



# Intercom

## Duke University Medical Center

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## Marketing Helps Hospital Meet Challenges

"Marketing the Hospital" will be the topic of discussion today and Saturday as more than 200 hospital administrators and health care professionals from across the United States gather at the medical center for the 13th annual National Forum on Hospital and Health Affairs.

The meeting is being sponsored by the Department of Health Administration.

Dr. Boi Jon Jaeger, chairman of the department, explained the purpose of the meeting:

"Up until the last few years, people in the health field never spoke of marketing, perhaps because hospitals were held in such relative high esteem by the public, and 'marketing' was considered too commercial," he said.

### Meeting Challenges

"But events of the past decade — rapidly rising costs, increasing regulation, consumer disenchantment and others — have seriously eroded the once unchallenged purpose and performance of hospitals," Jaeger said.

"This forum is simply the recognition that there is a body of knowledge and skills that can help the health service industry meet these challenges and do a better job."

Jaeger said such practice as painting hospital rooms cheery colors instead of the once traditional gray, serving coffee early in the mornings and putting televisions in patient rooms are examples of

marketing practices designed to make a patient's stay in the hospital more pleasant.

"The fact is, hospitals have been involved in marketing for many years," he said, "They just haven't been doing it very well."

### Speakers and Topics

The Friday morning session, to be presided over by Mary M. Blanks, assistant professor of health administration, will include the following talks:

"Marketing in Perspective" by Dr. John U. Farley, professor of business at Columbia University; "Marketing Hospitals to the Public" by Robert S. Ewing, executive director of Moore

Memorial Hospital Foundation in Pinehurst, N.C.; and "Increasing Patient Satisfaction" by Wade Mountz, president of Norton Children's Hospital, Inc., of Louisville.

S. Douglas Smith, associate administrative director of Duke Hospital, is to preside at the afternoon session. The program will include:

"Courting the Physician" by Dr. Thomas F. Frist, president and chief operating officer of the Hospital Corporation of America in Nashville; "Influencing the Employee Relationship" by L. Stanton Tuttle, senior vice president at Brookwood Medical Center, Inc., in Birmingham; and "The Importance of the Market" by Dr. Paul M. Ellwood Jr., president of

InterStudy in Excelsior, Mich.

The Saturday morning session will be presided over by Dr. Barbara P. McCool, associate professor of health administration. Topics will include:

"Improving Buyer Acceptance" by Victor M. Zink, director of employee benefits and services of General Motors Corp., Detroit; "Marketing the Hospital to Government Agencies" by William T. Robinson, vice president of the American Hospital Association in Chicago; and "Marketing — An Emerging Management Challenge" by Bernard J. Lachner, president of Evanston (Ill.) Hospital.

All sessions are being held in the Hospital Amphitheater.

## Hungarians Learn of Metabolism Studies

A medical center researcher who has developed optical techniques for studying metabolism in living tissue and two of his colleagues are in Hungary to exchange information with scientists in the European nation.

Drs. Frans Jobsis, professor of physiology, Myron Rosenthal, assistant professor of physiology, and T.R. Snow, a research associate in medicine, will spend three weeks in Budapest in Semmelweis Medical University as guests of Dr. Arisztid Kovach.

Their visit is part of a cultural exchange program sponsored by the United States Department of State,

the National Science Foundation and the Hungarian government.

In explaining the work he has been doing in this country for the past 20 years, in which the Hungarians have expressed interest recently, Jobsis said that most studies of metabolism involve destroying tissue and then analysing it in test tubes to determine biochemical changes.

### Analysis without Destruction

"What we are trying to do is to obtain information by optical techniques on reactions taking place in intact tissue without destroying it," Jobsis said.

"The interesting thing we have found is that the behavior of some

key enzyme systems in intact tissues is different from those studied in the test tube."

Understanding these differences is obviously important to scientists trying to understand how biomedical reactions maintain life processes, he said.

### In All Cells

Cytochrome is one of the enzymes Jobsis and his group are studying. He said cytochrome, which is found in just about all cells in the body, picks up oxygen molecules from hemoglobin in the blood and allows it to be used to produce the energy needed for all tissue functions.

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**HAPPY OCCASION**—At left, the faces of graduating nursing students (left to right) Linda Joy Bowden, Hannah Harris and Wendy Bergfeldt reflect the emotions of commencement weekend as they leave the chapel after the School of Nursing's Recognition Service. Above, Dr. Jay M. Arena (right), professor of pediatrics, helps Perry Como with his doctoral hood as President Terry Sanford awards him an honorary degree, Doctor of Humane Letters. Como will be back again for the Children's Classic, Duke's annual celebrity golf tournament, May 29-30. (Photos by Jim Wallace)