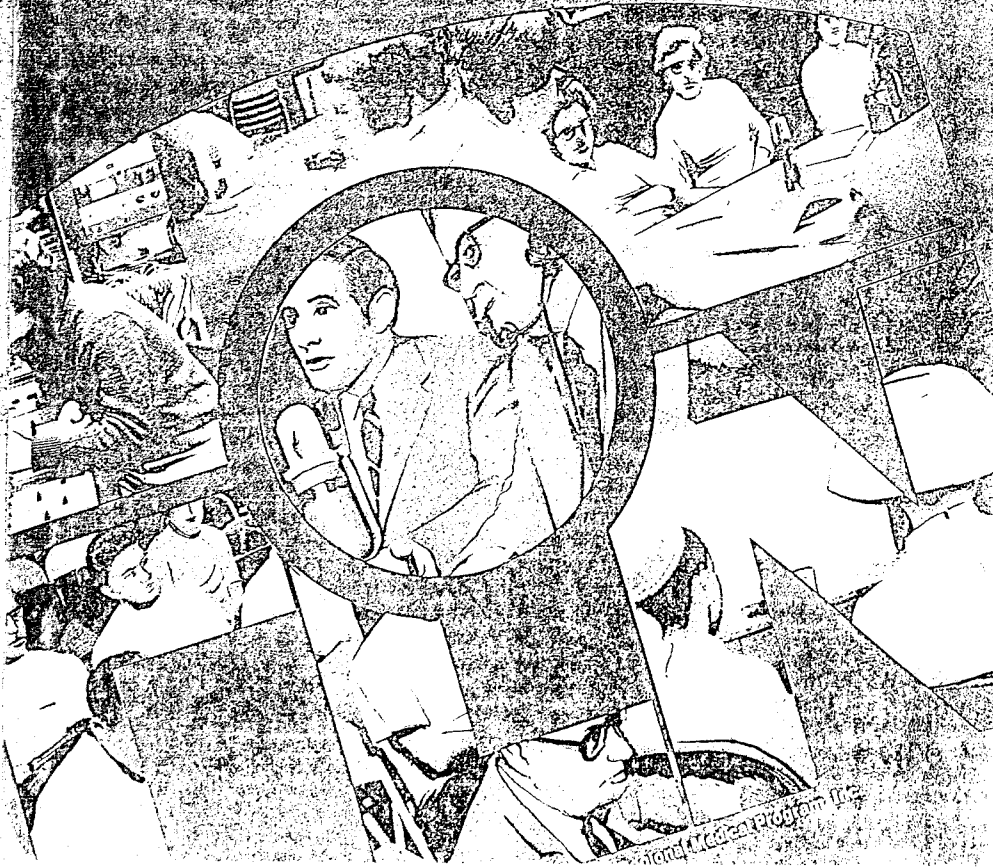




Telephone Lecture Network



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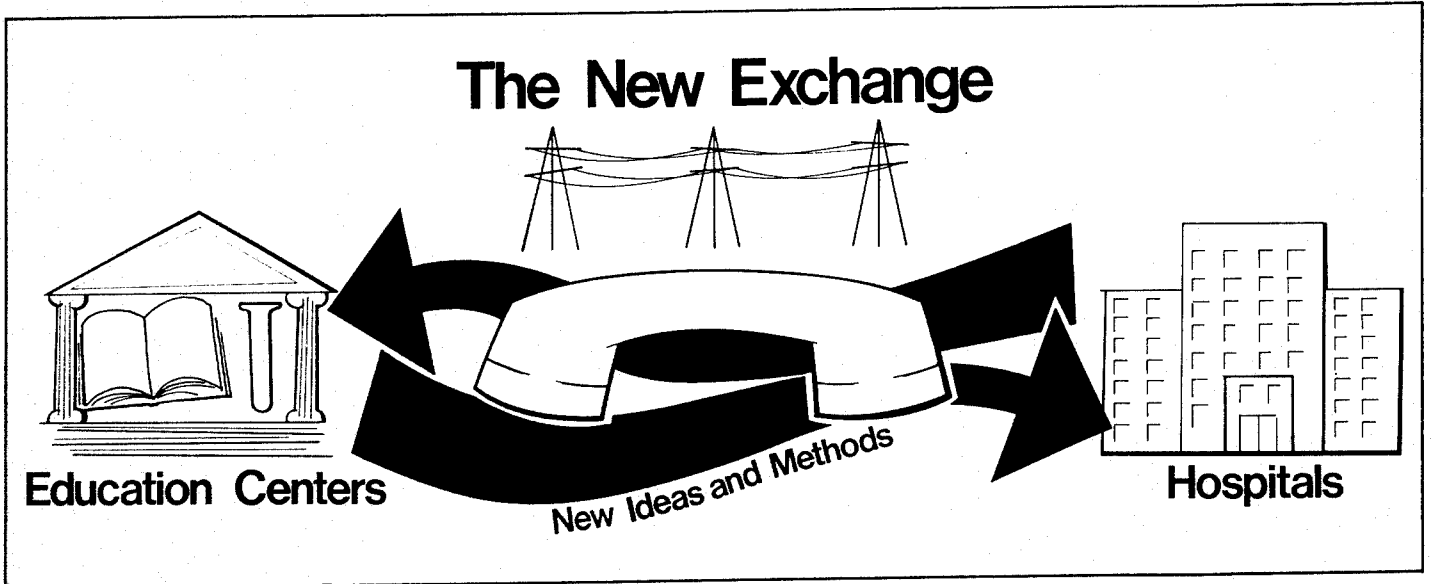
Telephone Lecture Network
2929 Main Street
Buffalo, New York 14214



Acknowledgements

Design	Richard Macakanja
Photography	Hugo Unger Robert Mathiebe
Editorial	Janet Gelsinger Anthony Zerbo, Jr.

The Need For A New Exchange



The health field is rapidly expanding. Scientific progress brings new knowledge, new techniques, and new demands upon health professionals. Changing educational standards will make continuing education for all health care personnel an imperative. Institutions and individuals are having to keep pace with an age of unparalleled progress and undiminishing demands.

