



UNIVERSITY of  
**ROCHESTER**  
MEDICAL CENTER

MEDICINE of THE HIGHEST ORDER

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# Ob/Gyn Inside Story

## CHAIR'S CORNER

When we began our medical training, I bet few, if any, of us considered philanthropy a skill we needed to develop. In medical school we focused on accumulating knowledge. As residents we narrowed our knowledge base and honed our surgical techniques. Even early into our practices, our attention was given to “The Boards,” while navigating fellowships or group practices. If learning the business of medicine was not our immediate goal, philanthropy was even lower on the list. And if the topic surfaced, it was easily discarded with “I’m not good at it.”

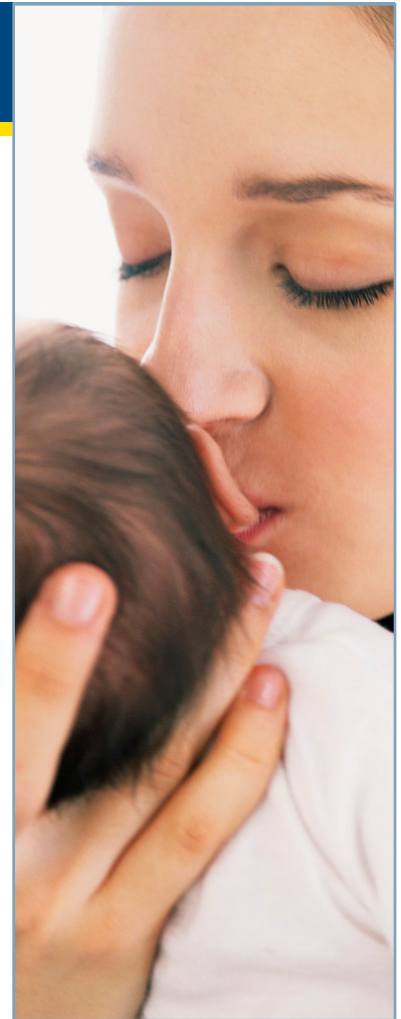
In today’s medical world, philanthropy does have an important place in the financial stability of an organization. As clinical reimbursements rise and fall, as grants come and go, it is the finances generated by philanthropy that provide stability in any medical organization.

But the term “philanthropy” deserves a closer look. By its simplest definition, philanthropy means a desire to help mankind, usually by a generous offer of a gift to an organization. But for care providers seeking philanthropic aid, the term raises two questions. What is a gift? And why would an individual wish to give a gift to my organization?

To answer these two questions, ask yourself: what prompts you to make a gift? In most cases it is your desire to get involved. But what does “to get involved” really mean? Was your early education provided by an organization that now needs your financial help? Did your experience back then prompt you today to want to give back? Do you feel a desire to provide institutional support that will benefit those in the future who will come after you? Those are the challenging issues confronted by those who are asked to give but also by those who must do the asking.

Seeking philanthropic gifts is both an art form and a true professional skill. Whether it involves seeking a gift from a grateful patient, a colleague, or an uninvolved person, the critical question that must be determined up front is “what is there about what we do that interests you?” From a careful listen, it may simply be that the individual does not have the funds but would like to give through participating in spreading the word, organizing support activities, or simply hearing of future advances.

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### UPCOMING EVENTS

Research Workshop—see page 2
Clinical Challenges of Women’s Health, September 14—see page 2
Researching Women’s Environmental Health September 15

*If you have something you’d like to add to our next edition, a comment or a concern, please email Rebecca Rowley at [rebecca\\_rowley@urmc.rochester.edu](mailto:rebecca_rowley@urmc.rochester.edu)*



## CHAIR'S CORNER (CONTINUED)

It comes as no surprise to anyone approached for a gift that major new initiatives require financial support and that funding may need to come from gifts.

Often this type of conversation occurs over several meetings. It is, however, the continued conversation that often builds the trust that lead the giver to feel comfortable to make a financial gift.

But for most care providers the most frightening moment is when one must ask for a gift. Interestingly, it is a recognized fact that asking for a significant gift is a form of compliment.

Individual: "I understand that but how much would that take?"

Dr. Woods: "A gift of \$1.5 million would allow us to establish such a professorship."

Individual: "That is a lot of money."

Dr Woods: "I realize that. I can imagine how you feel. When I have been asked for substantial gifts, I also have felt that way. But when I met with my financial advisor who helped me to understand the financial options available to me, I found that I could actually create such a wonderful gift."

