

The Educator: Our Institute at Work

Cleveland Clinic Education Institute

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SPOTLIGHT ON . . .

SCIENTIFIC PUBLICATIONS

The Scientific Publications Department's staff of 12 operates a productive enterprise from its off-the-beaten-path location behind the Alumni Library on the Library's fourth-floor level.

Cleveland Clinic Journal of Medicine

The department's primary activity is publishing *Cleveland Clinic Journal of Medicine* (CCJM), Cleveland Clinic's peer-reviewed medical journal, which circulates nationally to more than 100,000 physicians each month. In its 76th year as a medical journal, it is one of the best-read journals in the nation among office-based internists and cardiologists, and its readership has grown steadily for many years, the best measure of how well it is received by its physician audience.

Consistent and Loyal Readership. According to independent surveys conducted by the research firm PERQ/HCI, CCJM has consistently been ranked #2 in readership among office-based internists within the top 10 medical journals circulating to internists and cardiologists, who are CCJM's core audience. Its articles have been discussed in the *New York Times* and *Newsweek*. Anecdotal reports from many Clinic physicians who attend medical conferences say they are regularly told by other physicians how useful they find the journal.

Providing lifelong learning to practicing clinicians is at the heart of CCJM's mission. CCJM publishes practical and relevant clinical review articles rather

than original research, with the goal of keeping busy clinicians up to date on topics that matter in their day-to-day care of patients. As one of our readers recently wrote us, "Of the several journals I read, I find your journal the most practical, direct, well-written, and applicable to the rigors of daily practice."

Advertising Challenges. Despite its successes, CCJM is facing some of the same challenges that have recently beset the larger publishing industry. Magazines, including medical journals like CCJM, are seeing a decrease in advertising. The causes vary, but for CCJM they include consolidation

within the pharmaceutical industry, fewer new drug approvals by the Food and Drug Administration, and the slowdown in the overall economy.

Enhanced Web Presence. CCJM has enhanced its online presence with an improved website hosted by HighWire Press of Stanford University. CCJM is working to increase online traffic and saw a marked increase in early 2009, when PubMed

began to link directly to CCJM's open-access articles. CCJM's website offers free and open access without restrictions to its online visitors.

CME Leader. It is worth noting that CCJM is a leader in providing journal-based CME, with 30,000 physicians participating in 2008. CCJM offers free CME credit with each issue of the journal. The CME credit is provided by the Clinic's Center for Continuing Education.



Pictured, clockwise, beginning at the left, are Iris Trivilino, Glenn Campbell, Bruce Marich, Peter Studer, Dave Huddleston, Amy Moore, Phil Canuto, Kristi Thomsen, Wayne Kuznar, Kathy Dunasky, Dr. Brian Mandell (Editor-in-Chief), Laurie Weiss, and Ray Borazanian. Not pictured is Dr. Timothy Gilligan (Deputy Editor).

Custom Programs

CCJM's Custom Programs arm develops special supplements to the regular monthly journal. It recently expanded its team with the late-2008 hire of Kristi Thomsen, Executive Editor–Special Assignments. The addition of Kristi is enabling Custom Programs to submit more grant applications for supplement funding in an effort to expand its supplement business.

The relaunch of the CCJM website in conjunction with HighWire Press has prompted Custom Programs to begin proposing CME certification of the online versions of its supplement content. This will offer its supplement grantors additional forums for supporting CME, enhance its online offerings, and result in greater collaboration with the Center for Continuing Education.

CCJM is exploring other online CME-certified content as well and is investigating possible development of “digital editions” of its print issues to expand distribution of CCJM to additional audiences without the cost of printing and postage.

