

J.B. BRAME SR.

Advisory board close-up

Bridge builders' chairman

By Ina Fried

(This article is the first in a series on the Durham Advisory Board to the hospital and its individual members.)

Fourteen of Durham's civic leaders are building bridges between the Duke community and the town community.

That's a major role of the Durham Advisory Board to the hospital, according to J.B. Brame Sr., chairman of the board, which meets regularly with management representatives of the hospital. The board's next meeting is Tuesday.

The board's function, said Dr. Roscoe R. Robinson, associate vice president for health affairs and the hospital's chief executive officer, is "to provide a forum for an exchange of views on a variety of subjects including hospital services and programs, priorities for future services, finances, fund raising and community relations."

Quantity and quality

Brame, president of Brame Specialty Co., grew up in Durham and is a past president of the Greater Durham Chamber of Commerce. He praises the advisory board as "an opportunity of sharing viewpoints with this nationally known medical center."

Since the formation of the board in 1975, members have learned about the medical center and its problems and opportunities, he said.

Where did you get this Intercom?

More readers of *Intercom* are able to get the paper each Friday because of an expanded distribution system.

Personnel in most outlying medical center buildings, to which *Intercom* previously was mailed, no longer have to wait until Monday to pick up copies.

The paper now is being delivered each Friday to the Nanaline H. Duke Building, Research Park I and III, Vivarium, Duke Hospital West, Hemodialysis Center, Civitan Building, School of Nursing and the Department of Community and Family Medicine in Trent Drive Hall.

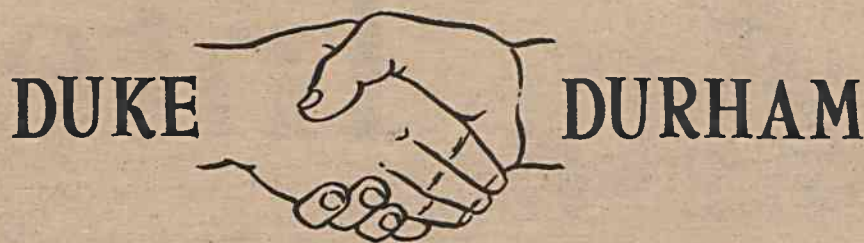
Methods of distribution within each building vary. Individuals should check

with their departmental offices for details.

Distribution points also have been added at the entrance to Baker House (brown zone) and the rear entrance to the Gerontology Building (blue zone).

Intercom continues to be available at the hospital's main entrance (red zone), near the chapel (yellow zone), at the Davison Building entrance and in the mail room (green zone), and at the entrance to the cafeteria (purple zone.)

The bi-weekly employee newsletter is available in all the above locations on alternate Wednesdays. The next issue will be published Nov. 9



"One thing coming home to the members of the board is the prestige and powerhouse of talent that unfortunately too few of us were aware of," he said. "We've come to appreciate what we have right under our noses that most of us had more or less taken for granted — the quantity and the quality of the people, payroll, talent, facilities, education and medical care.

"It's been a real pleasant experience to get to know some of the people behind the scenes in roles of leadership there," he added. "It's very obvious that Duke has been able to attract top talent and this has to account for its pre-eminence in most any area of medical care that one thinks about.

"With the board's background it would be disappointing if we didn't have some meaningful contributions to make in the form of suggestions, ideas or perhaps tangible work toward implementing a goal. We may be able to help the hospital by passing our observations to other lay groups."

Community and family

Brame has participated in numerous civic activities and received the Durham Civic Honor Award from the Chamber of Commerce in 1970. He is currently on the Durham Board of Central Carolina Bank and Trust Co., N.C. Central University Foundation and Foundation for Better Health. He is a graduate of the University of North Carolina at Chapel Hill.

Married and the father of four children, he has been one of the Durham Merchants Association's Fathers of the Year.

Brame currently is involved with Duke in still another way. You'll find him puffing and sweating around the track at Wallace Wade Stadium in the late afternoons as a participant in the Duke University Preventive Approach to Cardiology (DUPAC) program.

Seminar looks at family medicine

Representatives from each of North Carolina's nine residency programs in family medicine will speak tomorrow at a seminar sponsored by the Forum for Primary Care and the Duke Family Practice Club.

