

# VCU Family Medicine

School of Medicine • Medical College of Virginia Campus

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[www.vcu.edu/familymedicine](http://www.vcu.edu/familymedicine)

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## New name, same mission

As you see from our newsletter banner, we have a new name — Department of Family Medicine, rather than Family Practice. This name change is consistent with the majority of U.S. departments and anticipates the change of our specialty-certifying organization to “The American Board of Family Medicine.” You will see our name change referenced on our Web site (<http://www.vcu.edu/familymedicine>) and in other formal communications. Although we carry a new name, our mission remains the same:

- Logistic – to produce appropriate numbers of physicians to meet the needs of the people of Virginia
- Academic – to educate family physicians to provide optimal primary health services to their patients
- Developmental – to create new knowledge that improves the care of patients, the education of students and residents, and the professional growth of faculty and practitioners

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## Whitehurst-Cook awarded ELAM fellowship



Dr. Michelle Y. Whitehurst-Cook

Michelle Y. Whitehurst-Cook, M.D., associate professor of family medicine, has been selected as a fellow in the national Hedwig van Ameringen Executive Leadership in Academic Medicine Program for Women — the seventh faculty member sponsored by the school in eight years for the national leadership program.

ELAM was established in 1995 as part of the Institute for Women’s Health and Leadership at Drexel University College of Medicine. ELAM is the only in-depth national program that focuses on preparing women faculty at medical and dental schools in the United States and Canada for senior institutional leadership positions at academic health centers.

A family medicine preceptor and teacher since 1983, and a member of the central faculty since 1993, Whitehurst-Cook is coordinator of the pre-doctoral programs for the Department of Family Medicine. Whitehurst-Cook is chair of the School of Medicine’s Admissions Committee, and co-coordinator for the Foundations of Clinical Medicine course for second-year medical students. She also directs the Inner City/Rural Program, which provides continuity in educational experiences for medical students interested in providing care to underserved communities. Whitehurst-Cook will make the expansion and improvement of the ICRP a principal focus of her ELAM fellowship.

Visit <http://www.drexel.edu/ELAM> for more information on ELAM.

### VCU Residency Training Programs

Blackstone Family Medicine • Chesterfield Family Medicine  
 Hanover Family Medicine • Fairfax Family Medicine  
 Riverside Family Medicine • Shenandoah Family Medicine

## SFMA recognized for excellence by AAFP

The Student Family Medicine Association at Virginia Commonwealth University is the recipient of the AAFP 2004 Categorical Awards of Excellence for Student Involvement/Student Retention. VCU's SFMA and other award winners were recognized at the National Conference of Family Residents and Medical Students in Kansas City, Mo., this July.

The VCU SFMA has the reputation of being the most active student group on campus, which is mainly a testimony to the perennial strong student leadership of the organization. Other keys to success include activities that speak directly to student interests and needs, and involvement by numerous department faculty members.

[www.courses.vcu.edu/MED300FP-gso/sfpa](http://www.courses.vcu.edu/MED300FP-gso/sfpa)

## Expansion, enhancements planned for ICRP

The Bureau of Health Professions (Health Resources and Services Administration, U.S. Department of Health and Human Services) has awarded a three-year grant to the Department of Family Medicine to expand and enhance our Inner City/Rural Program. The ICRP was itself established with the help of a BHP grant six years ago to recruit and prepare selected medical students to serve inner-city and rural communities. Under the direction of Michelle Whitehurst-Cook, associate professor of family medicine, the grant will allow us to: 1) nearly double the number of students in the program (almost 10 percent of the School of Medicine class); 2) increase the number of rural and urban community training sites by 50 percent; 3) strengthen curriculum in health disparities and cultural competency to better prepare students to work in underserved and culturally diverse communities; and 4) enhance opportunities for service learning for ICRP students as well as other interested students via the already established Association of Clinicians for the Underserved.

## VCU's top multiculturalism award goes to ICRP student



Susangeline Strickland

Susangeline Strickland, a second-year medical student in the department's Inner City/Rural Program, recently received the Presidential Award for Community Multicultural Enrichment, which Virginia Commonwealth University bestows each year upon the student, administrator, staff or faculty member who has done the most to promote the university's mission of diversity.