Equally undiminishing are the problems produced by this expansion. All the scientific progress, the newly developed techniques, the knowledgeable educators, and the spiraling standards for continuing education will be of limited use or relevance if the health professional continues to be geographically isolated, economically impaired, and personally committed to an overpopulated timetable.

Continuing education is targeted. It exists to maintain, update, and improve health care delivery which exists to maintain and improve the well being of people. Any system of continuing education must be made compatible to the actual patterns of delivery. If access, costs, and time are the major impediments to continued learning, they are problems to be solved, not rearranged.

The Telephone Lecture Network of the Lakes Area Regional Medical Program, Inc., is based upon the concept that once the physical barriers to unified communications are removed, regions can work in concert to define, develop, and implement a workable system of continuing education.



An Expanding Strategy

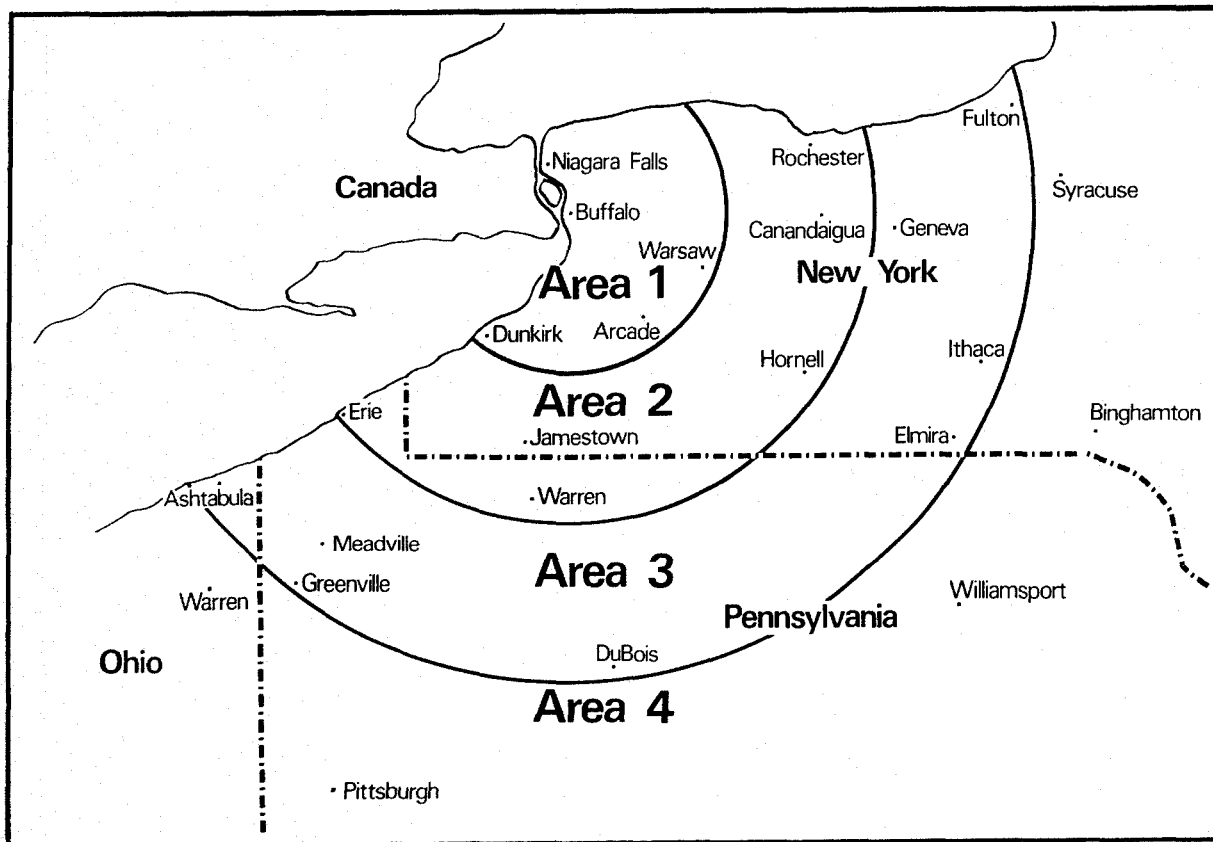
Tele-communications allows for the continuous movement or expansion of a population, a body of knowledge, and evolving needs. Regional needs and priorities are not static, they are evolutionary. They cannot simply be defined, they are continually redefined. This requires the collective resource and contribution of all facets of the health care delivery system in the lakes area region.

As a communications network, the Telephone Lecture Network encompasses the health communities of seven counties in western New York and two counties in northwestern Pennsylvania, often

extending ten counties deep into both states. It reaches the remote areas of the lakes area region and establishes the essential **Two-Way Dialogue** between educational institutions and individuals in need of continuing education.

Health professionals, educators, and institutions throughout the region have placed an active and voluntary five year investment in the development of the Telephone Lecture Network. It is this inclusive, voluntary participation that forms the nucleus of a regional strategy which is dynamic enough to work effectively.

The Scope and The Investment



An annual fee for the services provided by the Telephone Lecture Network has been established by areas according to the distance between the broadcasting studio and the receiving location:

- AREA 1 (\$1630)
- AREA 2 (\$2035)
- AREA 3 (\$2440)
- AREA 4 (\$2440 + mileage charge)

The annual fee covers all personnel associated with the hospital for unlimited participation in all scheduled continuing education programs.