*"...asking for a significant gift is a form of compliment."*

### FACULTY PROMOTIONS:

David Gandell was promoted to Clinical Professor effective 2/1/10.

Uma Penmetsa was promoted to Clinical Associate Professor effective 1/1/10.

Abraham Lichtmacher was appointed as Clinical Associate Professor effective 4/1/10. Dr. Lichtmacher will be the new Chief of Ob/Gyn at Rochester General Hospital.

### MELIORA

The Strong Midwifery group is pleased to announce that their primary cesarean section rate for the 2009 calendar year was 7%. Congratulations!

But how is that conversation conducted? Let us imagine that I am seeking \$1.5 million for a named professorship from a grateful patient I have met before whose financial successes make this possible. Following a brief social period, my conversation might go as follows:<sup>1</sup>

Dr. Woods: "Establishing a professorship in our Department would be an important way to honor your family while you are still alive and advance new initiatives in the Department directed at the type of care you received."

And my family could enjoy knowing that we created something important."

As we enter a new period of medical change, financial issues will remain a major factor in the success of our educational institutions. Learning how to give, and how to seek gifts will allow each of us to leave behind our footprint and let future generations know that we were here.

James R. Woods, Jr., M.D.

<sup>1</sup>Asking by Jerold Panas. Emerson and Church, Medfield, Mass, 2004.

## RESEARCH WORKSHOP

May 3 - Carole Rudra, State University of New York at Buffalo on "Air pollution and pregnancy outcomes in western Washington State"

June 7 - Vivian Lewis and David Foster - TBA

Research Workshop is held the first Monday of the month in the Thiede Room (2-2355). If you would like to present or if you have a topic you would like to learn more about, please email Rebecca Rowley at [rebecca\\_rowley@urmc.rochester.edu](mailto:rebecca_rowley@urmc.rochester.edu)

## EDUCATION CORNER

Residency Match Day was held on Thursday, March 18. The Ob/Gyn Residency is pleased to introduce the 2010-2011 intern class who bring to the program a diverse set of experience and talents: They will be joining us on June 21.



Emily Campito, B.S. – Molecular Genetics, University of Rochester  
M.D., Stony Brook University Health Sciences Center School of Medicine  
Hobbies and interests are education, community outreach, women's health, swimming, and spending time with family and friends.



Kristin Klosterman, B.A. – Zoology and German, Miami University  
M.D., Marshall University School of Medicine Joan C. Edwards School of Medicine at Marshall University  
Hobbies and interests are decorating cakes, cooking, traveling, hiking, whitewater rafting, and her border collie.



Amy Hoeft, B.A. – Chemistry, University of Virginia  
M.D., State University of New York Upstate Medical University  
Hobbies and interests are skiing, competitive road racing, swimming, sailing, kayaking, tennis, vegetarian cooking, reading, traveling and college basketball.



Courtney Olson, B.S. – Human Biology, Brown University  
M.D., The Albert Medical School of Brown University  
Hobbies and interests are tennis, skiing, biking, chess, singing, traveling and learning new languages.



Brittany Holt, B.S. – Biology and minor in Chemistry, College of William and Mary  
M.D., University of Virginia School of Medicine  
Hobbies and interests are running, Yoga, reading, hiking, and international travel. Enjoys listening to jazz music and watching musical theater. Biggest running accomplishments so far have been completing the Colonial Williamsburg Half-Marathon while in college and the Charlottesville Ten Miler while in medical school.



Smitha Vilasager, B.S. – Cell and Molecular Biology, University of Michigan  
M.D., Marshall University School of Medicine Joan C. Edwards School of Medicine at Marshall University  
Hobbies and interests are certified in scuba diving, traveling, snorkeling, hiking, mountain biking, and pottery. Recently started knitting and enjoys reading novels in free time.



Christine Horton, B.S. – Psychology, Trinity College  
M.D., University of Pittsburgh School of Medicine  
Hobbies are mentoring, knitting, sewing, gardening, community improvement/development, cooking traveling, music (classical, jazz and world), Salsa dancing, visiting museums (art and historical). Interests are beach and indoor volleyball, biking, hiking, running, tennis, racquet ball, squash, Yoga, rowing, PAD certified SCUBA and snorkeling.