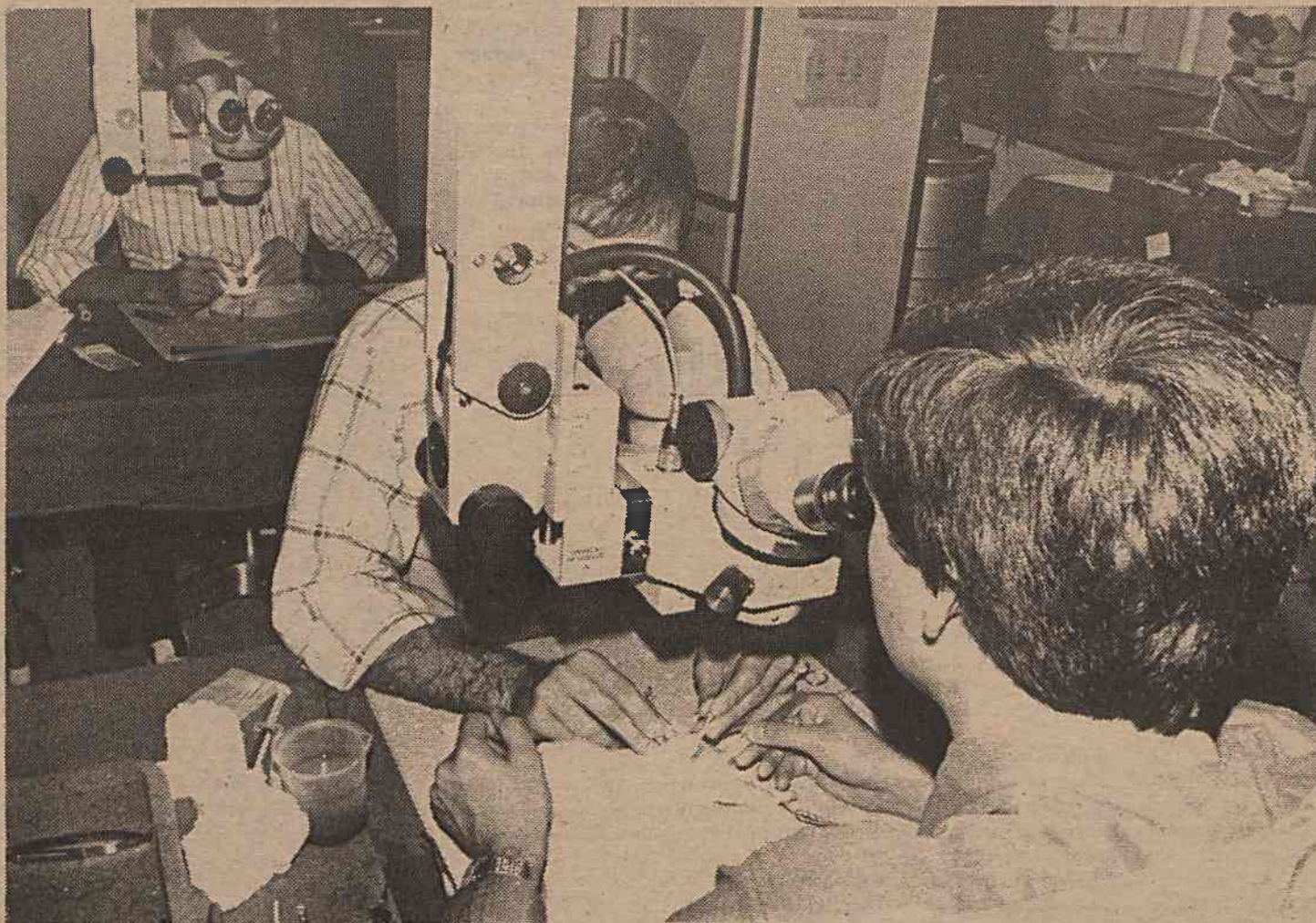
"The Making of the Family Physician" is the title of the program which will be held in the Durham County General Hospital auditorium, 10 a.m.-3 p.m.

Family practice has been recognized as a specialty since the American Board of Family Practice was established in 1969.

"This young specialty is adding to the concept of the 'good family doc,' adding real preparedness in dealing with people's emotional and social problems, adding strict requirements for training in all phases of medical treatment and adding a deeper understanding of how to recognize and care for the needs of a community as a whole," according to senior medical student Bill Griffin of the Forum for Primary Care.

He said the seminar was planned to acquaint medical students with the field of family medicine and to help those planning to enter this field choose between various residency programs in this state.

The sponsoring groups are medical student organizations "committed to exploring the practice of family medicine," Griffin said.



LEARNING BY DOING—Fourteen surgeons from across the country participated in a microvascular surgery workshop conducted this month by the Division of Plastic, Maxillofacial and Oral Surgery. Each

spent most of the week at individual microscopes practicing techniques on rats. Videotapes and clinical observation supplemented the laboratory work. (Photo by John Becton)

Intercom

is published weekly by the Office of Public Relations, Duke University Medical Center, Box 3354, Durham, N.C. 27710.

Joe Sigler
Director

John Becton
Editor

Primary contributors: William Erwin, Comprehensive Cancer Center media relations officer; Ina Fried, staff writer; Edith Roberts, staff writer; David Williamson, medical writer.
Circulation: Ann Kittrell.