Network Locations (1973-74)

New York State

Alden, Erie County Home & Infirmary
Batavia, St. Jerome Hospital
Batavia, V.A. Hospital
Bath, V.A. Center
Buffalo, Buffalo State Hospital
Buffalo, Family Practice Center
Buffalo, Mercy Hospital
Buffalo, Millard Fillmore Hospital
Buffalo, Roswell Park Memorial Institute
Buffalo, SUNY/AB - School of Nursing
Buffalo, United Cerebral Palsy
Buffalo, V.A. Hospital
Canandaigua, V.A. Hospital
Corning, Corning Hospital
Cuba, Cuba Memorial Hospital
Gowanda, Tri-county Memorial Hospital
Helmuth, Gowanda State Hospital
Jamestown, W.C.A. Hospital
Jamestown, Jamestown Community Hospital
Lackawanna, Our Lady of Victory
Lewiston, Mount St. Mary's Hospital
Newark State School
Niagara Falls, Niagara School of Nursing
Sonyea, Craig State School
Springville, Bertrand Chaffee Hospital
Wellsville, Jones Memorial Hospital
West Seneca State School

Pennsylvania

Bashline, Grove City
Bradford, Bradford Hospital
Butler, V.A. Hospital
Coudersport, Charles Cole Memorial Hospital
Erie, Doctor's Osteopathic Hospital
Erie, V.A. Hospital
Kane Community Hospital
Pittsburgh, St. John's General Hospital
Port Allegany, Port Allegany Hospital
Titusville, Titusville Hospital
Union City Memorial Hospital
Warren General Hospital

A Two-Way Commitment

Programming is based upon a cooperative arrangement between the Network and the *voluntary* contributions of health agencies, organizations, and institutions throughout the region. Lecture subject matter is based upon requests from the participating hospitals, as well as the specialty expertise available from the local providing educational sources. For example, Roswell Park Memorial Institute, a nationally acclaimed cancer institute located in Buffalo, provides two lectures each month in which cancer-related problems are discussed. Each of these educational institutions provide a necessary link in the continuum of regionally related health concerns. For the lecture presentations they provide the lecturer, series content, original audio-visual aids, and the program moderator. The moderators maintain the conversational atmosphere of the lectures, bridging the visual gap between the speaker and the listening audience and promoting the two-way verbal exchange.

In turn, the Network provides the communications component of the system. It coordinates the production and distribution of the program material, usually recording and editing the lectures in advance to assure maximum fidelity and minimum extraneous noise. Monthly schedules of the lectures are developed and distributed to the receiving locations well in advance. Visual material provided by the lecturers are reproduced and distributed by the Network a few weeks prior to the lecture date. These include outlines, references and 35mm slides to be shown simultaneously with the lecture. These learning resources can be retained by each participating hospital for its medical library. The utility of these visual aids cannot be overemphasized. They supply the visual focal point necessary for the physical reinforcement normally provided by the presence of the lecturer. Most important, they are an extension of the ideas and methods contained in the lecture.

Voluntary Involvement

The primary purpose of the Telephone Lecture Network is to provide first-rate, non-commercial, hospital wide continuing education. Since lectures are developed and conducted through voluntary arrangements with program sponsors, this service is available at minimum cost. **The monetary value of this voluntary involvement is in excess of \$35,000 each year.**

Contributing Institutions

The Telephone Lecture Network has established a cooperative arrangement on a basis of voluntary involvement with the following institutions, agencies and organizations.

School of Medicine, State University of New York at Buffalo (SUNYAB)
School of Nursing, SUNYAB
School of Nursing, Niagara University
School of Pharmacy, SUNYAB
School of Health Related Professions, SUNYAB
 Department of Medical Technology
 Department of Occupational Therapy
 Department of Physical Therapy
 Department of Speech Communication
Roswell Park Memorial Institute, Buffalo, New York
Erie Community College, Department of Inhalation Therapy
Erie County (New York) Cooperative Extension Service
Erie County (New York) Health Department
Western New York Dietetic Association
New York State Health Department
Hospital Personnel Management Association of Western New York
Western New York Association of Medical Records Administrators
Association of Clinical Pastoral Education
Millard Fillmore Hospital, Buffalo, New York
Western New York Diabetes Teaching Association
Western New York Society for Hospital Food Service Administrators
United Cerebral Palsy Association of Western New York
Niagara Frontier Chapter of the Empire State Association of
 Medical Technologists
Family Practice Center (Deaconess Hospital), Buffalo, New York
New York State Podiatry Society - Western Division
New York State Nurses Association - District 1
Parents of Diabetic Children, Inc.
Niagara Chapter of the American Allergy Foundation
Information Dissemination Service, Health Science Library, SUNYAB

