



# Duke University Medical Center

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DURHAM, N.C.

## Brown lecture highlights administration alumni weekend

Members of the Hospital and Health Administration Alumni Association began arriving yesterday afternoon for the organization's annual seminar.

A highlight of the weekend will be the second annual Ray E. Brown Memorial Lecture which will be delivered today at 4 p.m. by R. Zach Thomas Jr., executive director of the Charlotte/Mecklenburg Hospital Authority.

Thomas, who completed what was then called the hospital administration program in 1937, will speak on "What's In It for Me?" The Brown lecture will be given in the Hospital Amphitheater and is open to the public.



THOMAS

The seminar was to begin this morning at 9:15 with an address by Roland L. Peterson, director of the Office of Program Development, Bureau of Health Planning and Resource Development, Department of Health, Education and Welfare. Peterson was expected to speak on health planning from a historical perspective.

At 10:30 a.m. today, an alumni panel will discuss the legal, financial and decision-making aspects of health systems agencies.

Panel members will include Robert R. Hafner (M.H.A. '65), associate legal counsel, Brookwood Medical Center, Birmingham, Ala.; Michael D. Hernandez (M.H.A. '70), vice president and managing officer, Health Finance Group, Kidder-Peabody and Co., New York; and Dr. D. Michael Warner (M.H.A. '76), assistant professor of health administration at Duke.

Saturday morning's session will begin

at 9 a.m. with Peterson, Hafner, Hernandez and Warner responding to questions from the audience.

Social activities, including a barbecue luncheon, the Duke vs. University of Maryland football game, a Blue Devil intrasquad basketball game and the opportunity to see one of two plays on campus, will round out the weekend.

A business meeting will precede this

afternoon's Brown lecture.

The lecture was named for the man who directed the Graduate Program in Hospital Administration from 1964-67 and was one of the country's towering educators in that field. Brown died in 1974.

The program has since become the Graduate Program in Health Administration.

## Doctors have role in cost problems, solutions

By John Becton

Addressing the issue of rising medical costs, a Duke radiologist said in Washington Wednesday that physicians contribute to the problem, yet they must be integrally involved in seeking solutions.

Dr. Herman Gossman, a professor of radiology and pediatrics, in a speech before a National Conference on Referral Criteria for X-ray Examinations, cited a number of factors which contribute to increasing costs of medical care.



DR. GOSSMAN

He said they include inflation, patient demands, the availability of scientific equipment in private doctors' offices and hospitals where physicians perform studies that may be unnecessary or even unwise, and an increased number of examinations being done for "completeness" even when the nature of the disease has already determined the management of the patient.

The conference, which concludes

"Making the necessary and vital changes in medical care can be successful only if qualified physicians are totally involved in the planning of such changes."

today, is being cosponsored by the congressional Subcommittee on Health and Environment of the Committee on Interstate and Foreign Commerce and by the secretary of the Department of Health, Education, and Welfare (HEW).

**Changes inevitable**

Changes in medical care are "inevitable," Gossman said, because of growing concern about medical care costs. He urged that physicians be among those who respond actively and positively

(Continued on page 3)



**EASY DOES IT**—Susan Feldsted, a senior nursing student, shows an expectant father the proper way to hold a newborn. Two-week old Keith McLamb appears oblivious to what is going on as he is gingerly handed over for a trial "hold." Expectant fathers and mothers regularly attend

the pre-natal classes at the Family Medicine Center on Crutchfield Street. For more about the classes, see the photo on page 4. (Photos by Parker Herring)

## CURED meeting here tomorrow

They've been cured and they are actively concerned that resources be available for others to be cured as well.

So this group is called CURED, which stands for "Committee for Urologic Research, Endowment and Development." CURED will hold its annual meeting here tomorrow.

Formed in 1975, CURED is made up of 27 former urology patients who have made personal financial commitments to the Division of Urologic Surgery and who assist in gaining institutional and foundation support for urologic research and patient care at Duke. The group has raised about \$425,000 to date.

Tomorrow morning, members of CURED will meet with Dr. James F. Glenn, professor and urology division chief, and members of his staff for a progress report on the work of the division. A tour of the Edwin A. Morris Clinical Cancer Research Building will be included.

They also will meet with members of the medical center's development staff, and in the afternoon they will attend the Duke vs. University of Maryland football game.

Bernard B. Lane of Alta Vista, Va., is the chairman of CURED.