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Photo credit: Carl Derrick
Dear DFSM Family:

We are happy to welcome you to our October DFSM Newsletter, which represents a new, revitalized version of what will be a bimonthly publication that we hope will more fully represent much of the interesting work and activities around the Department. For those who work here, please continue to send in all relevant information that you would like to share. For those who are visiting or finding us online, we welcome your interest in our work and our mission, which is to promote health and social justice in the Bronx and beyond. For more information or to submit any items for future newsletters, please contact Deyanira Suarez at 718-920-7915 or desuarez@montefiore.org.

Thank you very much. We look forward hearing from you.

Peter A. Selwyn, M.D., M.P.H.
Professor and Chairman
Department of Family and Social Medicine
Breaking News...

We are very pleased to announce that several of the recently submitted HRSA grants have been funded, for projects related to residency and medical student education and faculty development. Congratulations and thanks to all faculty and staff who contributed to this success, which will greatly enhance our teaching and training activities. A summary of the grants is below:

**Project title:** Family Medicine Residency Expansion in an Urban Underserved Community  
**Project Director:** Mary Duggan, MD  
**Award:** $1,490,111

Montefiore Medical Center’s (MMC) Residency Program in Social Medicine (RPSM), administered by the Albert Einstein College of Medicine’s (Einstein) Department of Family and Social Medicine (DFSM), proposes to expand our family medicine residency program enrollment by two residents per PGY level, from a 10-10-10 complement to a 12-12-12 complement, to train more family medicine physicians to care for underserved urban communities.

This proposal has one overall goal: To expand our residency training program in urban family medicine by two residents in each PGY level and maintain it at that level in subsequent years. The project has five (5) main objectives and within each there are both programmatic and learning objectives, activities and evaluation methods. Objective 1 is to recruit the additional two (2) residents into each PGY 1 class during the grant period and emphasizes the program’s commitment to diversity in its residents and faculty with a focus on those underrepresented in medicine. Objective 2 is to provide a core curriculum in family medicine for our expanded resident complement that meets all common and family medicine-specific requirements of the ACGME, FM-RRC, and the ABFM. Objective 3 is to provide our expanded resident complement with the knowledge, skills and attitudes required to practice social medicine to create social change that will promote equity and health for all. Objective 4 is to train our expanded resident complement to serve as practice transformation leaders to create patient-centered medical homes (PCMH) for urban underserved communities. Objectives 5 is to conduct electronic survey evaluation with all completing residents and their employers to assess adequacy of training and performance in the six ACGME competency areas as well as Medical Home competencies.

The work plan details how new residents funded with grant resources will be brought on incrementally so that in grant Year 3 a full 12:12:12 complement will be enrolled. We will request approval from the ACGME to increase our resident complement and will bring on new faculty and staff as increase in resident complement necessitates. Our plan to sustain this new 12 resident complement is to advocate for a raise in the GME cap for primary care trainees and to apply for funding for Teaching Health Centers with our community partner, the Bronx Community Health Network. Montefiore Medical Center has committed to support the additional costs of expanding the training program, beyond resident salary costs, that will be required by this proposal during the anticipated project period.

**Project title:** Equipment to Enhance Training for Health Professionals: Family Care/Social Internal Medicine Training  
**Project Director:** Hillary Kunins, MD, MS, MPH  
**Award:** $263,685

The project proposes the purchase of videoconferencing training equipment to support enhancements to the training of 44 residents annually and faculty in Primary Care/Social Internal Medicine (PC/SIM) through the Residency Program in Social Medicine (RPSM). The videoconferencing equipment will be used for teaching activities at the Comprehensive Health Care Center (CHCC) where social internal medicine/primary care residents and faculty have their practices, as well as at the faculty office of the Division of General Internal Medicine. We expect that an additional 20 pediatrics residents and faculty at CHCC will also utilize this equipment.