The Mechanics

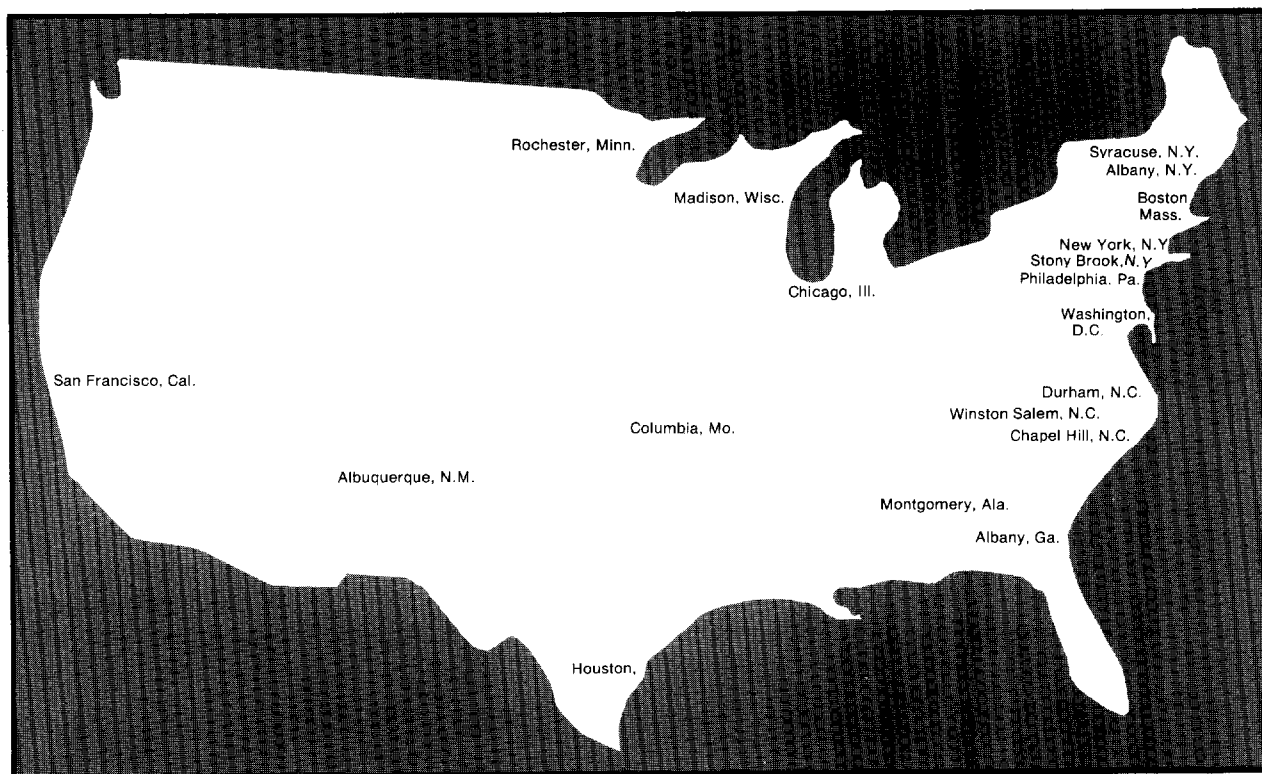
The Telephone Lecture Network operates on a four-wire telephone closed circuit network leased from AT&T and controlled from the broadcasting studio. Each receiving location is equipped with a standard desk telephone which is left off the hook during transmission. A 106B loudspeaker functions as the earpiece allowing for multiple listeners. In the shaft of each telephone handset is a push-to-talk lever to be used during the discussion that follows the lecture. This device eliminates the incidental background noise which inevitably occurs at the receiving locations during transmission. All questions and answers are heard simultaneously throughout the Network.

The lectures are normally 25 to 30 minutes in duration, followed by a 30-minute discussion period. Because discussions may exceed a half hour, lectures never are scheduled back-to-back.

Lectures can originate at any point outside the Network area through an "add-on" line. Any place that can be reached by Direct Distance Dialing (DDD) can be the origin of a lecture. This adaptability enables specialists throughout the country to provide lectures without having to travel long distances, saving extremely valuable time and money.

These are the technical devices that expand mechanics into meaning. They provide the culture, the environment conducive to listening and, in turn, learning.

Out-of-Town Lecturers (1972-1973)



New York

Ithaca	2
Rochester	2
New York	4
Syracuse	2
Plattsburgh	3
Albany	3
Schenectady	3
Brentwood, LI	2
Central Islip	1

California

San Francisco	1
---------------	---

Texas

Houston	1
---------	---

Maryland

Bethesda	1
Rockville	1
Washington, D.C.	2

Pennsylvania

Meadville	1
Pittsburgh	4

Ohio

Cleveland	1
-----------	---

North Carolina

Durham	1
--------	---

New Mexico

Albuquerque	1
-------------	---

Michigan		Massachusetts		Illinois	
Detroit	1	Boston	2	Chicago	3
Washington		Pennsylvania		Georgia	
Seattle	1	Philadelphia	1	Albany	1
Illinois		North Carolina		Illinois	
Champaign	1	Winston-Salem	1	Owens	1
		Chapel Hill	1	Alabama	
Toronto, Ontario	1	Durham	1	Montgomery	1
New York		Wisconsin		Minnesota	
Stony Brook	1	Madison	3	Rochester	1
Syracuse	2	Missouri		West Virginia	
Albany	5	St. Louis	1	Morgantown	1
Rochester	2	Columbia	1		
New York	3	Maryland			
Troy	1	Bethesda	1		

**TELEPHONE LECTURE NETWORK
LECTURE SERIES SCHEDULE FOR 1973-1974**

LECTURE SERIES	FREQ.	DAY	TIME
Medicine			
General Interest	Wk	Tue	11:30 a.m.
Cancer Oncology Conf.	Mo	3rd Wed	11:30 a.m.
Nursing			
General Interest	Wk	Tue	1:30 p.m.
Cancer Oncology	Mo	3rd Wed	12:30 p.m.
Anesthesia	Sp*	4th Wed	3:15 p.m.
Dietetics	SM	1st & 3rd Wed	2:00 p.m.
Clinical Pastoral Education	Mo	1st Wed	10:00 a.m.
Podiatry Journal Club	Mo	1st Thu	12 Noon
Medical Technology	Mo	1st Thu	1:30 p.m.
Medical Records	Mo	2nd Wed	2:00 p.m.
Inhalation Therapy	Mo	3rd Thu	11:30 a.m.
Managerial and Supervisory Development	Mo	2nd Thu	1:30 p.m.
Allied Health	Mo	4th Thu	1:00 p.m.
Food Service	Sp*	Mon	2:00 p.m.
Pharmacy Journal Club	Mo	2nd Thu	9:00 a.m.
Medical Librarianship	Mo	2nd Thu	11:30 a.m.

*Sp = Special Series - see specific lecture schedules
Anesthesia - 3 programs
Food Service - 18 programs

Available To All

Over 21,000 health professionals, representing 14 separate disciplines, attended the 212 lectures offered in the 1972-73 broadcasting year, without leaving their hospitals, clinics, or patients. Over 8,000 hours of continuing education credit was earned while the provider continued to practice. Three college level, credit bearing courses for students preparing for entry into health related professions were offered.

These numbers can easily be read and quickly forgotten. But it must be recognized that these thousands of health professionals deal directly or indirectly with several thousands of patients who need their availability. Fourteen separate disciplines encompass the interdisciplinary educational needs of health care teams and of the multiple divisions within each discipline. Accreditation for eight thousand hours of continuing education reflects the Network's primary purpose — making continuing education that is relevant to the needs of all health professionals, available on a continuing basis, at a time, place, and cost convenient to the continued delivery of health care.

