

From The Auxiliary



At Mr. Frenzel's request a new Auxiliary Hostess Service was started in early November in the Surgical Private Diagnostic Clinic and has been available three or four days a week. Patients, on their admission to the hospital, are escorted to their rooms by volunteers, who help them to get settled, answer questions, and try to provide a friendly and reassuring atmosphere during the first few minutes in new and sometimes bewildering circumstances. It is hoped that this service can be expanded gradually to include all patients admitted to Duke Hospital during the daytime hours, at least. Thus far, the idea seems to have met with enthusiasm on the part of the patients and the staff.

On Tuesday, November 12, the Duke Hospital Auxiliary were hostesses for a luncheon meeting of representatives of other auxiliaries in District IV of the North Carolina Hospital Association. Mrs. H. Shelton Smith, chairman of the State Council on Auxiliaries, presided over the discussion of plans for the state meeting in June and for district Auxiliary Workshops in the fall. Mr. Wright Langley, Director of Health Careers in North Carolina, explained the plans and procedures for promoting this field in the state.

The architects' detailed plans for the Auxiliary gift shop and a new coffee counter to replace the present lobby counter are in the final stages. The new Main Entrance Building is scheduled for occupancy in early 1966, and the Auxiliary looks forward to the excitement of moving in to new quarters and new ventures.

Norman Nelson to Leave Duke

Norman K. Nelson, Public Information Officer for the Duke University Medical Center, has resigned to accept a position as a member of the Communication Service of the Mayo Clinic, Rochester, Minnesota.

He will assume his new duties early in January. His work will involve communications within the clinic organization and with the press and other mass information media. An early assignment will be to assist with press-related aspects of a series of scientific programs to be held in

Rochester during 1964, Mayo Centennial Year.

Mr. Nelson joined the staff of the Duke University Bureau of Public Information in 1949 and three years later was named assistant director. He has been responsible since 1956 for handling mass media communications for Duke Hospital, the Schools of Medicine and Nursing and other units of the Medical Center.

Originally from West Palm Beach, Florida, Mr. Nelson holds both the A.B. and M.A. degrees from Duke. He is a member of the National Association of Science Writers and the American College Public Relations Association.



AUXILIARY HOSTESS SERVICE GOES TO WORK. Mrs. H. J. Henderson, serving on the new Auxiliary Hostess Service greets Mrs. J. L. Parker on her admission to Surgical P. D. C. The service is designed to provide friendly reassurance and assistance to patients entering Duke Medical Center.

(Duke photo by Sparks)