

Each guest's medical assessment includes a comprehensive evaluation with internal medicine and preventive health physicians on the medical staff at Baylor as well as laboratory testing, cardiovascular evaluation, chest x-ray, vision and hearing screenings, and pulmonary function testing. After each exam, guests receive an in-depth summary report of their evaluation with suggestions from the examining physician as well as suggestions for follow-up care and referrals to specialists, if needed. Bone densitometry, mammography, and colonoscopy, when appropriate for age and/or risk factors, are available as well as cardiac and total body computed tomography scans.

In addition to the medical evaluation, guests are offered a lifestyle and fitness assessment, provided by fitness professionals at the center, to measure key indicators of fitness, such as cardiovascular endurance, body fat percentage, lean muscle mass composition, and resting metabolism. The results are used to develop personalized fitness and dietary programs to improve the guest's overall health and athletic performance. A complimentary golf swing analysis, conducted

by the Baylor Motion and Sports Performance Center, is also offered.

"Each guest will enjoy a private suite for his or her appointment," said Luci Neumann, president, Baylor Tom Landry Health and Wellness Center. "The suites are designed so guests can relax or conduct business in the intervals between their evaluations. The program provides guests with the resources they need to achieve and maintain optimal health."

In January 2006, the Baylor Tom Landry Health and Wellness Center will also open a day spa. Housed on the first floor, the 8000-square-foot spa will offer massage treatments, facials, body wraps, waxes, sunless tans, and manicures and pedicures, as well as a hydrotherapy room and a hair salon for both men and women. The spa will accommodate individuals with conditions such as arthritis and fibromyalgia and will offer prenatal, antepartum, and postpartum services for women.

"Not only will the spa treatments be relaxing, but they will also serve to enhance overall wellness," said Neumann. "As part of the Baylor Health Care System, the spa will be set apart in

that it will have access to excellent health and fitness resources."

■ **BUMC gastroenterologist performs innovative procedure for acid reflux; GI lab expands**

Daniel DeMarco, MD, medical director of endoscopy at BUMC, was the first in the Southwest to treat patients with gastroesophageal reflux disease by using the Plicator. During the nonsurgical procedure, the Plicator device is inserted into the esophagus and positioned at the junction of the esophagus and the stomach. Physicians then open the device's small arms to grab tissue from the gastric wall and create a fold around the valve. The device then places one suture to hold the fold together, creating a tighter valve. In this way, the normal antireflux barrier is restored. The procedure is performed typically in 30 minutes or less and allows patients to return home the same day.

"Other procedures have been effective but can come undone over time. This procedure is more permanent, which gives individuals long-term relief from gastroesophageal reflux disease," said Dr. DeMarco. "Patients leave following the procedure and report that they feel relief as early as the next morning. In less than 24 hours, the majority of their symptoms have dissipated."

To accommodate the continued demand for endoscopy services and the advanced technology, BUMC opened an expanded gastroenterology laboratory on September 6, 2005. The 18,000-square-foot laboratory, with 10 procedure rooms and an area for patient recovery, is located on the first floor of Truett Hospital. It was designed with patient comfort and convenience in mind: centralized admissions and a relaxing environment create an efficient and pleasant patient visit, and increased privacy and a quiet atmosphere at the laboratory help maintain confidentiality.

■ **BHCS collaborates with state of Pennsylvania to implement quality improvement tools**

The quest to systemize health care improvements gave birth to BHCS's Accelerating Best Care, a rapid-cycle quality improvement education program. Popularly known as ABC-Baylor, the course helps medical professionals and administrators improve clinical outcomes, patient satisfaction, financial outcomes, and other areas

RECENT GRANTS

- Title: Targeting of human dendritic cells for melanoma therapy
Principal investigator: Kiley Prilliman, PhD
Sponsor: National Cancer Institute
Total funding: \$128,790
Award period: July 13, 2005, to June 30, 2006
- Title: Developing a targeted injury detection system
Principal investigator: Donald Kennerly, MD, PhD
Sponsor: Research Triangle Institute
Total funding: \$89,999
Award period: March 3, 2005, to August 22, 2006
- Title: Agency for Healthcare Research and Quality Partnership in Advancing Quality Together Project (year 3)
Principal investigator: Donald Kennerly, MD, PhD
Sponsor: Research Triangle Institute
Total funding: \$50,000
Award period: August 30, 2004, to September 29, 2005
- Title: The biology and diagnosis of hereditary nonpolyposis colon cancer
Principal investigator: C. Richard Boland, MD
Sponsor: National Cancer Institute
Total funding: \$344,250
Award period: July 1, 2005, to April 30, 2006
- Title: Functional mitral regurgitation in ischemic cardiomyopathy
Principal investigator: Paul Grayburn, MD
Sponsor: National Heart, Lung, and Blood Institute
Total funding: \$338,199
Award period: August 1, 2005, to July 31, 2006
- Title: Hindfoot motion after reconstruction for posterior tibial tendon dysfunction
Principal investigator: James Brodsky, MD
Sponsor: American Orthopaedic Foot and Ankle Society
Total funding: \$6400
Award period: May 1, 2005, to April 30, 2006