Elizabeth Westen, B.S. – Premedicine, The Pennsylvania State University  
M.D., Pennsylvania State University College of Medicine  
Hobbies and interests are working out and being involved in a variety of sports. Takes pleasure in running, swimming and bicycling. Reading and scrap booking in spare time. Likes to cook and try new recipes. Enjoys traveling and hopes to visit Europe within the next few years. Very interested in congenital abnormalities and embryologic development and learning about congenital heart disease and infertility.

*Save the Date!*

**CLINICAL CHALLENGES  
OF WOMEN'S HEALTH**

September 14, 2010

Rochester Riverside  
Convention Center

Women's health has progressed from a focus on conditions related to the female reproductive tract to a diverse set of conditions seen daily by care providers that affect men and women differently. This clinical post-graduate course is geared toward physicians, nurses and other healthcare professionals in internal medicine, family practice, obstetrics & gynecology, cardiology, dermatology, psychiatry, and orthopedics. The goal is to expand awareness of culturally appropriate prevention, diagnostic and treatment services to women of all ages, cultures and races/ethnicities based on the unique aspects of women's health and disease.

Presented by the  
Department of Obstetrics  
and Gynecology

Sponsored by the Office of  
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**CONGRATULATIONS!**

**ARTICLES/POSTERS/PRESENTATIONS**

Rick Stahlhut published a paper in *Int J Androl* entitled, "Association of endocrine disruptors and obesity: perspectives from epidemiological studies."

Shanna Swan published "Serum inhibin-b in fertile men is strongly correlated with low but not high sperm counts: a coordinated study of 1,797 European and US men" in *Fertility and Sterility* and "Caffeine Intake and Semen Quality in a Population of 2,554 Young Danish Men" in the *Journal of Epidemiology*. Shanna Swan and Fan Liu published "Semen quality in fertile men in relation to psychosocial stress" in *Fertility and Sterility*.

Elise Simons had an abstract accepted at the International Papilloma Virus Conference in the summer.

Kathy Hoeger presented a poster at the annual SGI meeting in Orlando, Florida titled "Menstrual Cycle Patterns and Relationship to Metabolic Risk in Women with Polycystic Ovary Syndrome"

Kriston Ward and Germaine Santoriello of Strong Fertility Center published an article "The Good, the Bad, and the Ambiguous: Discussing Test Results with Patients" in *Infertility Nurses Journal*.

Anna McNanley, Erin Duecy, Michael Flynn and Gunhilde Buchsbaum published in the *Journal of Robotic Surgery* on "Recovery after robot-assisted laparoscopic sacrocolpopexy: the patients' perspective"

Jody Stevens and Zara Brenner published "The Peer Active Learning Approach for Clinical Education: A Pilot Study" in the *Journal of Theory Construction and Testing*. Jody also published her abstract "Perceptions Regarding Oocyte Donation in a Group of Young Female College Students" in the *American Journal of Maternal Child Nursing*.

David Hackney was the first author on "Low concentrations of thrombin-inhibitor complexes and the risk of preterm delivery" which has been accepted for publication in *Am J Obstet Gynecol*. Additionally, his abstract "Is a cervical cerclage associated with an increased risk of chorioamnionitis?" was a poster presentation at Society of Gynecologic Investigation meeting in Orlando, FL.

Morton W. Miller was an invited speaker at an international workshop on Adverse Temperature Levels in the Human Body, jointly sponsored by the US FDA, the Mobile Manufacturers Forum, and the GSM Association January 11-12, 2010 in Gaithersburg, MD. His talk focused on the topic "pregnant women and the fetus."

**RECOGNITIONS**

James R. Woods, Jr. will receive the Outstanding District Service Award for our District (II) of the American College of Obstetricians and Gynecologists. This will be presented to him at the Annual Meeting during the Presidential Inauguration and Convocation on May 19, 2010.

Emily Barrett was chosen as one of the Environmental Health Sciences 2010 Science Communication Fellows. She studies how prenatal exposure to environmental chemicals (such as phthalates) affects the development of the reproductive and nervous systems in humans. Each year, 10 researchers nationwide are selected for the program which focuses on learning to translate and effectively communicate environmental health research—and its scientific and societal implications—to general audiences.

Shanna Swan's research was included in the *TIME Magazine* article, "The perils of plastic."

## ORA FLASH

### THE RICHARD W. AND MAE STONE GOODE FOUNDATION

The Mae Stone Goode Foundation has been funding pilot projects in the Department of Obstetrics and Gynecology since 1956. Over the years, many investigators have been able to use these funds to gather pilot data on projects that have gone on to receive NIH R01 level funding. Each year in October a request for proposals from full-time Ob/Gyn faculty is made. An internal committee reviews the proposals and chooses a number of them to be presented for consideration to a foundation delegation at a meeting usually held in early December. While no funding is available for faculty salary support, these pilot grants present an excellent opportunity both to seasoned and to new investigators to gather data that will contribute to success with NIH or other funding agencies.

