

Herb Aikens and Joan Friedlein for 1975

## United Fund Campaign Chairmen Chosen

"Every one benefits, either directly or indirectly, from living in a community that recognizes its obligations to others," said Herbert Aikens, director of employee relations and associate director of personnel at Duke.

### WORTH WATCHING

The prejudices many cancer patients face are dealt with Monday on MEDICAL CENTER (10 p.m. — Channels 11 and 2). A widow learns she has breast cancer. She has a mastectomy performed, then finds that her boyfriend can't cope with her disfiguration and that her job is no longer hers.

"If you have a son who is a Boy Scout, or a daughter in the Girl Scouts, you are benefiting," said Joan M. Friedlein, administrative assistant for the Department of Ophthalmology. "Or a son in the armed forces? USO and Red Cross provide services to him and to his dependents."

"Through the Red Cross Blood Program, lives are saved, someday possibly yours or someone you love," she added.

Aikens and Ms. Friedlein were talking about the United Fund. The two have recently been asked to co-chair the medical center's 1975 United Fund campaign, and they

report plans for it are already well under way.

Dr. Richard Kramer, assistant professor of neurosurgery, has agreed to help them make this year's annual drive, which officially begins in October, the most successful in the medical center's history, Aikens said.

"Pacesetter" month will again be held in September for individuals who contribute \$50 or more to the United Fund each year. "Pacesetters" from last year will soon be receiving letters from William Jennings, campus-wide U.F. chairman, asking for their continued support this fall.

The "Kick-Off" meeting for all payroll clerks and campaign

assistants has tentatively been set for September 24, Ms. Friedlein said. During the meeting which will acquaint those present with United Fund giving procedures, a 15-minute film will be shown detailing the ways a large number of service-oriented, non-profit agencies help all kinds of people in the community with United Fund support.

The film, starring Jack Lemmon, will be available for showing in each department during October.



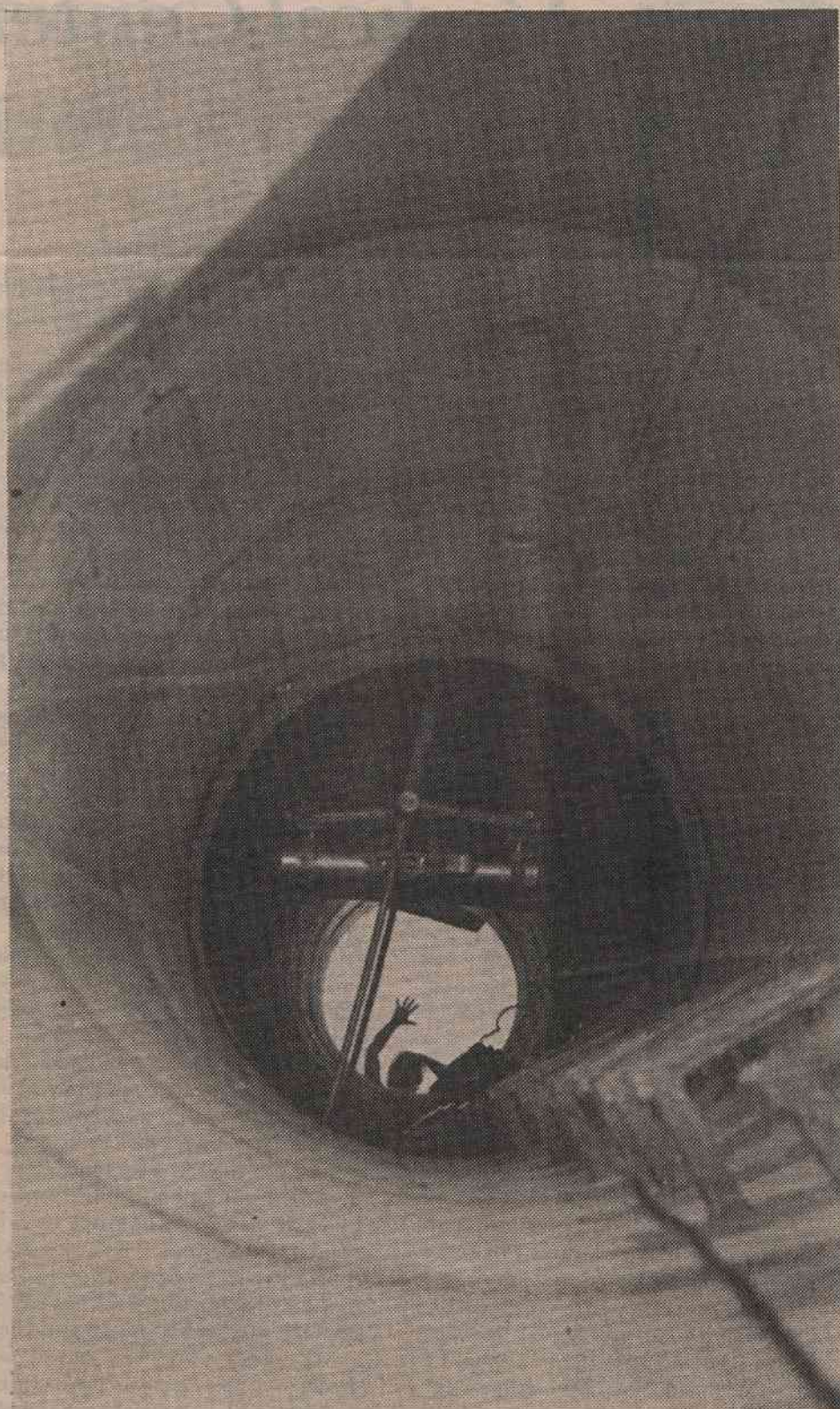
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DIFFERENT VIEW OF THE NEW HOSPITAL—Believe it or not, this structure is part of the new "Duke North" hospital, and the first aspect of the new facility to be completed. It's a manhole which provides access to the hospital's water and sewer system, and it's located in the "H" parking lot where all the dynamiting and digging took place this summer along Fulton Road. (Photo by David Williamson)