(Continue on next page)
**Project Title:** Equipment to Enhance Training for Health Professionals: Family Medicine Faculty Development  
**Project Director:** Ellen Tattelman, MD  
**Award:** $216,748

The project requests the purchase of videoconferencing to support enhancements to the training of faculty development fellows and family medicine faculty including community preceptors through the Faculty Development Program in Family Medicine of the Residency Program in Social Medicine (RPSM). Videoconferencing equipment will be installed in existing conference rooms at two major teaching locations for Faculty Development activities - our administrative and educational offices for faculty and staff located at 3544 Jerome Avenue near the MMC main campus and the offices for predoctoral training and research located in the Einstein’s Mazer Building. Videoconferencing will allow faculty and faculty development trainees to engage community Preceptors more regularly in short, more focused, less disruptive and time consuming activities, and to include medical students as trainees for curricular instruction by fellows. A centralized video conferencing bridge will allow up to 100 users to access the system, which will greatly impact our ability to work with busy primary care practitioners who precept learners in community settings.

**Project Title:** Equipment to Enhance Health Professions Training: Maternal & Child Health Teamwork, Bronx Science & Health Opportunity Partnership  
**Project Director:** Hal Strelnick, M.D.  
**Award:** $232,254

Bronx Science and Health Opportunities Partnership (BxSHOP) seeks to (1) enhance minority student self-confidence and performance through team-building workshops employing high-fidelity simulation mannequins and clinical scenarios for cardiopulmonary resuscitation (CPR) and normal deliveries; (2) motivate summer high school students to seek to health professions training in order to deliver health care in underserved areas through team-building workshops employing high-fidelity simulation mannequins and clinical scenarios; (3) train underrepresented minority faculty to develop and lead team-building clinical scenarios employing high-fidelity simulation mannequins and video-documented feedback; (4) expanding minority health clinical education and cultural competency for all students through team-building workshops employing high-fidelity simulation mannequins and clinical scenarios; (5) developing a more competitive applicant pool by incorporating team-building workshops employing high-fidelity simulation mannequins and clinical scenarios into the Summer Undergraduate Mentorship Program; and (6) strengthening student and faculty cultural competence through team-building workshops employing high-fidelity simulation mannequins and clinical scenarios.

The high-fidelity simulation mannequins will be housed in the new Ruth L. Gottesman Clinical Skills Center on the Einstein campus. A 2,000 square-foot simulation center will be renovated by the Albert Einstein College of Medicine to accommodate the simulation equipment.

**Project Title:** Equipment to Enhance Health Professions Training: Adult and Emergency Healthcare Teamwork at the Hispanic Center of Excellence  
**Project Director:** Hal Strelnick, M.D.  
**Award:** $222,353

The goal of the Einstein Hispanic Center of Excellence (HCOE) is to assure excellence in medical education for underrepresented minority individuals and to provide effective training in cultural competency and underserved communities for all students. The HCOE’s objectives for this proposal include (1) enhancing minority student performance through team-building workshops employing high-fidelity simulation mannequins and clinical scenarios; (2) training underrepresented minority faculty to develop and lead team-building clinical scenarios employing high-fidelity simulation mannequins and video-documented feedback; (3) expanding minority health clinical education and cultural competency for all students through team-building workshops employing high-fidelity simulation mannequins and clinical scenarios; (4) training students in delivering health care in underserved areas through team-building workshops employing high-fidelity simulation mannequins and clinical scenarios; (5) developing a more competitive applicant pool by incorporating team-building workshops employing high-fidelity simulation mannequins and clinical scenarios into the Summer Undergraduate Mentorship Program; and (6) strengthening student and faculty cultural competence through team-building workshops employing high-fidelity simulation mannequins and clinical scenarios.

DFSM TRIVIA QUESTION

Which Staff member has been with DFSM the Longest?  
(see page 12)
Remembering our founding Chair,  
Robert J. Massad, M.D.

To the DFSM/RPSM Community & Friends,

Robert (Bob) Massad, M.D., founding chair of the Departments of Family Medicine at Montefiore Medical Center (1978) and the Albert Einstein College of Medicine (1992), died on August 10, 2010, at his home in Camino, California. He was 75 years old.

Bob came to Montefiore in 1978 to establish Montefiore’s Department of Family Medicine after starting the departments of family medicine at San Francisco General Hospital and the University of Iowa. He led the development of the Montefiore Family Health Center (FHC) and then brought together the Ambulatory Care Network (including FHC, Comprehensive Family Care Center, and Comprehensive Health Care Center) and oversaw the expansion of Montefiore's Bronx-based practices, including Castle Hill, Fordham, Marble Hill, University Avenue, and West Farms Family Practices (now Montefiore Medical Group II). He integrated primary care into the Substance Abuse Treatment Program. In 1984 he opened the Family Practice Inpatient Service at Montefiore and became the founding chair of the Unified Academic Department of Family Medicine with Einstein. He was instrumental in the founding of the Bronx Health Plan, which has evolved into the Affinity Health Plan.