■ BUMC ranks among top hospitals for 13th year

For the 13th consecutive year, BUMC was ranked among the nation's top hospitals in U.S. News & World Report's 2005 "America's Best Hospitals" guide. BUMC ranked among the 50 top hospitals in each of the following specialties: digestive disorders (ranked 18th), gynecology (ranked 19th), heart and heart surgery (ranked 26th), kidney disease (ranked 39th), neurology and neurosurgery (ranked 34th), and orthopaedics (ranked 20th). Additionally, Baylor Institute for Rehabilitation ranked 22nd among the nation's top rehabilitation facilities.

In addition, Baylor Health Care System (BHCS) has been named one of the nation's 100 Most Wired Hospitals for the sixth consecutive year by Hospitals & Health Networks, the journal of the American Hospital Association.

■ ODC Therapy Inc. advances clinical trials of a patient-specific cancer vaccine for malignant melanoma

On June 23, 2005, ODC Therapy Inc., a privately held affiliate of BHCS, announced the acceptance by the Food and Drug Administration (FDA) of an investigator-initiated clinical trial of its lead product, a patient-specific cancer vaccine developed by Baylor Research Institute for patients with late-stage metastatic melanoma.

"We are encouraged by the favorable and timely review of this investigational new drug application and attribute our success to a dedicated team led by our scientific co-investigators Karolina Palucka, MD, PhD, and Jacques Banchemereau, PhD, at the Baylor Institute for Immunology Research," said Michael Ramsay, MD, president of Baylor Research Institute. "We look forward to expanding access to this novel therapy through rigorous clinical and manufacturing development."

John Nemunaitis, MD, medical director of the Mary Crowley Medical Research Center, which is located on the BUMC campus, will serve as the principal investigator of the research trial.

In a recent phase I dose-escalation trial, 20 patients with metastatic melanoma were treated with the first-generation vaccine. While the results of this trial are still being analyzed, one

ACCOLADES

Modern Healthcare magazine has listed Baylor Health Care System President and CEO Joel Allison at number 11 on its annual list of the "100 Most Powerful People in Healthcare." Mr. Allison is the highest ranked president or CEO of a health care system on the list.

Robert L. Fine, MD, an internist who directs Baylor's Office of Clinical Ethics, was elected to the Texas Medical Association Council on Health Service Organizations. Presley M. Mock, MD, an otolaryngologist at BUMC, was reelected to the Texas Medical Association Council on Socioeconomics. These councils are responsible for researching, reviewing, and creating policy.

Robert W. Jackson, MD, previous chair of orthopaedics at BUMC, was inducted into the Hall of Fame of Sports Medicine in July 2005. This is one of the highest honors given to a member of the American Orthopaedic Association for Sports Medicine for achievements in sports medicine.

Alan Menter, MD, a dermatologist on staff at BUMC, has given presentations through-

out the world in the past few months: in Copenhagen, Denmark; London, UK; Madrid, Spain; Buenos Aires, Argentina; Istanbul, Turkey; Tokyo, Japan; and Brasilia, Brazil.

John T. Preskitt, MD, a surgeon on the BUMC medical staff, has been named to the board of regents of the American College of Surgeons.

BUMC Clinical Nurse Specialist Mae Centeno, MS, RN, was named a finalist in NurseWeek magazine's 2005 Nursing Excellence Awards for the South Central Region. She made the finals in the clinical care category for nurses, "who demonstrate excellence in direct-care delivery in any clinical setting."

Baylor All Saints Medical Center received a prestigious award for excellence in hospital governance from the Texas Healthcare Trustees Foundation's Texas Academy of Governance. President Steven Newton and Board of Trustees Chairman T. Pollard Rogers accepted the award during the hospital's board meeting on July 27, 2005.

patient has demonstrated a complete remission and another patient has demonstrated a partial remission. At 29 months since the beginning of the trial, 10 of the patients are still alive.

To support the manufacturing of the vaccine, BHCS recently constructed and equipped a \$2.4 million, 2200-square-foot customized cell-processing facility. The new facility has been designed in compliance with the FDA's current Good Manufacturing Practices and is located at the Baylor Institute for Immunology Research. The technologically advanced facility will enable the manufacture, controlled freezing, and storage of patient-specific vaccines and includes three 400-square-foot, class 10,000 processing suites and an automated filling machine.

■ BUMC earns primary stroke center certification

In August 2005, the Joint Commission on Accreditation of Healthcare Organizations awarded BUMC primary stroke center certification. This certification means that BUMC's stroke care program follows national standards and guidelines that can significantly improve out-

comes for stroke patients. BUMC has the first certified primary stroke center in the Dallas-Fort Worth region.