She also was chosen from among the four awardees to receive the Riese Melton Award, VCU's capstone award for multiculturalism. Strickland was cited for her work tutoring disadvantaged inner-city children in the Church Hill neighborhood, where she and her husband, Percy, live.

Students like Strickland are bringing tremendous energy and leadership to ICRP. A prime example is the creation of the Richmond chapter of the Association of Clinicians for the Underserved, a national organization of all types of clinicians dedicated to improving the health of underserved populations.

## University's highest award for scholarship goes to Woolf

Steven H. Woolf, professor of family medicine, was recently selected from among all Virginia Commonwealth University faculty to receive this year's Distinguished Scholar Award at the 2004 Convocation ceremonies held Sept. 23. Woolf had already received a similar award from the School of Medicine this past May. The selection committee cited the volume of his work — over 180 papers, chapters and books — but, more importantly, focused on his impact on the delivery of basic health services, particularly in the areas of preventive services and the rational, just use of health resources. School of Medicine Dean Heber Newsome stated in his letter of nomination that Woolf's work has improved the health care of hundreds of millions of people worldwide. In accepting the award, Woolf cited the contributions of other members of the research team and departmental



Dr. Steven H. Woolf

administrators. He noted the support of the faculty at the VCU-Fairfax family medicine residency, where he received part of his training and where he continues to care for patients. Woolf also thanked the university for recognizing the kind of work that he and his department colleagues are doing, "Others do the research that leads to medical advances, but people in my field study how to make those treatments work in the lives of real patients. ... The hallmark of family medicine research is its holistic focus on the patient as a whole, and perhaps this most distinguishes our work from the research that occurs elsewhere in medicine. That VCU has chosen to recognize this form of research speaks volumes about the sophistication of our faculty in understanding the importance of patient-centered health care. It is an honor not only to receive this award but to do my work at an institution with such admirable values."

## AMDIS honors Frazier for secure system interface



Dr. Charles Frazier

Charles Frazier, M.D., former director of the VCU Riverside Family Medicine Residency and now medical director of Riverside Health Systems, was honored this July at the 13th annual Physician Computer Connection Symposium in San Diego, Calif. Frazier was cited for developing a secure Web-based connection for Riverside Physician Associates, the system-owned, 170-physician multispecialty group.

The new system enables patients to schedule and review appointments, renew prescriptions, check referrals, send messages to group physicians and interfaces directly with the health system's Electronic Health Record. The interface also flags physicians logged into the EHR that they have incoming mail, allowing them to conveniently check and respond to e-mails that have been triaged by a nurse.

Entrants were judged by a member-panel of the Association of Medical Directors of Information Systems on their application of information technology to improve patient care, support a medical practice, improve workflow, enable efficiencies and/or contain costs.

Past issues of our department newsletter are online at [www.vcu.edu/familymedicine](http://www.vcu.edu/familymedicine) under "News."



## School alumni and friends give support, energize faculty

Alumni and friends of the Virginia Commonwealth University Department of Family Medicine now have many ways to support the department's missions of teaching and research. If you are an alumnus, enclosed with this newsletter is a brochure that shows how you can contribute to one or more MCV Foundation funds that support named chairs, a resource library, student scholarships that promote rural practice, and general or residency programs specific funds for faculty and curriculum excellence. Thus far friends and alumni have given nearly one million dollars to these initiatives, and as a



appeals to you. We will report on the success and impact of the campaign in future newsletters.

result the department has been able to conceive and implement innovations in its pre-doctoral, residency and research programs despite the cyclical uncertainty in state and federal sources of funding.

The faculty members are deeply grateful for this support and are energized to continue to achieve mission success. We hope you will consider the department in your annual charitable giving decisions. Please read the enclosed brochure and select a way to help that

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Address Service Requested

Virginia Commonwealth University  
 School of Medicine  
 Department of Family Medicine  
 P.O. Box 980251  
 Richmond, Virginia 23298-0251

