



Family Medicine: The Power To Change Our World

2004 Winner and Nominees

Presented at the 2004 STFM NorthEast Region Meeting

By the

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Family Medicine Education Consortium, Inc.
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“Family Medicine: The Power to Change Our World”

Family Physicians have a long tradition of leadership in the communities in which they live and work. In addition to caring for patients and families in the office and hospital, they are involved on the local, state, national and international scene. Family Physicians play a special role in promoting the health and well being of our world.

The Family Medicine Education Consortium, Inc. wishes to identify and recognize Family Physicians who have developed innovative projects and programs that have had a positive impact on the world. The Family Medicine Education Consortium, through its STFM: NorthEast Region meeting, would like to recognize Family Physicians who have demonstrated significant achievement in promoting the health and well-being of the community at the local, state, national or international levels.

To receive recognition through this award a Family Physician must:

- ? Currently live and/or work in the northeast region of the US (Ohio to Maine to DC and Maryland) at the time of nomination.
- ? Have designed and implemented innovations that made a significant impact on the health and well-being of the community at large.
- ? The nominees should be currently alive and active in their project. Nominations may include recently retired individuals.
- ? Their efforts should have had a demonstrable impact on a group or groups of people in the community at large. The focus of their effort may be related to the health care, political, economic, religious/spiritual domains.

Family Medicine: The Power to Change Our World 2004 Review Committee

Theodore R. Kantner MD (Retired)
MCP Hahnemann University
Family, Community and Preventive Medicine
Philadelphia, PA

John Randall MD (Retired)
Jefferson Medical College
Department of Family Medicine
Philadelphia, PA

Nikitas J. Zervanos MD (Retired)
Director Emeritus
Family Medicine Residency Program
Lancaster General Hospital

Administrative Support:
Laurence C. Bauer, MSW, MEd
Ms. Lisa A. Schwieterman, CPS
Ms. Vicki Battin

Questions about this project can be sent to:
Laurence.bauer@sbcglobal.net

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2004 Award Winner and Nominees

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Jeffery E. Heck, M.D.
Director, Division of Family Medicine
Mountain AHEC-Asheville FPRP
118 WT Weaver Blvd.
Asheville, NC 28804
heckje@mtn.ncahec

In 1990, Dr. Heck began working with a dedicated group of University of Cincinnati faculty and staff, area business leaders, and other professionals to form the *Shoulder-to-Shoulder* charitable organization. (www.shouldertoshoulder.org.) This organization's mission is to provide relief in the form of healthcare, food, and clothing to the underserved in Honduras and also to assist communities in sustainable economic development. In addition, *Shoulder-to-Shoulder* educates and inspires physicians and non-physicians alike to serve the poor by sponsoring medical brigades in which US volunteers form meaningful relationships with indigent Honduran citizens and communities.

This program has forged an ongoing US-Honduran partnership that has improved public health, stimulated local community development and economic stability, fostered educational exchanges, and created political momentum in Honduras for improvements in its primary health care system and educational programs for Honduran primary care physicians.

The UC project in Honduras began as a modest program to provide free medical care to the poor and develop educational opportunities for US trainees in one rural community in Honduras. Over time they expanded this effort significantly. They began working in several other nearby remote communities. Then, in addition to providing health care, Dr. Heck began providing health prevention, health promotion and family planning education.

Shoulder-to-Shoulder has not only developed an effective organization to provide health care services to a poor community in rural Honduras, but has forged a sustained 14-year relationship that has stimulated local community development, fostered educational exchanges between the U.S. and Honduras, and created political momentum in Honduras for improvements in their primary health care system.

In addition to his service work, Dr. Heck realized the need for training medical students and residents in the field of international health. This was necessary not only to prepare trainees for medical missions to Honduras, but more importantly, to develop a cadre of physicians who will continue this work in the future.

Shelley L. Blackburn, M.D.
Grant Medical Center Ohio Health
Department of Medical Education
285 E. State Street, Suite 670
Columbus, OH 43215
(614) 566-9290

Dr. Blackburn is a graduate of the Grant Family Medicine Residency where she served as Chief Resident. She is currently a part-time faculty member and maintains a private practice, including maternity care. Within the residency Dr. Blackburn serves as faculty advisor to several residents, co-leads the intern support group, is the intern liaison to the faculty and program director, is part of the maternity care teaching/supervision faculty, and acts as a preceptor in the family practice offices. She also provides lectures for the residents, established an annual colposcopy seminar, and initiated a colposcopy clinic at the family practice centers. This clinic provides colposcopy services not only for patients of the family practice centers, but also for patients seen on the community mobile unit.