Medical Editing Services

Medical Editing Services (MES) is another part of the Department of Scientific Publications and is staffed by Amy Slugg Moore, Manager. When the office was established in 1991, its original goal was to edit scientific papers, book chapters, and patient education material. Although MES continues to accept editing projects on an as-needed basis, its main objective is to help Clinic employees who are engaged in research become more proficient in scientific communication. This is done through a number of educational offerings:

The Scientific Writing Course. This is a 4-part course designed to help residents and fellows become familiar with the different parts of a research paper and how to write/combine them into a scientific paper that can be published in a peer-reviewed journal. It combines lectures with interactive group discussions, writing exercises, and case scenarios. The sessions, which run from 1 to 2 hours each, are broken out as follows:

- Session 1: Ethical Issues in Publication: Plagiarism and Authorship
- Session 2: Writing Your Title, Abstract and Introduction
- Session 3: Writing the Methods, Results, and Discussion
- Session 4: Wrapping It Up—Formatting a Paper; The Peer Review Process; Three Writing Techniques for Clarity and Concision.

Course participants are encouraged to submit their first few papers to MES for critical review and feedback.

Resources for Cleveland Clinic Researchers. This document contains information on services that are available to employees who are engaged in research projects, including Clinical Trials/Statistics Courses, Quantitative Health Sciences (“Biostats”), Medical Art and Photography, English as a Second Language Classes, and Alumni Library Workshops.

The manual also includes a section on scientific writing resources—a comprehensive list of articles, books, and websites that offer advice on writing clinical research papers and other forms of scientific communication.

Designing Effective PowerPoint Slides. This PowerPoint presentation covers the basics of good slide design. It is available as a stand-alone class or as part of a 2-part class on public speaking (taught by Dr. Richard Prayson).

Internal Medicine Noon Conferences. Past presentations have included plagiarism and authorship as topics.

Resources for Authors. This library workshop reviews current online and print resources available to Clinic employees.

Grant Writing. MES is invited twice a year to teach a class on grant writing as part of the course, Introduction to Clinical Research and Proposal Development (offered via CMERAD). The class covers writing techniques for clarity and concision as well as a brief discussion of layout and typography.

All classes/sessions are offered free of charge and can be scheduled by contacting Amy Moore at x54898 or moorea@ccf.org.

WHAT'S NEW IN DEPARTMENTS

CENTER FOR CONSUMER HEALTH INFORMATION

New intern

The Cleveland Clinic Center for Consumer Health Information (CCHI) is benefiting from the arrival of another intern, Mahogani Graves. Mahogani is originally from Youngstown, OH, and currently attends the University of Cincinnati. She will graduate with a Bachelor's degree in Health Promotion and Education, with an emphasis in Community Health, on June 13, 2009.



Mahogani Graves

Mahogani loves to read and travel and to watch and play basketball. Mahogani's ultimate goal in life is to use her education and experience to help others. Please join us in welcoming Mahogani to the Education Institute.

Congratulations

. . . to **Kelly Salvatore**: Kelly received her Masters in Education (MEd) in Community Health Education in her recent graduation from Cleveland State University.

. . . to **Roberta Sas and Meg Nystrom**: The Board and Volunteer Development Committee of the Arthritis Foundation Northeastern Ohio Chapter has selected Roberta Sas, RN, MEd, and Meg Nystrom, RN, MS, from Cleveland Clinic to receive a 2009 Arthritis Foundation, Northeastern Ohio Chapter Partnership Award in Health Promotion. The award was presented at the chapter's annual meeting on Thursday, May 21, at Shaker Heights Country Club.

Philanthropic news

Anita Madden and her husband, Justin, are cycling in the American Diabetes Association's Tour de Cure in June to help raise money to find a cure for diabetes. (Anita signed them up spontaneously at the Cleveland Clinic walk.) Like most of us, Anita knows people who are struggling with diabetes. Anita and Justin are hoping to ride for "30 moderate miles."