Accrediting Agencies

A large number of the lecture series are accredited by the appropriate professional agency or organization.

American Academy of Family Practice

American Medical Association

American College of General Practitioners in Osteopathic Medicine and Surgery

College of Family Physicians of Canada

American Association of Nurse Anesthetists

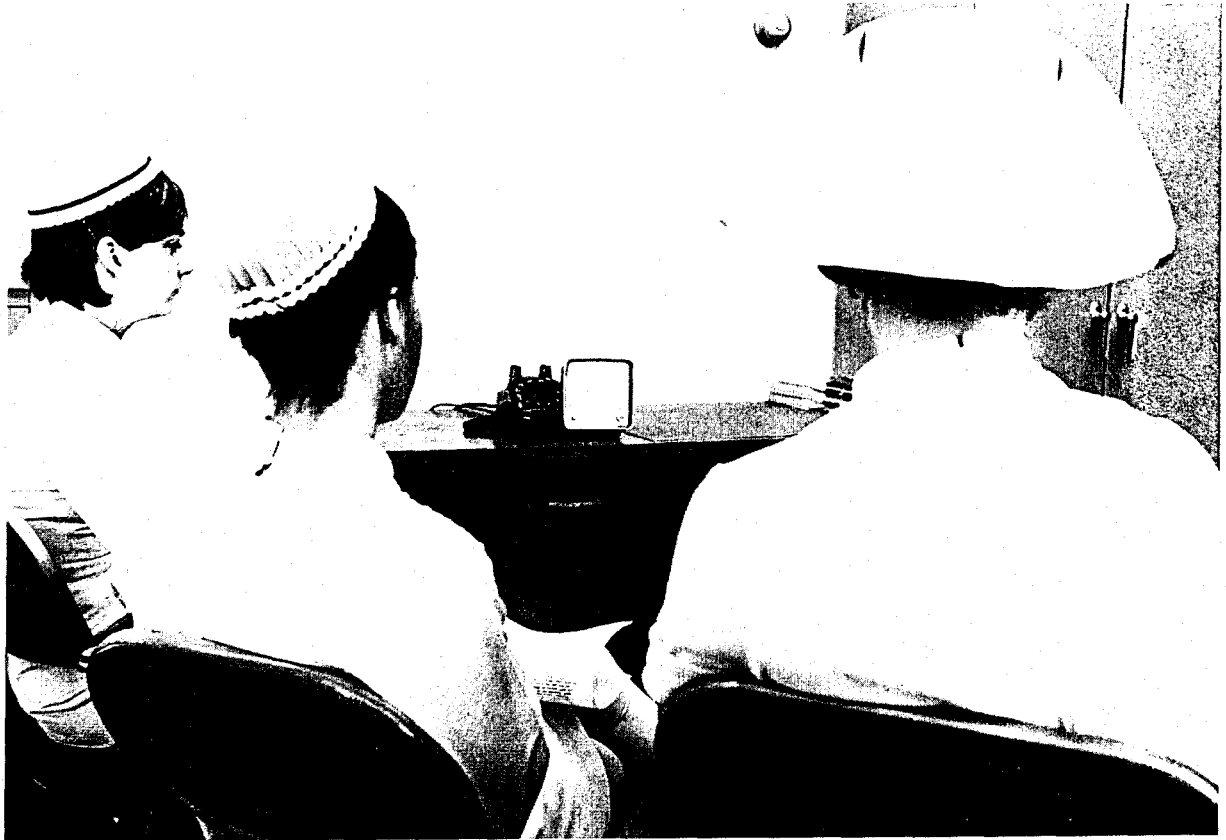
New York State Nurses Association

American Dietetic Association

New York State Board of Examiners of Nursing Home Administrators

Florida State Board of Pharmacy

New York State Board for Podiatry



The actual transference of knowledge between the acts of listening and learning is a cognitive process that can be termed interpretation. The learning process needs room for the controversy of exchange. Communicating a fact or an idea necessitates its juxtaposition with other ideas which may be opposing or interrelated. This requires a contact or, more appropriately, a dialogue. That is why the Telephone Lecture Network provides two-way communications. That is why questions, answers, and opinions are essential to the program structure.

Each lecture is followed by a minimum of thirty minutes discussion. This allows the lecturers to direct their knowledge toward the individualized considerations of the audience. It is also a confrontation for the lecturer who must respond to the questions and diverse prejudices of an audience of unlimited numbers. This confrontation constitutes the most productive potential of regional sharing — the mutual exchange of ideas and information. It is the controversy of active dialogue.

More people of diverse opinion and situation, but of similar educational need, are becoming part of this dialogue. The Telephone Lecture Network provides a unique opportunity for health professionals to keep pace with the most recent advances in knowledge and techniques. The lectures offer old and new considerations of health care problems and practices. They offer opinion and they require response. Whether response through a telephone between a widespread audience causes or dispels inhibition, it inevitably creates and directs thought.

74 Arrival of An Age

Modern communications is a multi-faceted term that has worked its way into the consciousness of most societies throughout the world. The Telephone Lecture Network offers a new concept of continuing education to the health communities throughout the lakes area region. It is the beginning of an age that has arrived in which the health professions can harness a potential and expand it into progress.