Shelley L. Blackburn, M.D. (cont'd)

Dr. Michelle Morris, a former partner, writes:

“Dr. Blackburn has been a role model for over a decade for physician involvement in the community at large. As her former partner and a friend for over fifteen years, I have been amazed by her service and dedication to a variety of organizations. Dr. Blackburn is a former Medical Director of Como House, which was a group home for pregnant and parenting teenagers referred from throughout the state of Ohio. This included antepartum, intrapartum and postpartum care, both inpatient and outpatient.

She has also actively organized and staffed the Columbus Free Clinic since becoming involved during her residency. She also participates in a second community free clinic.

In addition to these medically related programs, Dr. Blackburn has been an active participant in her church and in Habitat for Humanity, including actual physical labor.

All of these contributions to the people of our community have been accomplished while she has been an active practitioner and educator in the field of Family Medicine.”

Bruce Block, M.D.

Shadyside Family Medicine Residency
Family Health Center
5215 Centre Ave.
Pittsburgh, PA 15232
(412) 623-6636
blockb@msx.upmc.edu

Dr. Block is a Family Physician and full-time faculty member in the UPMC Presbyterian Shadyside Family Practice Residency in Pittsburgh, Pennsylvania. He has worked for the past six years to develop and obtain funding for innovative church and community-based health promotion projects for African Americans in the Pittsburgh area known as “The Centers for Healthy Hearts and Souls.” Community development grants he has written in the past 6 years have been funded for over 2 million dollars.

The mission of “The Centers for Healthy Hearts and Souls” (CHHS) is to gather information, design programs, recruit and train program facilitators from the community as a trusted means of promoting health information and to decrease health disparities. The Centers encourage community research and action to survey, assess, and improve health outcomes.

Projects and accomplishments of the CHHS include the following:

- ? Smoking Cessation Projects
- ? Healthy Lifestyles Programs for Adults
- ? Youth Health Corps
- ? Diabetes Support Groups
- ? Diabetes Medical Practice Interventions
- ? Oral History Project
- ? Coalition Building
- ? Advocacy

The programs that have been established and the accomplishments that have been achieved under Dr. Block’s leadership provide an excellent model and inspiration for other family doctors who wish to extend health care and prevention beyond their offices and hospitals.

Daniel Fulton Eubank, M.D.
Director, Family Medicine Graduate Education
Dept. of Community & Family Medicine
Dartmouth Medical School
250 Pleasant Street
Concord, NH 03301
(603) 225-2711 ext. 4790
deubank@crhc.org

While Dr. Eubank was dedicated to comprehensively serving as many patients as he could, he was aware that a significant segment of the population was not receiving care. As an experienced physician, he could also see that his training did not provide him with all the tools he was called upon to use in his work. Therefore, he was inspired to start a training program that would more adequately prepare new Family Physicians for practice.

The impact of Dr. Eubank's vision and work is far-reaching. It has helped faculty and residents to develop and practice new skills, provide service to a large underserved population in multiple town catchments area, and helped bring cutting-edge, evidence-based care to underserved families across the state.

Some of the unique contributions Dr. Eubank's work has brought to this program include a first year rotation dedicated to systems-based education, leadership preparation for all residents (not just the Chief Resident), immersion in a collaborative care model, strong orientation toward effective teams, and specific curriculum focused on communication skills and working within a community.

At the national level, Dr. Eubank has sparked multiple conversations about the importance of incorporating leadership skills into residency training by presenting his ideas at annual Program Director meetings. He has been invited to review grants for HRSA for several consecutive years. He was also invited to contribute to the Riverscene Collaborative on Research in Family Medicine, held in Missouri several years ago.

Dr. Eubank's passion for changing the way Family Physicians are trained, the way care is delivered, and the way health care teams work together is strongly evident in his efforts. Outcome measures such as the attitudes and behavior of graduates, the various community-based enhancements that have been implemented, the evolving use of the electronic medical record, and the continuing growth of the residency, are all testament to his effectiveness.

Judith A. Fisher, M.D., FAFAP
University of Pennsylvania
Department of Family Practice and Community Medicine
Presbyterian Medical Center
39th and Market Streets, 6th Floor Mutch Building
Philadelphia, PA 19104
judithf@mail.med.upenn.edu

Dr. Fisher has made a very large difference in Penn's surrounding community by instituting service-based learning community programs. She has created strong health-driven, academic-based community service programs for family practice residents, medical students and undergraduates at the University of Pennsylvania, with all three levels of learners often participating simultaneously. Because of her work, Dr. Fisher was asked to be a member of President Rodin's University Strategic Plan Task Force. In addition, she currently chairs the Community Relations Steering Committee of the University Council. The University of Pennsylvania is tied for #1 nationally in service-based learning programs according to U.S. News & World Report, no doubt largely due to Dr. Fisher's inroads.

