

University of Rochester Medical Center
Center for Ethics, Humanities and Palliative Care

NEWSLETTER

November 2009, Volume 11, No. 9

Editor: Maria Milella

WEDNESDAY NOON CONFERENCE SERIES

Wednesday, November 4 - **MEDICAL HUMANITIES CONFERENCE.** "Mad Men: Tranquilizers and Masculinity in the Age of Anxiety" presented by **David Herzberg, PhD**, Assistant Professor, Department of History, University of Buffalo. Noon - 1 pm, K-207 (2-6408). You are welcome to bring your lunch. For further information, contact Andrea Ehmann at 275-5800 or andrea_ehmann@urmc.rochester.edu.

Wednesday, November 11 - **INTERDISCIPLINARY CLINICAL ETHICS CONFERENCE.** "Meeting the Nutritional Needs of Patients with Dementia: Can We Avoid Feeding Tubes? A Panel Discussion" Noon – 1 pm. K-207 (2-6408). You are welcome to bring your lunch.

Wednesday, November 18 - **SCHWARTZ CENTER CONFERENCE.** A Live Patient Interview: "What's it Like to be Only 19 Years Old and Having to Talk About Advance Directives" Noon – 1 pm, Whipple Auditorium (2-6424). Lunch will be provided.

Wednesday, November 25 - **PALLIATIVE CARE CONFERENCE.** "Dementia Beyond Drugs: Changing the Culture of Care" presented by **G. Allen Power, MD, FACP**, Eden Mentor at St. John's Home and Clinical Associate Professor of Medicine, URM. Noon – 1 pm, K-207 (2-6408). You are welcome to bring your lunch.

URMC ACTIVITIES AND EVENTS

Tuesday, November 3 – **Family Research Roundtable** sponsored by the Department of Psychiatry. "Evaluating the Transfer of Suicide Prevention Training for Crisis Counselors: Work In Progress" presented by **Anthony Pisani, PhD**, **Wendi Cross, PhD** and **Marcie McMahon MA, AGS**. 11:30 am – 1 pm, Rm. 1-9082. For further information, please contact [Christine Henry@urmc.rochester.edu](mailto:Christine_Henry@urmc.rochester.edu).

Wednesday, November 4 – **The George Washington Corner Society for the History of Medicine** presents "Hidden in Plain Sight: A Pre-History of Direct-to-Consumer Marketing of Prescription Drugs" presented by **David Herzberg, PhD**, Assistant Professor, Department of History, University of Buffalo. Social gathering begins at 5:30 pm, lecture at 6:30 pm. The event is free and open to all, but **reservations are required by November 2, 2009**. For questions about membership, this lecture series or to make reservations, contact Andrea Ehmann at 275-5800 or andrea_ehmann@urmc.rochester.edu

Wednesday, November 4 – **Faculty Development Workshop:** "Evaluation Method: What Works, What Doesn't" presented by **Geoff Norman, PhD**, McMaster University. 10 am – 12 noon in the Anderson Room (G-8534). For more information or to register, please send an email to andria_mutrie@urmc.rochester.edu or go to <http://www.urmc.rochester.edu/education/faculty-development/EvaluationMethod.cfm>

Thursday, November 5 – "Challenges of Dementia: A Geriatrician's Perspective" seminar presented by **Paul R. Katz, MD**, Professor of Medicine and Chief of the Division of Geriatrics/Aging, URM. 6:30 – 8 pm, Auditorium A & B, 1st floor, Monroe Community Hospital. Offered during National Alzheimer's Disease Awareness month and sponsored by the Alzheimer's Association. Seminar is free of charge and open to the public, but pre-registration is required by calling the Alzheimer's Association at 760-5400 or 800-272-3900.

Saturday November 7 – TeamSTEPPS Fundamentals: Improving Teamwork and Communication workshop is being offered to all URMC employees and affiliates FREE of charge. 8:15 am - 3:20 pm in the Ryan Case Method Room (1-9576). To register, contact Alicia Blodgett alicia_blodgett@urmc.rochester.edu or go to <http://www.urmc.rochester.edu/cpe/calendar/documents/FINAL9-14TeamSTEPPSNOVEBrochure.pdf>

Wednesday, November 11 - Bioethics Reading Group. "Deception, Lies and Manipulation: The Basic Building Blocks of Public Health Campaigns in the Developing World" presented by **David Baronov**, Director of the graduate program in International Studies at St. John Fisher College. Baronov's research examines issues within health and medicine in nonwestern societies. In particular, his work has focused on HIV/AIDS and the role of the US and international health campaigns to provide treatment and prevention services. At the core of many of these campaigns is an effort to collect a large amount of sociocultural information on local populations for the purpose of developing to change (and control) attitudes, beliefs, and behaviors. These practices, Baronov argues, are inherently deceptive and manipulative. The end result is a pattern of systematic surveillance and control of populations across the developing world in the name of public health. 5:30 pm, Northeastern Room, 1-9535 URM. Pizza and soda will be provided. For further details, please contact Tim Madigan at 415-5925 or tmadigan@rochester.rr.com

Tuesday, November 17 - Integrative Oncology Lecture Series. "Art Therapy with Mandalas". The series is the 3rd Tuesday of the month and sponsored by the Wilmot Cancer Center. All events are free and open to the public. For further information on location and to register, please call Carmen at 275-6426.