While Bob was chair, he received the STFM Recognition Award in 1994, and the RPSM won the Pew National Primary Care Award for Education in 1995, given by the Pew Memorial Trust, Pew Health Professions Commission, U.S. Public Health Service, and the Primary Care Organizations Network. He was an active member of New York State's Council on Graduate Medical Education. After his retirement in 1998, he helped Dr. Roberto Belmar and the post-Pinochet government in Chile to develop family medicine as a model for primary care. In California he was active in environmental education with the nearby American River Conservancy.

We have lost a leading innovator in family medicine and primary care health care delivery and education and a fierce advocate for care for the underserved. And we have lost a dear friend, mentor, colleague, leader, and, as he would be the first to admit, iconoclast.

Our condolences go out to his daughters, Jessica and Rachel, his family, and all those who knew him.

A memorial to Bob, his vision, and his contributions will be held on Tuesday, November 30th, from 4:30-6 pm in Cherkasky Auditorium
Community Health

Sentinel Network in the Bronx

The Clinical and Translational Science Award (CTSA) Sentinel Network is a collaboration led by the Center for Community-Based Research at Washington University in St. Louis that is seeking to detect emerging community issues regarding participation of underrepresented minorities in health research. The Sentinel Network includes Albert Einstein, the University of California-Davis, Universities of Michigan and of Rochester, Patient Advocates in Research, and Community-Campus Partnerships for Health. Community health workers (CHWs) at all five Sentinel Network sites are engaging community members, collecting demographic data and priority health concerns, and determining barriers to research participation. The CHWs are also educating community members on the importance of participating in research and sharing information about active research studies. When appropriate, they are also referring individuals to local social service agencies. Ms. Jazmin Amparo has joined the Sentinel Network as the Bronx CHW under the supervision of Ms. Gladys Valdivieso. Hal Strelnick is the local Principal Investigator (PI). Funding comes from a sub-contract from Washington University’s CTSA ARRA supplement.

Bronx Community Research Review Board

The Bronx Community Research Review Board (BxCRRB) is an academic-community partnership between the Bronx Health Link (TBHL), a community-based 501(c)3 organization, and the Bronx Center to Reduce and Eliminate Ethnic and Racial Health Disparities (Bronx CREED) and Einstein-Montefiore Institute for Clinical and Translational Research (ICTR). The Board is an independent research review board of volunteer community residents and representatives at the Bronx Health Link that will test a model of community consultation, dialogue, and “informed consent” by reviewing community-based research proposals. Its overarching goal is promoting community trust and public understanding of the clinical research process. Rather than asking each clinical investigator to create her/his own unique process for community consultation, we propose to develop an innovative, structural approach to achieve community consultation in research planning, implementation, and reporting that at the same time deeply involves and educates the public in the clinical research process.

TBHL has conducted a series of three focus groups with two more planned for the early fall on attitude towards research in the Bronx. TBHL staff have made poster presentations at Harvard and NIH regarding the development of the Board under the NIH Office of the Director’s “Partners in Research” program. Additional funding for the Board has been secured through an administrative supplement awarded to the Einstein-Montefiore ICTR through the American Recovery and Reinvestment Act (ARRA). Ms. Joann Casado, JD, Executive Director of the Bronx Health Link, is the community PI; Hal Strelnick is the academic PI.

—Hal Strelnick

New Resource Guide for Bronx-Based Family Caregivers

The Montefiore Office of Community Health is pleased to introduce “Caring for Yourself While Caregiving,” a special resource guide for people caring for a loved one in the Bronx. The booklet, available in English and Spanish, provides 32 pages of helpful, low-cost resources that are easily accessible to borough residents, in 6 unique categories:

- Basic Information on Being a Caregiver
- Getting the Support You Need
- Relaxation and Lowering Stress
- Keeping Your Body Healthy
- Finding Spiritual Support
- Explore Your Creativity/Enjoy Social Life

Caregivers, both professional and those in the home, play a key role in the health of our patients and the larger community, yet their own needs are often not attended to. This resource guide helps familiarize people in our community with the wealth of resources that exist for them right here in the Bronx. It also includes books, websites, brief discussions and tips that are helpful to anyone, regardless of location.