Judith A. Fisher, M.D., FAAFP (cont'd)

Dr. Fisher has used her gentle personal style with the underserved, along with a population-based community-oriented approach, to tackle the health issues of the urban poor, especially targeting urban minority youth.

From 1997-2000, Dr. Fisher spearheaded a collaborative effort by the departments of family medicine at Philadelphia's five medical schools to look more closely at the issues of serving the underserved. In October of 2000, this effort culminated in the STFM:NE Conference in Philadelphia entitled, "Serving the Underserved: Listening to Our Community's Voices, Responding to Our Community's Needs." In the spring of 2002, Dr. Fisher began her course for medical students entitled "Public Health and Family Medicine." Internationally, Dr. Fisher serves on the board of a non-profit Parikama in Southern India, which imparts health care through education, to children in the slums of Bangalore.

Dr. Fisher has made thoughtful, methodic and effective contributions towards improving health within Penn's underserved community, through the ongoing development of several service-based learning programs.

Kenneth B. Frisof, M.D.
Thomas McCafferty Health Center
4242 Lorain Avenue
Cleveland, OH 44113

As a Family Physician, family medicine educator, and advocate for access to universal health care, Dr. Frisof's work and life is a model of dedication to both the families in his practice and on behalf of the families of our country.

Dr. Frisof provides compassionate health care to families in the inner city of Cleveland, Ohio, through his work in a division of Cleveland's public hospital, the Metro Health System's Center for Community Health. He also serves as educator to medical students and family medicine residents. As his academic and institutional history indicates, Dr. Frisof was on a path to a significant lifetime academic vocation in academic family medicine. However, in 1989 he consciously chose to leave full-time academic medicine to devote the necessary time and energy to advocacy medicine, working to achieve access to health care for all.

Dr. Frisof has a core-of-his soul sense of justice, especially for the disadvantaged and disempowered. He successfully integrates what he learns from his professional and political involvements to the greater benefit of each. He is that rare physician who has translated his everyday awareness of the inadequacies of the U.S. health system into effective action for systemic change.

Dr. Frisof's contributions as founder and leader of the Universal Health Care Action Network attest to his organizing abilities. His regular communication with major decision-makers and elected officials in the health arena attests to his diligence. His ongoing contacts with ordinary people and grassroots coalitions in pursuit of health care for all attest to his understanding that the "family" in family medicine is meant to include all families. Dr. Frisof is a superlative example of the power of family medicine to change our world.

J. Randall Richard, M.D.
Northeastern Ohio Universities College of Medicine
4209 State Route 44
Rootstown, OH 44272-0095
lthoricht@barbhosp.com

Dr. Richard currently is the Residency Program Director of the Barberton Citizens Hospital Family Practice Residency Program and Associate Dean for Clinical Education for the Barberton campus of Northeastern Ohio Universities College of Medicine (NEOUCOM). He is a Professor of Clinical Family Medicine at NEOUCOM. He is a member of the Family Medicine Council, the executive body of the Department of Family Medicine. In those roles, Dr. Richard is key to the education of NEOUCOM medical students and the residents in his program.

Dr. Richard is the founder and Medical Director of the Willard Migrant Farm Worker Clinic in a rural area southwest of Akron, Ohio. Dr. Richard's drive to care for migrant farm workers resulted in his founding, organizing, staffing, and arranging for funding for this clinic. He has now kept this clinic in operation for thirteen years. The impact of this clinic and the care provided in the area is profound. He also takes students and residents to this clinic, role modeling a service orientation in a manner that speaks louder than words.

Dr. Richard was also, for ten years, the founding Director of the Barberton Summit County Free Clinic. He gave this up only because of the demands of becoming the Barberton Clinical Associate Dean and Residency Program Director. Furthermore, he has traveled regularly to Honduras for over ten years. There he has provided care as a member of the *Shoulder-to-Shoulder* project sponsored by the University of Cincinnati. He is a superb clinician.

Jose E. Rodriguez, M.D.
Albert Einstein College of Medicine of Yeshiva University
Department of Family Medicine and Community Health
3042 Bainbridge Avenue
Bronx, NY 10467
rodriguezje@excite.com

Dr. Rodriguez is a practicing Family Physician in the Bronx who has created the *Health Not Cosmetics* Program, a group weight-loss program that is adapting existing weight-loss materials for use in an urban minority population.

