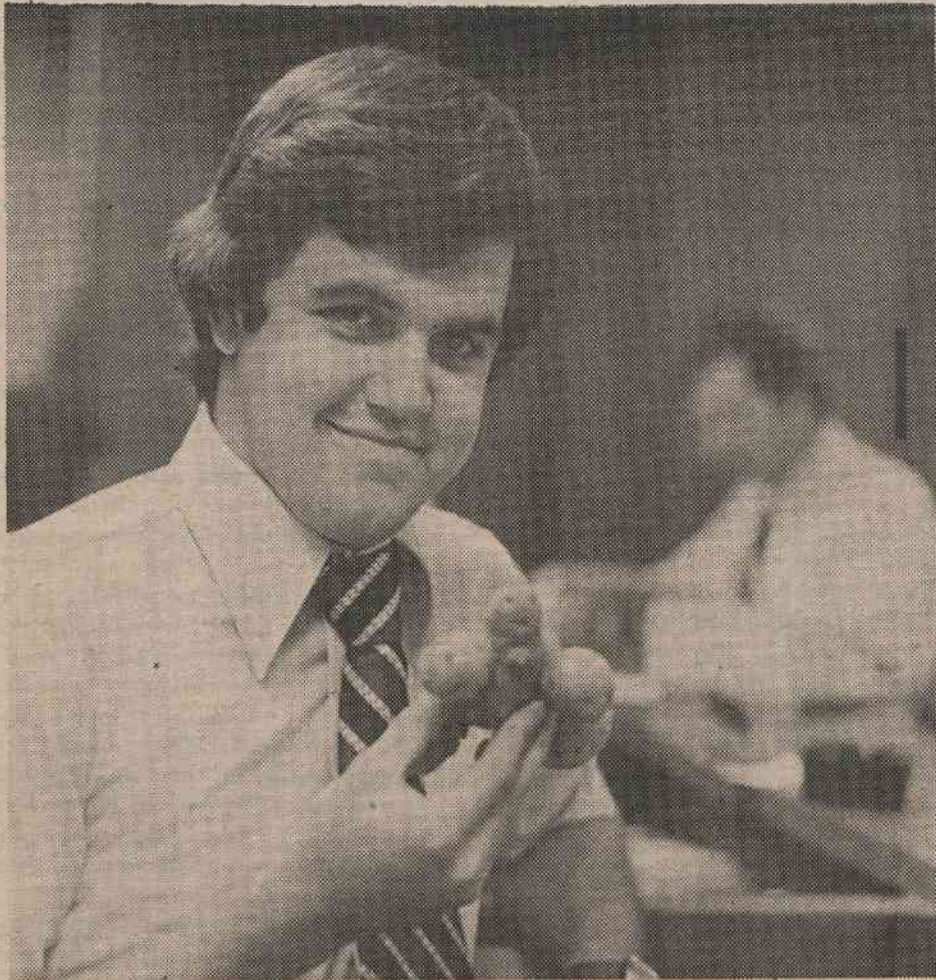
# Intercom

duke university medical center

VOLUME 22, NUMBER 32

AUGUST 22, 1975

DURHAM, NORTH CAROLINA



**A TURTLE, A POTATO OR AN OMEN?**—Barry Cooksey, a teller in the hospital branch of Wachovia Bank, and his father-in-law David Wrenn through they'd found a turtle for a few seconds last week while digging up vegetables in their seven acre Apex, N.C., garden. It turned out that the turtle was really a potato, complete with humpback, four legs, tail, navel, head, two eyes, nose and mouth. The "poturtle" caused quite a stir in the bank the day when Cooksey brought it from home to show his fellow employees. Most people thought the resemblance was both remarkable and humorous, but one older woman claimed the potato was an "omen telling of hard times to come." (Photo by David Williamson)

## Cancer Center Will Take Detection Tests to Industry

**KANNAPOLIS** — A free cancer screening program begins Monday (Aug. 25) for employees of Cannon Mills Plant 4 here.

The program was announced today by Cannon and Duke's Comprehensive Cancer Center. It marks the first time an industry has teamed up with the Cancer Center to bring cancer detection services to people where they work.

Men 35 and older will be invited to undergo painless tests for prostate and rectal cancer. The tests take about one minute. Smokers will be checked for oral cancer; men 45 and older who smoke will be given a chest X-ray for lung cancer.