Tuesday, November 17 - Faculty Development Workshop: "Teaching Residents to Teach" presented by **Michael Kim, MD.**, Research Fellow, Department of Surgery and **Denham S. Ward, MD, PhD**, Associate Dean, Faculty Development – Medical Education; Chair, Department of Anesthesiology; and Professor of Anesthesiology and Biomedical Engineering. 4 – 6 pm, Louise Slaughter Rm.(1-9555). For more information or to register, email andria_mutrie@urmc.rochester.edu or go to <http://www.urmc.rochester.edu/education/faculty-development/TeachingResidents.cfm>.

ANNOUNCEMENTS

Saturday, November 7 – Beyond the Health Care Proxy: Advance Care Planning for Patients with Serious Illness. Geared to health care providers, this all-day train-the-trainer conference will help you get it right and get paid for providing advance care planning for your patients with serious illness. 8 am – 4 pm at Excellus BlueCross BlueShield, 165 Court Street. For further information and/or to register, call 238-4514 or go to http://www.compassionandsupport.org/pdfs/news/SAVE_THE_DATE.ACP_Conference_.110709_FINAL_edits_.pdf

Call for Personal Reflections - The *Journal of Palliative Medicine* is seeking "Personal Reflection" submissions for its monthly journal. Reflections can include personal essays, poetry, etc.. It's a great way for a resident, student or members of your team to be published in a peer-reviewed journal. Submissions can be submitted by going to <http://mc.manuscriptcentral.com/palliative>.

Hospice and Palliative Medicine Subspecialty Exam - The next HPM exam will be offered on **November 16, 2010**, and candidates must register through their primary certification board. For further information and links to primary board sites, go to <http://www.aahpm.org/certification/abms.html>.

SAVE THE DATE

December 3 – "End Stage Disease: Care When There is No Cure" presented by **Judy Dobson, RN, MSN, CHPN**, a past hospice nurse and hospice director, and currently a hospice surveyor for the Accreditation Commission for Health Care, Inc. For more information and/or to register for this Rochester conference, go to <http://www.pesihealthcare.com/search/detail/index.asp?eventid=42447&seminar=End+Stage+Diseases%3A+Care+When+There+is+No+Cure&sessionid=>

March 3 - 6, 2010 – "Enhance Your Clinical Knowledge and Transform Patient Care" Annual Assembly of the American Academy of Hospice and Palliative Medicine & Hospice and Palliative Nurses Association to be held in Boston, MA. For more information and to register, visit <http://www.aahpm.org/education/conf/index.html> or call 847-375-4712.

May 6-8, 2010 – Promoting Mindful Practice in Medical Education. This weekend retreat will give participants the skills and tools to teach students and residents to become more mindful during daily clinical practice such as developing situational awareness, interpersonal awareness, self-awareness and self-monitoring during everyday work. Directed by **Drs. Ronald Epstein** and **Mick Krasner**, the retreat will take place at Chapin Hill Retreat Center in Batavia. For further information, contact Christina_perrotta@urmc.rochester.edu, call 275-4392 or go to <http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=8bb7a5ec-cdf8-4654-92e4-73444810af48>

April 22-24, 2010 – 25th Management & Leadership Conference: Securing Our Roots, Expanding Our Reach. This conference hosted by the National Hospice and Palliative Care Organization offers an opportunity for professionals in related fields such as aging, healthcare, social service, government, academic, scientific, and other fields, to interact and learn with the national experts on end-of-life care. Omni Shoreham Hotel in Washington, DC. For more information and/or to register go to <http://www.nhpc.org/i4a/pages/index.cfm?pageID=5998>

MEMBERS' CORNER

The Members' Corner is designed to share information with our readers on grants, published articles, awards, interesting articles/websites, etc. Please send your news to maria_milella@urmc.rochester.edu by the 20th of each month.

Awards

Tobie H. Olsan, PhD, MPA, RN, associate professor at the School of Nursing, was awarded a three-year Health Resources and Services Administration grant to work on a cooperative project with several local organizations to provide advanced quality improvement and leadership training at selected rural nursing homes.

A Best Practice Award for Empowering Consumers and Providers has been presented by the BlueCross BlueShield Association to Excellus BlueCross BlueShield in recognition of the health insurer's **Community Conversations on Compassionate Care Program**. http://www.compassionandsupport.org/index.php/about_us/awards_recognition

Publications

Timothy Quill, Robert Arnold, and Anthony Back. Discussing Treatment Preferences with Patients Who Want "Everything" [Ann Intern Med. 2009;151:345-349.](#)

Michael Krasner, Ronald Epstein, Howard Beckman, Anthony Suchman, Benjamin Chapman, Christopher Mooney, Timothy Quill. Association of an Educational Program in Mindful Communication With Burnout, Empathy, and Attitudes Among Primary Care Physicians. [JAMA, 2009;302:1284-93.](#)

["Discussing Prognosis with Patients and Caregivers"](#) is an audio presentation presented by **Ronald Epstein** and **Timothy Quill** from the 2009 AAHPM Annual Assembly and can be downloaded for a limited time.

Robert Arnold, **Timothy Quill**, Anthony Back. Dealing with Intractable Conflict About Treatments at the End of Life: A Harm Reduction Strategy. [Palliative Care Case Of The Month, Institute to Enhance Palliative Care Newsletter, University of Pittsburgh. Volume 9, No. 9.](#)

Articles

"How Mindfulness Can Make for Better Doctors". In the October 15 article in the [New York Times](#), medical writer Pauline Chen, MD, interviewed **Michael Krasner, MD** about the many distractions today's doctor's face.