To order FREE copies for yourself or for your patients, please contact Ronit Fallek at PCareSupport@montefiore.org or (718) 920-6576.

—Ronit Fallek
Update from the To Your Health! Wellness Initiative

Partnership with the NYC Green Cart Program

Renee Shanker, MSW, MPH and William Jordan, MD, MPH have been collaborating on a project to strengthen the impact of the NYC Green Cart Program. The NYC Green Cart Program is an initiative of the NYC Department of Health and Mental Hygiene to increase the consumption of fruits and vegetables. Mobile produce vendors, easily identified by their characteristic green umbrellas and fruit carts, receive permits from the NYCDOH to sell fresh produce in neighborhoods identified as “food deserts.” Most of the vendors have little or no experience in business management and are unfamiliar with the produce industry. Consequently, vendors often choose locations close to one another and make little profit because of competition and insufficient training in best practices.

To improve the success of the program, Bill and Renee have each received funding from the Laurie M. Tisch Illumination Fund. Renee’s program, known as the Green Cart Partnership Program, seeks to build collaborative relationships between health centers and vendors. The model collectively supports vendors and connects them substantively to the health care system through ongoing nutrition education and behavior change programs. Weekly waiting room cooking demonstrations offer patients easy to prepare and affordable recipes with ingredients purchased from the carts or farmers markets. A manual of waiting room cooking demonstrations prepared this summer will allow health center staff to easily replicate the model.

Bill’s Locarto project, funded through the vendor advocacy organization Street Vendor Project, aims to increase community residents’ awareness of vendor locations and consequently increase vendor profits. College students were engaged this summer as interns to canvass NYC streets in pursuit of Green Cart vendors. Once identified, over 40 vendors were registered so they could update their location on a Google map at any time through a text message from a cell phone. Community residents can now find the Green Cart nearest them using the online map (locarto.org) or via text message.

New York City is the first city known to adopt the Green Cart model. Many other cities in the nation are eagerly watching New York’s experience before replicating the model.

—Renee Shanker, MSW, MPH
—Bill Jordan, MD, MPH

FSMIG– Family and Social Medicine Interest Group

The FSMIG (Family and Social Medicine Interest Group) and Department of Family and Social Medicine have been pleased to sponsor the Community Dinner Series “Doctoring Through the Patient’s Eyes” for over 5 years. When we started we had a turnout of about 25 students. Today we attract nearly 60 students to each dinner.

The Community Dinner Series is run by the FSMIG Board Ixel Cervera, Maria Pia Castillo, James Sherman, Practice Wout, Emily Harrison, Nate Brown and Jorien Breur. This year the FSMIG board has chosen to highlight Homelessness, Diabetes management, HIV care and Adolescent Medicine. Each year is more amazing than the last. Last year Marissa Kummerling and Michele Vaca, MD were invited to speak at the FSMIG Summit in Jacksonville, Florida. They jointly presented One FSMIG’s Call to Social Activism. This year the Daily News has expressed interest in attending and writing about our dinner series. Last night, Jacqueline and Jacob expressed their story about living in the shelter system. The opportunity to highlight the work done by the Faculty at the Department of Family and Social Medicine shines through the words spoken by the patients at each dinner. I would like to thank the Faculty from the Department of Family and Social Medicine for their continued support. We encourage you all to attend the dinners. They are richly rewarding.

Thanks to Peter Selwyn, Ellen Tattleman, Rose Guilbe, Matt Anderson, Elizabeth Lee-Rey, Nereida Correa, Elizabeth Natal, Angela Vidal, Andrea Littleton, Lanny Smith, Robert Biel and Chinazo Cunningham for making these talks memorable throughout the years.

—Michele Vaca, MD & Jacqueline Borrero
FSMIG Advisor & Administrative Assistant to the Chair

Peter Sherman, MD presented an award to Surgeon General Regina Benjamin, as President of the Association of Clinicians for the underserved at this years National Summit for Healthcare Justice in Washington, D.C.
Dear Friends & Colleagues -

As some of you know, this Friday August 20th was my last day with Bronx BREATHES. On Monday August 23rd, I started my new job as Program Coordinator for NYC RING, a practice-based research network focusing on research towards primary care improvement, also located in the Department of Family and Social Medicine at Albert Einstein College of Medicine.