## Dorothy Moseley Hired as First Discharge Planning Coordinator

Registered nurse Dorothy Moseley, formerly director of medical nursing service at Springfield Hospital Medical Center in Springfield, Mass., has been selected as the hospital's first discharge planning coordinator.

The purpose of the new position, Ms. Moseley said, is to identify and provide for the proper care of patients once they have been released from the hospital.

"Whenever possible, we're trying to prevent the readmission of a patient to the hospital solely because his or her post-hospital care wasn't as it should have been," she said.

Toward that goal, the Durham native said she works with medical, nursing and the hospital's para-professional staff to determine what a patient's home care needs will be before discharge.

"Naturally," she said, "we want to have the patient released from the hospital as soon as possible. Prompt discharge saves the patient money, and it's been demonstrated that patients recuperate better and faster in familiar surroundings such as the home."

In addition, Ms. Moseley said the hospital needs to keep beds available for patients whose medical needs are more acute than those who are well on the road to recovery.

"I look at the patient from a nursing point of view, and to make sure there's no break in the care, I also work with public health departments and other community agencies as well as the patient's family to promote the continuity of care," she added.

"If there is no home for a patient to return to or if that home environment isn't adequate for the patient's needs, I try to arrange for alternatives such as boarding or foster homes or rehabilitation hospitals," she explained.

If a patient will require a special diet after discharge, for example, Ms.

Moseley said, a nutritional counselor will be asked to supply a meal outline. Or if someone has personal or family problems unrelated to nursing care, she added, a social services representative is available for assistance.

Ms. Moseley said she will also serve as a "resource person"—someone who can provide a comprehensive list of health-related services in the community, and as a staff development officer who instructs nurses and other involved persons with training in post-hospital care.

After graduating from the Brooklyn Hospital School of Nursing in New York, Ms. Moseley worked as staff and head nurse and nursing supervisor there for several years.

She earned a B.S. in sociology and community development at Springfield College in 1971 and a master of public health degree from the University of Massachusetts at Amherst in 1973.

Before being appointed to her position here, she spent 10 months in Kenya, Ethiopia, Uganda and Tanzania with her husband Oliver Moseley who is a business consultant.



DOROTHY MOSELEY