Future efforts will be directed toward the use of additional communications technology at hand:

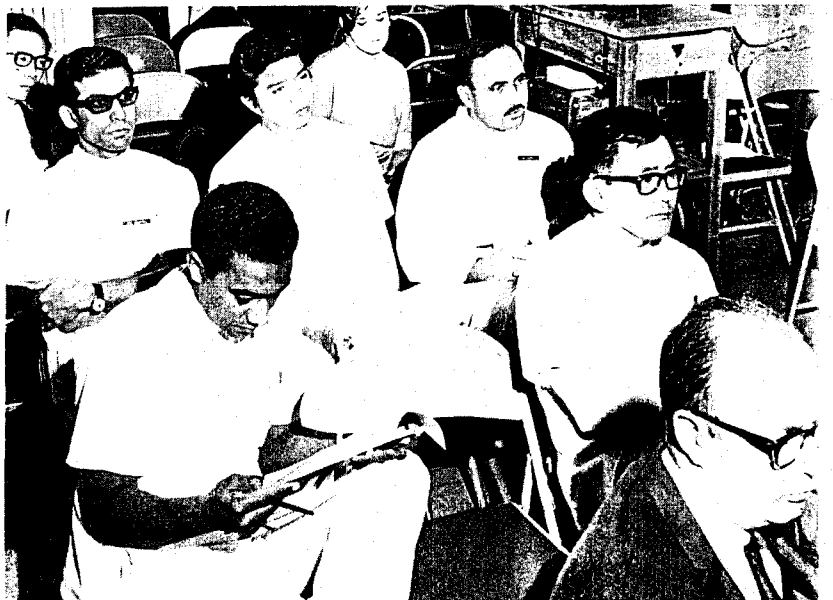
Controlled access radio broadcast of selected lectures, either in unison with or independent of ongoing Telephone Lecture Network programming, is now a reality in the metropolitan area of Buffalo. Direct dial telephone service will permit listeners of this service to call in questions and comments following each presentation.

"Dial Access" telephone capabilities have been developed to store fundamental medical and health information on audio tapes to be played back upon direct request from the professional or public communities.

An auxiliary telephone conference mechanism will be employed to meet the communication needs not fulfilled by the aforementioned systems. The latter mechanism would provide indiscriminate intra and extra regional conferencing capability.

Each network presentation is recorded by audio visual specialists to see that professional and technical quality is maintained and cataloged according to National Library of Medicine classification for non-print materials. Recordings are available for distribution in audio cassette format along with accompanying visuals following presentation on the network.

Tele-communications is no longer a concept. In Western New York and Northwestern Pennsylvania, it is a reality. The shape of that reality will never be a set or singular phenomenon. It will reflect the multiple and changing roles, needs, and methods of the region's health care spectrum.

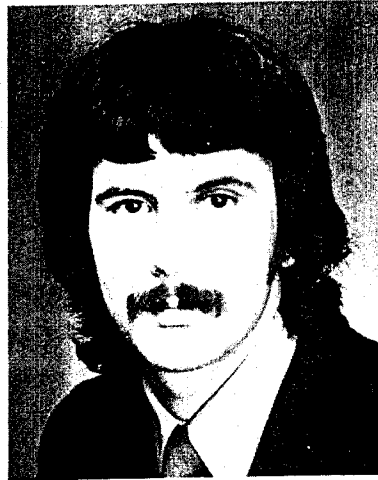


PEOPLE BEHIND THE PROGRAM

Network Personnel



Joseph L. Reynolds
Director



Robert Mathiebe
Network Engineer



Leslie Solomon
A/V Technician



Marjorie Witkop
Programmer



Susanne Fimiani
Administrative Assistant



Doris Unger
Secretary



Advisory Committee



Ruth Kocher



Sister Joan Banach



Edward H. Fischman



Charles M. Hall

Chairman

Ruth Kocher, R.D., M.S.
Regional Nutrition Consultant
New York State Health Department

Sister Joan Banach, R.R.A.
Director, Medical Records
St. Joseph Inter-Community Hospital
Cheektowaga, New York

Edward H. Fischman, D.P.M., FACFS
NYS Podiatry Society-Western Division

Charles M. Hall, M.A.
Director, Continuing Medical Education
School of Medicine
SUNYAB

Gilbert Hartman, D.O.
Doctor's Osteopathic Hospital
Erie, Pennsylvania

Mildred Heap, M.S.
Assistant Professor
Physical Therapy Department
School of Health Related Professions
SUNYAB

Patricia Hoff, R.N., M.A.
Director of Nursing & Allied Health Affairs
Lakes Area Regional Medical Program
Buffalo, New York

Terence Karselis, B.S., M.T. (ASCP)
Medical Technology Department
School of Health Related Professions
SUNYAB

Mary B. Mann, Ph.D.
Associate Professor
Speech Pathology
SUNYAB

A. W. Michalek, M.D.
Assistant Administrator-Medical
Our Lady of Victory Hospital
Lackawanna, New York

Ruth Pascarella
Bradford Hospital
Bradford, Pennsylvania

Kent N. Tigges, M.S., O.T.R.
Chairman, Occupational Therapy
SUNYAB

Allene VanSon, R.N.
Diabetes Teaching Service
E. J. Meyer Memorial Hospital
Buffalo, New York

Thomas Welsh, R.N.
Inservice Education
Gowanda State Hospital
Helmuth, New York



Gilbert Hartman



Mildred Heap



Patricia Hoff



Terence Karselis



Mary B. Mann



A. W. Michalek



Kent N. Tigges



Allene VanSon

Alternates

Sister Mary Kenneth Mullen
Mercy Hospital
Buffalo, New York

David Davidson, D.P.M., FACFO
NYS Podiatry Society
-Western Division
Buffalo, New York

John Lesniewski, D.O.
Doctor's Osteopathic Hospital
Erie, Pennsylvania

Dorothy Shaw, B.S., L.P.T.
Physical Therapy Department

Betty Murphy, M.T., M.Ed. (ASCP)
Medical Technology Department
State University of New York
Buffalo, New York

Sylvia Helbert, R.D., M.Ed.
Erie County Cooperative Extension
Buffalo, New York

Joan Mongillo
Bradford Hospital
Bradford, Pennsylvania

Marjorie Witkop
TLN Programmer



Thomas Welsh

Allied Health

Mary B. Mann, Ph.D.
Associate Professor of Speech
Pathology and Director
Speech and Hearing Clinic
State University of N.Y. at Buffalo

Anesthesia

Robert Bryndle, C.R.N.A.
Educational Director
School of Anesthesia for Nurses
E. J. Meyer Memorial Hospital
Buffalo, New York

