



LOOKING FOR A FEW GOOD COMMENTS

Have you seen the new Yale Faculty Practice Patient Comment Card? The blue and white pinstripe cards are displayed in YPB reception areas and lobby and are easy to spot. "We're introducing the cards as a pilot program," explained Stephen Rimar, M.D., YFP Medical Director. "We want to provide our patients with an easy way to give us feedback, whether it be positive or negative," he said.

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Guide Showcases Medical Center

Enjoying all that New Haven has to offer is easy with the new *Enjoy New Haven Guide and Map* in hand. The Guide was developed through the collaboration of the Yale Faculty Practice, Yale-New Haven Hospital and the Town Green Special Services District. According to Dr. David Leffell, Director of the YFP and the project's champion, the YFP's goal is to strengthen New Haven's position as **the** destination for superb medical care and cultural activities in the region.

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Marketing & Planning Database Now Available

The YFP recently developed a 15,000 record database of active physicians and providers in Connecticut. "We found that many commercially available lists and databases were costly and not kept current," noted **Diana Rogers**, Associate Director of Marketing.

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Art Space Exhibit Transforms YPB

The opening exhibit of the Yale Physicians Building Art Space transformed the facility overnight, lining the walls with photographs, prints, paintings, quilts and a 15-foot bronze sculpture in the lobby. The opening ceremony, held on June 2, was enjoyed by several hundred members of the medical center and greater New Haven communities. The exhibit is on display through August.

Fall Exhibit Planned

The second exhibit is scheduled for September. Artists from the University and medical center communities are invited to submit their work for consideration.

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Featured artists in the YPB Art Space exhibit are shown front row starting left: Lisa Geiselhart, Ph.D., Transplantation and Immunology and Terry Dagradi, ITS-Med Media Services. Back row starting left: Barry Zaret, M.D., Cardiovascular Medicine, David Leffell, M.D., Dermatology, Amy Friedman Mequira, M.D., Transplantation and Immunology and Wayne Southwick, M.D. Orthopaedics and Rehabilitation.

OPHTHALMOLOGY SPACE RENOVATION UNDERWAY

This summer, the Department of Ophthalmology and Visual Science is focusing on creating a more efficient and patient friendly practice environment. At one time the practice was spread on three floors of the Boardman Building. The space is being renovated to consolidate clinical activity on the second floor. "We're eager to start our new practice model," explained **M. Bruce Shields, M.D.**, the Department's Chair. "Patients will arrive at our main reception desk and have care and services delivered on one floor," he said. "We're taking advantage of the project to upgrade our facilities as well."

When completed in September, the renovated space on the second floor will include improved work and patient flow and infection control capabilities. The first floor of the building will house the conference room and administrative offices.

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Contest Builds Awareness for Pathologists



Many people would be stumped by the question "What is a pathologist?" But area middle school students recently answered the question by entering the Department of Pathology's "What is a pathologist?" essay contest. Two seventh-graders won first-place in the contest. The Department sponsored the event as part of ongoing efforts to raise public awareness of the role of pathologists in medical care.

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CALLING ALL QUILTERS

The Yale Physicians Building Art Space will include a permanent collection of quilts. Two quilts will be assembled by artists from the greater New Haven area and from the University community for the collection. For more information contact Linda Borer at 785-5144 or linda.borer@yale.edu.

Awareness for Pathologists *(continued)*

Dr. Jon Morrow, Chair of the Department, had expected to receive between 50 and 500 essays. He was overwhelmed when over 1,000 entries from 54 schools poured in. According to Dr. Morrow, the winning essays showed that the students understood that pathologists do more than autopsies. First-place winner, Stephanie Porto of North Branford Intermediate School, described pathologists as the "doctor's doctor ... because they provide physicians with so much information and help. Without that information, physicians would not be able to make an accurate diagnosis."

Dr. Morrow worked with Optical Analysis Corporation to donate microscopes for the winners and their schools. For more information, contact Dr. Jon Morrow at 785-3624 or jon.morrow@yale.edu, or Frank Gomes at 785-6749 or frank.gomes@yale.edu.

LOOKING FOR COMMENTS *(continued)*

"Most of the cards returned so far have included positive comments, but several have pointed out problems such as long wait times," Rimar added. Physicians and staff are encouraged to hand the cards to patients and invite them to complete it while in the office or to take the card home and mail it back. For more information, contact Diana Rogers at 785-6592 or diana.rogers@yale.edu.

Database Available *(continued)*

To gather the most current information possible, each provider's office was called to verify the information. The database is continually updated and maintained by YFP staff. There are many ways to use the database including sending reports to referring physicians, recruiting for clinical trials or announcing new services and programs. The database is searchable by variables such as specialty, office location, zip code and county to provide targeted lists. For more information, contact Diana Rogers at 785-6592 or diana.rogers@yale.edu.

OPHTHALMOLOGY SPACE RENOVATION

(continued)

Faculty ophthalmologists took an active role in developing the space plan and the Yale Practice Standards provided a road map. "We wanted our planning process to be in the context of the Practice Standards," said Stephen Rimar, M.D. "We've learned a lot from similar projects in the Yale Physicians Building, and we incorporated these experiences into this project." For more information, contact Dr. Shields at 785-2020 or bruce.shields@yale.edu or Stephen Rimar at 785-2140 or stephen.rimar@yale.edu.

Guide Showcases Medical Center & Downtown *(continued)*

The map was designed to communicate how easy it is to travel between downtown and the medical center. The Guide includes 14 pages of information on shopping, theater, restaurants, galleries, museums, special events and other cultural destinations.

The *Enjoy New Haven Guides* are displayed in YPB reception areas and will be mailed to patients who reside outside the immediate area and are new to Yale's practices. For more information and for copies of the Guide, contact Diana Rogers at 785-6592 or diana.rogers@yale.edu.

Art Space Exhibit Transforms YPB *(continued)*

Artists are asked to complete an application and submit a portfolio of slides or actual pieces to be exhibited. Portfolios can be dropped off in the Yale Physicians Building, Room B-53 during the week of August 7 through 11 or pick-up can be arranged.

The jury will announce final selections in late August. The exhibit reception is tentatively scheduled for Friday, September 22. Contact Linda Borer at 785-5144 or linda.borer@yale.edu to request an application or for more information.

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YALE FACULTY PRACTICE

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