



Intercom

duke university medical center

VOLUME 20, NUMBER 40

OCTOBER 5, 1973

DURHAM, NORTH CAROLINA



ANNOUNCING THE 'EPOCH CAMPAIGN'—With a picture of Duke Chapel over his shoulder, President Terry Sanford announced the beginning of a \$162 million financial campaign during a news conference last week. The three-year development drive will be known as "The Epoch Campaign, a time for greatness at Duke" and will be the largest ever undertaken by Duke. Also speaking at the news conference were J. Alexander McMahon (seated at right), chairman of the university's Board of Trustees, and beside him, Edwin L. Jones Jr. of Charlotte, a trustee who will chair the Campaign Steering Committee. (Photo by Jim Wallace)

Med Records Department Incorporates Innovations

Can you remember the times you were in the hospital?

Do you recall the names of the medications you were given, the names of the various tests performed and the exact results? Do you remember dates, diagnoses and prognoses?

If you live in China, and you know what's good for you, remembering would be important because the factory and commune clinics keep no records for individual patients.

At hospitals in the United States such as Duke, however, the maintenance of

medical records is considered vital for both the ongoing health care of citizens and clinical research.

Duke's Medical Records Department, which maintains files on more than one million patients who have received treatment here since the doors first opened in 1930, is currently in a period of transition according to John T. Barber, who succeeded Betty Kernodle as department head in May.

"The name of the game at present is increasing service and efficiency," Barber

(Continued on page 2)



PLAYING "PICK-A-NUMBER"—Robert Bell, medical records clerk, uses a Medi-Data scope to quickly locate any one of more than a million patient history numbers which have been issued since the hospital opened its doors in 1930. In order for Bell to locate the number on the computer, all he needs is the patient's correct name and date of birth. This computer index is one of the innovations Medical Records has made in order to increase service and efficiency. (Photo by Dale Moses)

Sunday's New York Times Prints Duke Supplement

Duke is publishing a 16-page color supplement in this Sunday's edition of The New York Times.

Entitled "Where Do You Think You're Going America?", the supplement is intended to state the case for private higher education in the United States.

While it makes no mention of Duke's \$162 million Epoch Campaign which was announced last week, the supplement was timed to correspond with the opening of the development drive, and copies of the supplement will be used as informational pieces during the Epoch Campaign.

In an article called "Our Free-est Enterprise," President Terry Sanford cites the importance of a thriving dual system (private and public) of colleges and universities in the United States.

"Freedom, academic and other kinds, is defended by the duality of higher education," Sanford wrote. "Improper political interference is thwarted by the duality of higher education."

Another article was written by Dr. William G. Anlyan, vice president for health affairs, and suggests the need for de-specialization of medical training.

"In the decade ahead, one of the most important problems to tackle in medical care is the maldistribution by specialty skills of physicians," Anlyan wrote. "We are over-producing some types of specialties, especially certain branches of surgery. We are under-producing the types of physicians who render primary medical care—namely generalist internists, generalist pediatricians and family practitioners."

Other contributors to the supplement offer opinions on a wide variety of topics, occupations, avocations and interests.

—Nancy Hanks, chairman of the National Endowment for the Arts and a university trustee, writes of the humanizing effects of the arts.

—Joseph Sneed, former dean of the Law School and now a federal judge, talks of the study of law.

—Thomas Langford, dean of the Duke Divinity School, offers insights into man's spiritual and social needs.

—Samuel DuBois Cook, professor of political science, analyzes the unique atmosphere on private university campuses that encourages racial equality.

—Anne Scott, professor of history, asserts that women's liberation is leading men's.

—Reynolds Price, professor of English, asks "Why Go To College?"

—Edward Donnell, president of Marcor and Montgomery Ward, who will become a university trustee Jan. 1, tells of the age of corporate responsibility.

—John Knowles, president of the Rockefeller Foundation, a member of the medical center's Board of Visitors and a university trustee beginning Jan. 1, illustrates the role of foundations in today's society.

—James David Barber, chairman of the Political Science Department, notes the benefits of a private university's atmosphere.

—Susan Tifft, a 1973 graduate of Duke who will become a university trustee Jan. 1, emphasizes the value of a university education.

—Clay Felker, a Duke graduate and editor and publisher of New York Magazine, examines the world of communications.

—Charles S. Rhyne, a university trustee and past president of the American Bar Association, projects the idea of world peace through law.

—Paul Hardin, a university trustee and president of Southern Methodist University, offers historical perspective on North Carolina's speaker ban legislation.

The articles support what many consider unique resources available only to private institutions—the freedom to experiment, the freedom to innovate, the freedom to create and the freedom to

(Continued on page 2)

It's Fire Prevention Week

Next week, Oct. 7-13, is nationally recognized as Fire Prevention Week. Despite the efforts of research in fire protection, fires still burn out of control.

In 1972, some 11,900 people died as a result of fires in the United States alone and \$2,416,300,000 worth of property was destroyed. This represents an increase of 1.7 per cent over the 1972 figures in the number of fires and a jump of 6.6 per cent in property damage.

We at Duke Medical Center want to join with others across the country in preventing fires, not only during the Fire Prevention Week, but every day. It is everyone's responsibility to be fire conscious at all times. Take a minute to check for fire hazards where you work and most of all in your home.



FIRE PREVENTION WEEK OCT. 7-13