Health Not Cosmetics is also a model for medical student involvement in this community health program and has benefited not only his patient population, but also the entire community. Dr. Rodriguez had been overweight his entire life and made the decision about two years ago to begin an exercise regimen so that he could serve as a role model for his patients. His patients were so impressed by the changes that he made that they were clamoring for more information on how to go about creating such changes for themselves. Participants in the program have lost weight and kept it off for more than a year.

Dr. Rodriguez's work has been recognized with a presentation at the recent Association of Teacher's of Preventive Medicine's Teaching Prevention Institute conference and has received local News media coverage for a grant of \$25,000 from AETNA Insurance Company that will be used to fund a mobile van to take the message of *Health Not Cosmetics* to other communities in the Bronx. The hope is to mobilize minority communities to get them more physically active.

While still in its early stages of development, the *Health Not Cosmetics* Program is an ambitious undertaking by a concerned family physician.

Terry E. Shlimbaum, M.D.
Phillips-Barber Family Health Center
72 Alexander Avenue
Lambertville, NJ 08530
Shlimbaum.terry@hunterdonhealthcare.org

When Dr. Shlimbaum entered New York Medical College in 1975, his ambition initially led him towards becoming a specialist. However, thanks to a strong appreciation for family medicine, coupled with the tremendous respect for his father, a general practitioner for over 40 years, family practice eventually won out. Today, Dr. Shlimbaum readily admits that going into family medicine is a decision he will never regret.

In addition to the physician-patient relationships that he holds so dear, Dr. Shlimbaum is a teacher, an advocate for the underserved and minority populations, a medical director for two family health centers and a board member of the New Jersey Academy of Family Physicians (NJAFP). Last April, he added another title to his long-standing list of accomplishments when he accepted the reins of leadership as President of the NJAFP. During his one-year term as President, Dr. Shlimbaum has emphasized the value that family doctors bring to healthcare; helped to improve patients' access to care through advocacy efforts; provided support for the members and enhanced an already good relationship with the American Academy of Family Physicians.

Dr. Shlimbaum recently spearheaded the Hunterdon County Heart Attack and Stroke Prevention Program, a community-based initiative designed to improve heart disease outcomes for underserved residents of Hunterdon County by providing streamlined access to recommended medications, disease and medication counseling and compliance interventions. This initiative is the first of its kind for its sponsor, the Institute for Medication Access and Compliance (IMAAC). As an IMAAC board member, Dr. Shlimbaum has been involved in the conceptual development of this project for two years. If proven successful, this program could serve as a model for improved healthcare access to the underserved across the nation.

Douglas Stockman, M.D.
University of Rochester
School of Medicine and Dentistry
885 South Avenue
Rochester, NY 14620-2399
Doug_stockman@urmc.rochester.edu

Dr. Stockman has a long history of commitment to caring for underserved populations and both practicing and teaching international and refugee health. As a medical student, Dr. Stockman worked for two months in Senegal, Liberia and the Ivory Coast as part of Operations Crossroads Africa and provided acute care to rural villagers. Two years later, still as a medical student, he spent two months in Liberia working out of a small mud hut in a small rural village as the only health care provider in a 150 square mile area.

As a result of these experiences in Africa, Dr. Stockman founded the Organization for West African Health (OWAH), a non-profit organization designed to support small grassroots health programs in West Africa. Unfortunately, his work was cut short due to the Liberian civil war, and he had to flee for his own safety. Between 1990 and 1994, Dr. Stockman volunteered his medical services to local area migrant farm workers in Rochester and published a book entitled *Community Assessment: Guidelines for Developing Countries*.

For the past six years Dr. Stockman has been a faculty member in the Department of Family Medicine at the University of Rochester, where he has created an International Health Education Track, and has made the care of refugees a priority in his department. He has worked closely with several local organizations, including the Catholic Family Services and the Monroe County Health Department to improve the care of

Douglas Stockman, M.D. (cont'd)

refugees in Rochester. He has developed the largest refugee health program in Rochester, and obtained a grant from the New York State Health Department to help pay for medical care of uninsured refugees. He has given many presentations about refugee health care throughout the University and the local community, and is recognized as the local expert on refugee health.

Dr. Stockman has devoted his life to providing medical care for underserved populations, either in their own countries or as refugees in this country. He is committed to teaching residents about international health and recruiting more physicians to provide such care.



**To nominate a Family Physician from the northeast region of the U.S.
For this award for 2005
Go to
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