Clinical Pastoral Education

Rev. C. Charles Bachmann, Ph.D.
Chaplain Supervisor
Association for Clinical
Pastoral Education
E. J. Meyer Memorial Hospital
Buffalo, New York

Dietetics

Ruth Kocher, R.D., M.S.
Regional Nutrition Consultant
N.Y. State Dept. of Health
Buffalo, New York

Sylvia Helbert, R.D., M.Ed.
Extension Home Economist
Erie County Cooperative Extension
Buffalo, New York

Joanne Stahl, R.D.
Nutrition Service Consultant
N.Y. State Dept. of Health
Buffalo, New York

Food Service

John C. Gallagher
Food Service Director
Millard Fillmore Hospital
Buffalo, New York

Patricia Haughey, R.D.
Director of Nutrition & Patient Service
Interstate United Corp.
- Hospital Dietetics
Children's Hospital
Buffalo, New York

Janice Kelley, R.D.
Vice President
Service Systems Corporation
Buffalo, New York

Jane Mitchell, R.D.
District Manager
Interstate United Corp.
-Hospital Dietetics
Buffalo, New York

Francis S. Roselli
Food Service Director/
Children's Hospital
Interstate United Corp.
-Hospital Dietetics
Buffalo, New York

Inhalation Therapy

Robert Moore, A.R.I.T.
Instructor, Inhalation Therapy
Erie Community College
Williamsville, New York

Mary Phillips, R.N., B.S., C.I.T.T.
Assistant Head Nurse,
Inhalation Therapy
E. J. Meyer Memorial Hospital
Buffalo, New York

Karl Lisnerski, C.I.T.T.
Chief Inhalation Therapist
Deaconess Hospital
Buffalo, New York

Marlon B. Siegel, A.R.I.T., B.S.
Instructor, Inhalation Therapy
Erie Community College
Williamsville, New York

Sandra S. Illig, R.N., M.S.
Assistant Professor
Department of Inhalation
Therapy
Erie Community College
Williamsville, New York

Managerial & Supervisory Development

William D. Robertson
Employee Relations Manager
Niagara Falls Memorial Medical Center
Niagara Falls, New York

Robert J. Beebee
Administrative Associate
Lakes Area Regional Medical Program
Buffalo, New York

Medical Librarianship

Helen J. Brown, M.A.
Library Consultant
Lakes Area Regional Medical Program
Buffalo, New York

Jean K. Miller, M.L.S., M.S.
Associate Librarian
Health Sciences Library
State University of N.Y. at Buffalo
Buffalo, New York

Martha Manning, M.L.S., B.A.
Associate Librarian
Health Sciences Library
State University of N.Y. at Buffalo
Buffalo, New York

Medical Records

Sister Joan Banach, B.S., R.R.A.
Director, Medical Record Dept.
St. Joseph Intercommunity Hospital
Cheektowaga, New York

Sister Mary Kenneth, B.S., R.R.A.
Director, Medical Record Dept.
Mercy Hospital
Buffalo, New York

Jacqueline L. Hunt, A.R.T.
Director, Medical Record Dept.

Medical Technology

Terence C. Karselis, B.S., M.T., (ASCP)
Assistant Professor
Medical Technology
School of Health Related Professions
State University of N.Y. at Buffalo

Dorothy G. Pollock
Transfusion Services Supervisor
Children's Hospital
Buffalo, New York

Nursing

Rita J. Boucher, Ed.D.
Associate Professor & Major Advisor
Graduate Program Rehabilitation Nursing
State University of N.Y. at Buffalo

Sharon S. Dittmar, M.S.
Instructor, Adult Health
State University of N.Y. at Buffalo

Patricia Farrell, B.S.
Dietitian, Diabetes Teaching Service
E. J. Meyer Memorial Hospital
Buffalo, New York

Jean Hanna, R.N., M.P.H.
Staff Associate
Lakes Area Regional Medical Program

Patricia Shine Hoff, R.N., M.A.
Director for Nursing and Allied Health Affairs
Lakes Area Regional Medical Program

June M. MacDowall, R.N., Ed.M.
Regional Representative
Economic Security Program
New York State Nurses Association

Robert W. Oreschnick, B.S.N.
Coordinator, Inservice Education
Millard Fillmore Hospital
Buffalo, New York

Flora Taylor, R.N., M.S.
Chairman, Advanced Dept. of Nursing
Niagara University
Niagara University, New York

Allene VanSon, R.N.
Supervisor, Dietetic Detection Service
E. J. Meyer Memorial Hospital
Buffalo, New York

Nursing - Cancer Oncology

Eva Noles, R.N., M.Ed.
Chief of Nursing Services and Training
Roswell Park Memorial Institute
Buffalo, New York

Pharmacy Journal Club

Gregory M. Chudzik, Pharm. D.
Assistant Professor of Pharmacy
State University of N.Y. at Buffalo

Robert M. Cooper, Pharm. D.
Associate Professor and
Assistant Dean, School of Pharmacy
State University of N.Y. at Buffalo

Physicians

Harry J. Alvis, M.D.
Director, Medical Education
Millard Fillmore Hospital
Buffalo, New York

Robert B. Corretore, M.D.
Clinical Asst. Prof. of Family Practice
Dept. of Social & Preventive Medicine
State University of N.Y. at Buffalo

Herbert E. Joyce, M.D.
Clinical Asst. Prof. of Family Practice
Dept. of Social & Preventive Medicine
State University of N.Y. at Buffalo

Richard J. Leberer, M.D.
Clinical Instructor of Family Practice
Dept. of Social & Preventive Medicine
State University of N.Y. at Buffalo

John C. Maize, M.D.
Assistant Professor of Dermatology
School of Medicine
State University of N.Y. at Buffalo

Harry L. Metcalf, M.D.
Clinical Instructor of Family Practice
Dept. of Social & Preventive Medicine
State University of N.Y. at Buffalo