I have many fond memories of the accomplishments at Bronx BREATHES and of the relationships formed with you and your sites and colleagues. I want to thank all of you for the opportunity to work together and look forward to working with some of you more closely in my new role.

My email (claudia.lechuga@einstein.yu.edu) will remain the same. Shaniyya Pinckney will assume my current role and I am confident she will excel in the position. As always, you may contact Barbara Hart (Barbara.hart@einstein.yu.edu; 718-430-2601), Program Manager, or Hal Strelnick (hstelni@montefiore.org; 718-920-2816), Principal Investigator.

Warmest regards,
—Claudia Lechuga, MS
Research Associate
Bronx BREATHES

Welcome to Dr. Lourdes Gricel Merlo, who recently joined our Palliative Care Service as an attending on our inpatient palliative care unit in Northwest 7. Dr. Merlo trained as an internist and a critical care specialist in her native Venezuela, then came to the United States and completed a second internal medicine residency and a palliative care fellowship at our affiliated Jamaica Hospital and Medical Center. We are very fortunate to have Dr. Merlo join us as part of the inpatient palliative care team. She may be reached at lmerlo@montefiore.org --718-920-7441

Congratulations! Sean C. Lucan, MD, MPH, MS who was approved for funding by National Center on Minority Health and Health Disparities (NCMHD) as Principal Investigator — “Individual and environmental contributors to diet and disease disparities” National Institutes of Health (NIH) Health Disparities Loan Repayment Program (2010-2012)

Stephanie Twomey is our new Wound Healing Physician Assistant. Dr. Twomey will be joining Drs. Anna Flattau, Larisa Shpitalnik, and Cary Andrews PA-C in our wound healing team. Stephanie can be reached at 718-920-7092

We are pleased to announce that Claudia Lechuga, MS has taken on the role of NYC RING Coordinator (replacing Stacia Maher, PhD who vacated the role to take a faculty position in the Dept of Obstetrics and Gynecology).

Claudia has been with the Department of Family and Social Medicine for the past one and a half years as Research Associate for Bronx BREATHES where she helped promote smoking cessation practices and referrals to the NYS Quitline. Claudia has an MS in Molecular Biology and is currently enrolled in both the Einstein MPH program and the Montefiore Bioethics program. Claudia is located in the Mazer Building, Room 405 and can be reached at 718-430-2023, Claudia.lechuga@einstein.yu.edu

Please help us in welcoming her to this new role, and feel free to contact Claudia regarding current NYC RING projects, research ideas, and interest in developing and participating in practice based research.

—Diane McKeel, MD, MS
—Paul Meissner, MPH

Health Career Internship Program

Montefiore and the Health Career Connection (HCC) have partnered again this year to create opportunities for college students to learn more about careers in public and community health, health administration and medicine through work experiences and regional workshops. The national non-profit places college students in internship positions that provide rewarding work experiences for both students and mentors.

The program has partnered with Montefiore for almost six years. Sabine Nicoleau, Project Director for the Department of Family and Social Medicine, manages HCC’s summer programs in New York and New England. Three students are working in her department and one student was placed at the Care Management Company in Yonkers.

"The synergy between the missions of Montefiore and HCC is ideal," said Nicoleau. "We are excited to have these talented and deserving students gain the experience they need to shape successful health careers."

Darwin Deen, MD, Senior Attending Physician, Family and Social Medicine, commented on the Twinkie diet, on ABC News Online.

http://images.burrellesluce.com/image/3308AN/3308AN_NA22690&site=3308


Einstein FH, Huffman DM, Fishman S, Clyde Schechter et al. Aging per se Increases the Susceptibility to Free Fatty Acid-Induced Insulin Resistance. Journals of Gerontology Series a-Biological Sciences and Medical Sciences 2010; 65 (8): 800-808.