Recently funded projects include:

“Postpartum Testing for Diabetes Mellitus in Women with Gestational Diabetes Mellitus” PI: Lorelei Thornburg

“Prevalence of Epithelial to Mesenchymal Transition Resulting from Steroid Treatment of Vulvar Lichen Sclerosus and Lichen Planus” PI: David Foster

“Gene-Environment Interactions in Teratogen-Induced Autism” PI: Patricia Rodier

“Human Placental Toxicity of Bisphenol A: Pilot Study” PI: Richard Miller

The department is deeply grateful for the continued support of the Richard W. and Mae Stone Goode Foundation in making research a vital and successful part of our mission.

### NATIONAL CHILDREN'S STUDY CONTINUES AT THE UNIVERSITY OF ROCHESTER

Two University of Rochester formative research proposals were approved for further consideration by the National Children's Study in early April. Drs. Rich Miller, Chris Stodgell, Phillip Katzman and others at the University of Rochester have proposed to study several issues related to placenta collection, processing, and examination in the study. Drs. Peter Szilagyi and Emily Barrett have proposed to study recruitment and retention in children in out of home (foster) care.

*“We thank Audrey for her years of dedication and will miss seeing her everyday.”*

### FAREWELL TO AUDREY FULLER

Audrey Fuller will retire from the University of Rochester as of April 30, 2010 after 22 years of service. She is currently employed as the biller/collector for the Obstetrics & Gynecology Maternal Fetal Medicine Department, a position she has held since 1999. Overall, Audrey has worked in the Ob/Gyn department for 13 ½ years. Prior to becoming part of Ob/Gyn Audrey worked in the hospital Medical Records Department.

Starting in May, Audrey will split her time between her home in Rochester and her summer cottage in the Islands. She plans on keeping busy by working on her golf game with her husband Roger and friends.

We thank Audrey for her years of dedication and will miss seeing her everyday. We wish the best for Audrey with many, many years of golf in her future.

*Obstetrics & Gynecology Billing Department*

Both proposals will undergo further review by the NIH before final approval is granted. The National Children's Study will be the largest longitudinal study of children's health ever done in the US, following 100,000 children from before birth through age 21. The University of Rochester team, led by Dr. Shanna Swan and Dr. Peter Szilagyi, will follow 1,000 Monroe County children as part of the study.

## OB/GYN @ URM

The Department of Obstetrics and Gynecology at the University of Rochester School of Medicine and Dentistry is a leader in patient care, investigative research, and obstetric education. The Faculty is dedicated to promoting excellence in all areas that support women's health. The Department is proud to offer care to our patients by physicians who were ranked among the nation's best in U.S. News & World Report's America's Best Hospitals list.



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## COMMUNITY UPDATES

Linda Salamone's article "Sport Class Hype" was featured in Hang Gliding & Paragliding Magazine in April 2010. She will also represent the USA in the World Hang Gliding Competitions in Germany in May 2010. Go Linda!

Cole and Christine Greves welcomed Ari Carlan Greves on 3/24/2010. He was 6 lbs 13 oz. Welcome, Ari!

## RESIDENT RESEARCH DAY

The Resident Research Day will be held on Thursday, May 13 in the Class of 1962 Auditorium in the Arthur Kornberg Medical Research Building. The Research Day will begin with a continental breakfast at 7:15 am followed by The Jerome H. Rudolph Memorial Lecture at 8:00 am with guest speaker, Richard Moore, MD FACS, FACOG, Associate Professor of Obstetrics and Gynecology, Director of the Center for Biomarkers and Emerging Technology; Associate Director, Program in Women's Oncology at Women and Infants Hospital at The Warren Alpert Medical School of Brown University. Dr. Moore's lecture is entitled, "A Novel Approach to Pelvic Mass Risk – Assessment for Ovarian Cancer." Resident research presentations will follow.



The faculty and staff of the Department of Obstetrics and Gynecology at the University of Rochester Medical Center are proud of the work we do in caring for women throughout the lifespan. Your tax deductible contribution advances our mission of excellence in patient care, research and education. Yes, I would like to make a gift to the Department of Ob/Gyn:

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