James R. Nunn, M.D., A.A.F.P.
Clinical Asst. Prof. of Family Practice
Dept. of Social & Preventive Medicine
State University of N.Y. at Buffalo

Edward A. Rayhill, M.D.
Clinical Instructor of Family Practice
Dept. of Social & Preventive Medicine
State University of N.Y. at Buffalo

Physicians - Cancer Oncology

Gerald P. Murphy, M.D., D.Sc.
Director, Roswell Park Memorial Institute
Buffalo, New York

John C. Patterson, M.D.
Associate Chief
Cancer Research Gynecologist
Roswell Park Memorial Institute
Buffalo, New York

Podiatry Journal Club

Edward H. Fischman, D.P.M., F.A.C.F.S.
Trustee of the N.Y. State Podiatry Society

David M. Davidson, D.P.M., A.A.C.F.S.
Member of the Education Committee of
the Podiatry Society of the State of N.Y.
Western Division

Allied Health

Caroline R. Brayley, Ed.M., B.S.
Assistant Professor
Occupational Therapy
SUNYAB

Mildred F. Heap, M.S.
Assistant Professor
Physical Therapy
SUNYAB

Mary B. Mann, Ph.D.
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Director, Speech & Hearing Clinic
SUNYAB

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Educational Director
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Rev. C. Charles Bachmann, Ph.D.
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The Association for Clinical Pastoral
Education
E. J. Meyer Memorial Hospital
Buffalo, New York

Dietetics

Ruth E. Kocher, R.D., M.S.
Regional Nutrition Consultant
N.Y. State Health Dept.
Buffalo, N.Y.

Food Service

John C. Gallagher
Food Service Director
Millard Fillmore Hospital
Buffalo, N.Y.

Patricia Haughey, R.D.
Director of Nutrition & Patient Services
Interstate United Corp.-Hospital Service
Children's Hospital
Buffalo, N.Y.

Robert E. Hunt, M.P.H.
Assistant Professor
Environmental Health & Safety
SUNYAB

Janice Kelley, R.D.
Vice President
Service Systems Corp.
Buffalo, New York

Jane Mitchell, R.D.
District Manager
Interstate United Corp.-Hospital Dietetics
Buffalo, New York

Francis S. Roselli
Food Service Director/Children's Hospital
Interstate United Corp.-Hospital Dietetics
Buffalo, New York

Inhalation Therapy

Jerome J. Maurizi, M.D.
Professor & Chairman
Dept. of Inhalation Therapy
Erie Community College
Williamsville, New York

Marlon B. Siegel, B.S., A.R.I.T.
Instructor, Dept. of Inhalation Therapy
Erie Community College
Williamsville, New York

Managerial & Supervisory Development

Hospital Personnel Management
Association of Western New York

Medical Librarianship

Helen J. Brown, M.A.
Library Consultant
Lakes Area Regional Medical Program
Buffalo, New York

Jean K. Miller, M.L.S., M.S.
Associate Librarian
Health Sciences Library
SUNYAB

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St. Joseph Intercommunity Hospital
Cheektowaga, New York

Sister Mary Kenneth, B.S., R.R.A.
Director, Medical Record Department
Mercy Hospital
Buffalo, New York

Medical Technology

Terence C. Karselis, B.S., M.T. (ASCP)
Assistant Professor
Medical Technology
School of Health Related Professions
SUNYAB

Nursing

Rita J. Boucher, Ph.D.
Associate Professor and Major Advisor
Graduate Program Rehabilitation Nursing
SUNYAB

Patricia S. Hoff, R.N., M.A.
Director of Nursing and Allied Health Affairs
Lakes Area Regional Medical Program

June M. MacDowall, R.N., M.S.
Regional Representative
Economic Security Program
New York State Nurses Association

Robert W. Oreschnick, B.S.N.
Coordinator, Inservice Education
Millard Fillmore Hospital
Buffalo, New York

Flora Taylor, R.N., M.S.
Chairman, Advanced Dept. of Nursing
Niagara University
Niagara University, New York

Lakes Area Regional Medical Program, Inc.

Nursing

Allene Van Son, R.N.
Supervisor Diabetic Detection Service
E. J. Meyer Memorial Hospital
Buffalo, New York

Nursing Cancer Oncology

Dorothy Wilson, R.N., M.S.
Assistant Director of Nursing Education
Roswell Park Memorial Institute
Buffalo, New York

Pharmacy

Gregory M. Chudzik, Pharm. D.
Assistant Professor of Pharmacy
School of Pharmacy
SUNYAB

Physicians

Harry J. Alvis, M.D.
Director, Medical Education
Millard Fillmore Hospital
Buffalo, New York

Charles M. Hall, M.A.
Director, Continuing Medical Education
School of Medicine
SUNYAB

Physicians Cancer Oncology

Merl Solomon, Director
Medical & Scientific Communication
Roswell Park Memorial Institute
Buffalo, New York

Podiatry

David M. Davidson, D.P.M., A.A.C.F.S.
Member of the Education Committee of the
Podiatry Society of the State of New York
Western Division

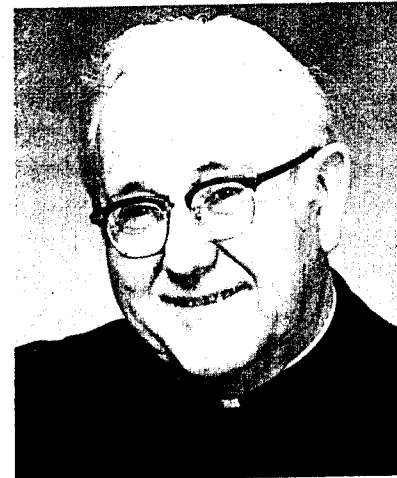
Edward H. Fischman, D.P.M., F.A.C.F.S.
Trustee of the N.Y. State Podiatry Society



John R. F. Ingall, M.D.
Executive Director



James J. McCormack, Ph.D.
Deputy Director



Father Cosmas Girard, OFM, Ph.D.
Chairman
Regional Advisory Group, LARMP, Inc.