"Baylor possesses all capabilities of a comprehensive stroke center, including 'brain attack' protocols to rapidly administer clot-busting treatments and universal use of effective stroke prevention regimens," said Lise Labiche, MD, stroke program medical director. "Our next step is to increase public awareness that stroke is a potentially treatable disease when emergency medical services are activated immediately for transport to a stroke center."

■ Baylor Tom Landry Health and Wellness Center opens comprehensive health and wellness program and will open spa

In July 2005, the Baylor Tom Landry Health and Wellness Center (formerly known as the Baylor Tom Landry Center) began offering Personal Edge, a new wellness program designed to give guests a thorough appraisal of their overall health in a private and comfortable atmosphere.

UPCOMING CME PROGRAMS

The A. Webb Roberts Center for Continuing Education of Baylor Health Care System is offering the following programs:

- Nephrology, Hepatology, and Transplantation: The Cutting Edge, October 29, 2005, at the Westin Galleria Dallas
- Ninth Annual Tyler Breast Conference, February 18, 2006, at Harvey Convention Center, Tyler, Texas

For more information, call 214-820-2317.

In addition, Focus on Research forums at BUMC offer CME credit. The following speakers will be featured:

- John J. Nemunaitis, MD, October 11, 2005
- David J. Ballard, MD, PhD, November 8, 2005
- John Dixon, RN, MSN, December 20, 2005

The forums will be held in the Folsom Room, 17 Roberts, at noon. For more information, contact Janet Collinson at 214-820-2687.

and specialty health care companies, including behavioral health services, medication compliance services, and patient contact centers.

Amy Wilson, MD, has been named medical director of Baylor Institute for Rehabilitation (BIR) and as the new chair of physical medicine and rehabilitation at BUMC. Dr. Wilson has been the associate medical director of program development at BIR as well as staff physiatrist and director of the amputee clinic at BIR. Since 2003, she has been the physician representative for rehabilitation expansion projects, such as the BIR outpatient clinics in Mesquite and Frisco and the 24-bed inpatient expansion in Jonsson Hospital at BUMC.

■ Torchbearers Campaign raises \$126,000 for Baylor's TINY TOTS Clinic

A new philanthropic group called Torchbearers raised \$126,000 in its inaugural year to benefit The Infant and Young Toddler Outpatient Treatment Specialty (TINY TOTS) Clinic at BUMC. Alison Solomon and Jeff Fronterhouse co-chaired Torchbearers, an organization affiliated with BHCS designed to engage a new generation of philanthropists, in the group's campaign to assist the clinic.

Funds from the campaign help the TINY TOTS Clinic serve fragile "graduates" of Baylor's neonatal intensive care unit (NICU), which provides advanced life support to premature and critically ill newborns. Since 2001, the clinic has provided coordinated follow-up medical care for the many complex and uncertain medical problems that may exist for children discharged from the NICU. In addition to basic medical care, the clinic provides subspecialty pediatric evaluations, specialized immunizations, and feeding and developmental evaluations.

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of quality care by teaching clinicians and administrators about the cultural changes needed to improve quality and to give them the practical tools to accomplish their goals.

Recently, Pennsylvania state lawmakers met with BHCS officials to learn how its hospitals can benefit from Baylor's innovations. "The ABC-Baylor program is a proven winner, and we want to make sure Pennsylvania is on board," Pennsylvania State Representative Todd Eachus said. He referred to a \$1.5 million grant Baylor received from the Agency for Healthcare Research and Quality to conduct a randomized controlled trial studying the benefits of ABC-Baylor in small, rural Texas hospitals. "That rigorous validation," Mr. Eachus said, "makes it very relevant to a substantial portion of Pennsylvania hospitals."

"Baylor Health Care System has a strong commitment to making health care safer, more timely, effective, efficient, equitable, and patient centered, and the ABC-Baylor course contributes substantially to achieving this goal. We are honored to share our efforts with health care professionals anywhere," said David J. Ballard,

MD, PhD, senior vice president and chief quality officer at BHCS. Dr. Ballard also recently presented ABC-Baylor to physicians and health care leaders in Italy.

■ Baylor names new leaders

Karen Auditore-Hargreaves, PhD, was named chief executive officer of ODC Therapy Inc. following an international search. ODC Therapy is a spin-off company of Baylor Research Institute. "Karen brings a wealth of cancer product development and financing experience from her 15 years as a senior executive in both venture-backed and public biotech companies in the Seattle area," said Michael Ramsay, MD, president, Baylor Research Institute. "We welcome her leadership as our team advances new dendritic cell therapies to marketing approval."

Gail Berlin, RN, LMSW, was named new director of Our Children's Center at Irving. She has over 20 years of health care experience. Previously, she served as the vice president of operations for the Centene Corporation in St. Louis, where she provided strategic and operational leadership for state Medicaid programs