Published Letters
Lucan SC. A Sticky Situation the AAFP alliance with Coca Cola Annals of Family Medicine, July 26, 2010 http://www.annfammed.org/cgi/eletters/8/4/354)

Invited Commentary
Lucan, Sean, Omnibus ARRA HITECH Challenge projects and their role in advancing HIT as a clinical/research facilitator, quoted in article by Greg Goth, Government Health IT Magazine, at http://66.77.252.107/Article.aspx?id=73613, May-June 2010

Lucan Sean, Opinion on nutritionally complete snack as meal replacement; phone interview May 27, 2010 interview with Michele Bentley, PhD, Consultant Analyst for Oakland Innovation (UK-based technology research firm providing consulting to multinational snack food company)
Starting with this issue, we are going to be including links to one or more recent articles of interest from the primary care/social medicine literature, in the hope of stimulating more collective awareness about issues we all care about. In these times of potentially significant changes in primary care and the larger health care delivery system, I hope we can facilitate more substantive discourse and information-sharing about some of these key themes. Please feel free to pass along any suggestions about articles you would like to include, along with a brief annotation to accompany the link.

—Peter Selwyn, MD

Community Health Workers: Part of the Solution


This article from Health Affairs offers a timely perspective both for our own efforts to develop models for the patient-centered medical home here in the Bronx, and for similar efforts across the country. Describing the experience from two states - Massachusetts and Minnesota - that authors describe policy initiatives in both states that promoted the use of community health workers (CHWs) in primary care settings. In Massachusetts, this was done as part of the state health care reform initiative in 2006, and the authors describe findings from a follow-up analysis indicating that CHWs were beneficial in increasing access to care, quality, and cost-effectiveness, primarily in the areas of self-management for chronic illness, medication adherence, and navigation of the health care system. In Minnesota, a provision was introduced at the state level to allow Medicaid to reimburse specifically for CHW services. In both states, these policy initiatives were achieved in part through the involvement of organized advocacy groups promoting the incorporation of CHWs in primary care.

Why We Don't Spend Enough on Public Health


This is a thought-provoking short essay on the relative under funding of public health compared to clinical medicine, in which the author reflects on the neuron anatomy of immediate vs. delayed gratification, the appeal of saving one identified sick patient vs. preventing life-threatening disease in thousands of unidentified individuals, and the implications for policy of these largely preconscious thought patterns. As a further example, he points to the man who is credited with saving more lives than any other 20th century scientist, who is largely unknown today, compared to the early heart transplant surgeons who are widely remembered. (That's ok, I didn't know the answer either: see p 13.)
Starting with this issue, we will be including a simple, affordable recipe that is nutritious, delicious, and can be easily made for families even on busy weeknights. Wellness begins at home, and we can all benefit - our patients as well as ourselves - from healthy food options that are just as quick and just as cheap (or cheaper) than McDonalds or KFC. Please feel free to submit your own favorites as well!

Quick Spinach & Tomato Pasta

6 servings
Active Time: 20 minutes
Total Time: 20 minutes

Ingredients
1 pound whole-wheat pasta
1 onion, sliced
1 tablespoon extra-virgin olive oil
1 14-ounce can tomatoes, drained
1 pound frozen spinach
Salt & freshly ground pepper, to taste
1/3 cup crumbled feta cheese

Preparation
Cook pasta in a large pot of boiling salted water until al dente, according to package directions. Meanwhile, heat oil in a large skillet over medium-high heat and sauté onion. Add tomatoes; simmer for 10 minutes. Stir in spinach; heat through. Drain the pasta, toss with sauce and season with salt and pepper. Top with feta.

Nutrition
Per serving: 352 calories; 7 g fat (2 g sat, 2 g mono); 7 mg cholesterol; 60 g carbohydrates; 0 g added sugars; 17 g protein; 16 g fiber; 265 mg sodium; 618 mg potassium.

Nutrition Bonus: Vitamin A (181% daily value), Vitamin C (39% dv), Folate (25% dv), Iron (23% dv), Potassium (18% dv), Calcium (17% dv).

3 Carbohydrate Serving

Exchanges: 3 starch, 1 vegetable, 1/2 high-fat meat, 1/2 fat

—Renee Shanker

Reference: http://www.eatingwell.com/recipes/quick_spinach_tomato_pasta.html

I would cook dinner but I can't find the can opener!
* Disclaimer: The names of the people involved have been changed to protect their identities. See dialog reported verbatim

In preparation for our Social Medicine Rounds we found out where Sierra Leone is NOT…

Debra: Sierra Leone is in Africa right?