Women 20 and older will be invited to have a Pap smear taken. This is a painless test for cancer of the womb and cervix. Examinations for breast cancer and rectal cancer will also be offered to women 35 and older.

Men and women screened will be asked to bring in urine samples; nurses will check these for signs of bladder cancer and diabetes. Special plastic containers will be given out by the infirmary in which to bring the samples.

Finally, all who participate will have their blood pressure measured.

Every employee screened will be sent a letter with the results of the tests. If additional tests are needed, employees will attend an hour-long session with their personal doctors.

Cannon Mills will pay for all Pap smears (\$4 each), as well as for urine and rectal cancer test strips.

All screening tests will be done in the plant infirmary. The program will run around the clock — even during the midnight shift. Employees will be given time off to take part, according to Cannon Mills Medical Director Dr. R.S. Stephens.

Doing the screening will be a doctor and a nurse from the Cancer Center, and nurses from the plant infirmary. The Duke physician, Dr. Siegfried Heyden, said the program will be held in the plant to make participation as easy as possible for employees.

"It's much more convenient to conduct a program like this at the place of work," he said, "rather than ask workers to come to the doctor." The Cabarrus County Medical Society voted unanimously to support the effort, he said.

Heyden, director of the Cancer Control Program here, won an award from the German Medical Society for setting up similar screening plans in Switzerland.

The screening team there examined 1,900 women in eight department stores for breast cancer. Three cancers were found. Pre-cancerous conditions were found in seven women.

As part of the program at Cannon, employees will attend an hour-long educational session. Women will meet separately from men. All who attend will learn how the screening tests help detect cancer. Women will find out how to do breast self-examination; men will have a briefing on prostate cancer. Twenty minutes will be set aside for questions and answers.

Those who want to sign up for the tests can do so at the end of the session.

Cannon Mills was chosen as the screening site, Heyden said, because of "its openness to medical programs." The Plan 4 program is a trial run, he said. If it is successful, it may be expanded into other Cannon Plants and to other industries.

## McIlvane Named New Dept. Head

This month, the hospital welcomed Betty McIlvane as director of its new Department of Organizational Development.

A native of Long Island, N.Y., Ms. McIlvane has spent the past 20 years in Washington, D.C., designing educational training systems for a District of Columbia company and developing training programs for medical manpower in the U.S. Navy. She has also conducted applied research on various manpower problems and issues in complex urban settings.

Organizational development will serve as a resource to the hospital in providing techniques and processes for enabling people to provide quality patient care more effectively and satisfactorily. She remarked that, "an example of a resource could be analyzing a job in terms of what people do, determining what needs to be done and planning the means for achieving the desired outcome. The planning could be training or could involve other activities. The department services will be defined in relation to the hospital's need to provide exemplary patient care practices and responsive support systems.

"Organizational development is not a new concept, but its application to the health care field is relatively new," she noted. "It is a systematic means for helping people identify

human and job performance problems and develop solutions.

"For a significant portion of the next year," she said, "we will be looking at what is going on. We will work with groups and departments to determine how they interact and develop strategies for designing and developing programs where there is a need for management, supervisory, or skill training. As we move along we will also be looking at job performance needs and organizational requirements of the new hospital."

Ms. McIlvane said the Department



**BETTY McILVANE**

of Organizational Development will interact with people based on a need to define what a person does, should be doing and how the outcome affects patient care.

"People receive a greater satisfaction by performing a job competently and thus providing better quality patient care," she said. "Our function will be to guide hospital employees in defining job competencies and in achieving appropriate skills, knowledges and attitudes through training. "We will be directing some 'self-looking' which we hope will help people to clarify their responsibilities and to specify the help needed to perform their job competently and satisfactorily. Our relationship with hospital people is going to require a commitment on both sides," she said. "There will be mutual responsibility for all involved."

## July Safety Scoreboard

Total Number of Employee Accidents .....	69
Total Number of Days Lost .....	61
Accidents Causing Lost Time .....	15
Total Number of Needle Punctures .....	21
Total Number of First Aid Cases .....	32

In the continuing safety contest between the Dietetics and Environmental Services departments, Dietetics retained the plaque again this month with fewer accidents. In July, Environmental Services reported five accidents while Dietetics reported only four.