Eleanor: How the heck do I know! (rolling neck)

Whitney: What’s the last name again I’m going to search for her on GroupWise.

Stephanie and Kendra: (Looked at each other quizzically) No Whitney! Its in Africa. (said in unison)

Whitney: What’s the last name again? I still can’t find her on GroupWise. Which department does she work for?

The group erupts in laughter

The moral of the story: Sierra Leone is indeed in Africa. Not everything we’re looking for can be found on GroupWise.

---

**DFSM TRIVIA QUESTION**

**Answer:** Marji Gold, 1973

This is what happens when you work together too long… you start dressing alike

Bruce Soloway & Shannon Lanier
Pulse on the Move

It was an eventful summer for *Pulse--voices from the heart of medicine*, the online publication launched by Paul Gross and Peter Selwyn in April 2008. Every Friday afternoon since then, *Pulse* has been sending its readers a compelling first-person, healthcare-related story or poem. And word about *Pulse* is spreading.

First, *Pulse* picked up enthusiastic praise from an influential reader--Don Berwick, President Obama's recently-appointed head of Medicare and Medicaid Services--who said, "I don't just read *Pulse*, I adore it. My daughter is a medical student, and I got her to sign up. The supply of compelling, often poetic accounts us the best around. It is a fabulous resource."


And finally, *Pulse*'s circulation, which has been climbing steadily since its launch, topped 5,000.

*Pulse* is a collaborative effort of our Department of Family and Social Medicine, colleagues around the country and the expertise of a professional editor--Diane Guernsey (who happens to be Paul's wife).

For those of you who don't yet receive *Pulse*, it's easy to sign up. Just go to *Pulse*'s web site--[www.pulsemagazine.org](http://www.pulsemagazine.org) --and click on "Become a Friend." It's free and simple--and every Friday afternoon you'll be treated to a short, personal and memorable piece of writing.

—Paul Gross, MD
Editor in Chief, *Pulse*

Social Medicine Portal

Social Medicine Portal, a project developed by faculty members of the Department of Family and Social Medicine of the Albert Einstein College of Medicine. The portal contains links to websites, documents and presentations devoted to social medicine. Our goal in creating this site is to link together the diverse international community of people working in social medicine and health activism. We encourage visitors to e-mail us materials for inclusion.

http://www.socialmedicine.org/

Social Medicine Literature: Quiz answer from page 10

The researcher credited with saving more lives than any other 20th century scientist: Maurice Hilleman, developer of more than 30 vaccines including those for measles, mumps, and varicella.
Future Dates

Social Medicine Rounds
Every 2nd and 4th Tuesday’s of the Month—4:30-6:00PM
3544 Jerome Ave, 3rd Floor conference room

October 26
SMR has been Canceled-Please attend the Sam Seifter Memorial Lecture at AECOM (Robbins Auditorium) 4:30PM “Assuring the Conditions in which all of us can be healthy— What this Means”

November 9
Showing and Discussion of “the Color of Fear”
Cleo Silvers

November 16
Intern Project Presentation

December 14
“Down Syndrome Through the Life Span”

Grand Rounds
Every 1st and 3rd Friday’s of the month—8:00-9:00AM

October 15
November 5
November 19
December 3
December 17

DFSM Holiday Party
December 21, 2010
At RPSM: 3544 Jerome Ave
3rd Floor Conference Room
Bronx, NY

Time: 4:30pm – 7:00pm

Contribution sign-up sheets will be located at the RPSM reception beginning in November

2010 Post New Years Bash
Date: January 14, 2011
Place: Salsa Caterers
4006 Third Avenue
Bronx, NY 10457

Time: 7:00 (Cocktail Hour)
Staff and Residents -15*
Faculty - $25*

*These are discounted Prices.
Prices include cocktail hour, dinner buffet, open bar, and all night dancing.

For more information or to purchase tickets, please contact Tami Rivera at (718) 920-8434. Please RSVP as soon as possible, seating is based on a first come first serve.

A memorial for Dr. Robert Massad will be held on:
Tuesday, November 30th
4:30-6 pm
Cherkasky Auditorium