CENTER FOR ALLIED HEALTH EDUCATION

On Monday, May 18, at their Annual Spring Program Directors' Luncheon, the Center for Allied Health Education and the Allied Health Education Council announced five individuals who were presented this year's Allied Health Educators' Award. These five winners were chosen from 23 allied health educators from throughout the Cleveland Clinic Health System. Each winner received a \$1,000 award and a plaque recognizing their achievement. The five winners were Patty Barrett, Radiation Therapy and Medical Dosimetry (Main Campus Hospital); Yasser Jahami, Radiologic Technology (Marymount Hospital); Sandra Yesenko, Vascular Ultrasound (Main Campus Hospital); Scott Euype, Physical Therapy (Independence Family Health Center); and Karen Vitak, Physical Therapy (Main Campus Hospital). Congratulations to all 23 nominees for their outstanding contributions.

The Adventures in Health Science and Math-Grade 6 (AHSM-6 pronounced "Awesome-6") pilot project has ended. This project had teams of five allied health professions teaching science and math concepts related to their professional disciplines to 6th grade classes. There were five 6th-grade classes at four schools from the Cleveland Metropolitan School District who participated in the pilot program: Artemus Ward, Empire, Riverside, and Wade Park. Twenty-three allied health professionals from the Cleveland Clinic Health System were involved in teaching the lessons, reaching 133 students. Preliminary data suggest that the program was a success. Students, teachers, and volunteers believe the program should continue. The AHSM-6 Steering Committee is in the process of developing 7th-grade lessons (Awesome-7) to continue the program and it's looking for opportunities to expand the Awesome-6 lessons to additional schools. The Committee will be looking for additional allied health professional volunteers this fall.

CONTINUING MEDICAL EDUCATION

The Center for Continuing Education, a national leader in online continuing medical education, has upgraded its website to help users more easily find content relevant to their needs.

The new site design, which uses database-driven pages to filter content, was the result of a year-long effort led by the Center's Internet Services team, comprised of Manager Donna Miller and designers Jennifer Ellis, Brian Stackhouse, and Deborah Ledyard. Center employees Chris Gruden and Sarah Janesz provided a high level of database support for the project.

The redesigned site also includes a new professional-focused medical newsfeed with daily news in 27 specialties and a completely updated online medical reference.

This reference, the *Disease Management Project*, includes 114 updated chapters and is designed to provide nationally established treatment guidelines for the most commonly seen diseases and conditions. The *Disease Management Project* was written by physicians from the Cleveland Clinic under the editorial guidance of Center Director William D. Carey, MD.

First published online in 2002, the *Disease Management Project* is accessed by thousands of people every month and remains the centerpiece of the Center's website. It was republished by Elsevier in printed form under the title "2009 Current Clinical Medicine."

The Cleveland Clinic provides more online CME than any other U.S. academic medical center. This year, the Center expects to award 40,000 CME certificates to online learners. Each month, almost 200,000 visitors engage in more than 200 CME activities available on the site.

Visit the new site at www.clevelandclinicmeded.com.

GRADUATE MEDICAL EDUCATION

In addition to being the institutional expert regarding visas, immigration requirements, and resolving issues for international trainees, Janice Bianco is also a jeweler with many of our Education Institute employees enjoying and wearing her creations. Congratulations to Janice for having her jewelry accepted at the River Gallery in Rocky River for an Exhibit Opening on June 20.

EDUCATION EXCELLENCE

EDUCATION ADMINISTRATION

Johnathan Roskopf: Thank you, Johnathan, for your hard work and dedication to your job. Johnathan comes in frequently on the weekends so that we can meet deadlines and also to do odds and ends no one else wants to do (like move kiosks).

*Brian Stump
Administration*

You have saved the Center hours and hours worth of cleanup work each week!

*Sarah Janesz
Center for Continuing Education*

CONTINUING MEDICAL EDUCATION

Chris Gruden: Chris recently wrote and successfully deployed sql statements to our server/database environment. By doing this, he was able to automate an extremely arduous manual task of cleaning data (proper case, regions, company standardization). Thank you, Chris, for your hard work on this.

CENTER FOR MEDICAL ART AND PHOTOGRAPHY

Jeff Loerch: Thank you for volunteering your time and expertise in support of our Cleveland Clinic Health eXpressions Program. Identifying the strongest interpretations of health presentations from among more than 200 works of art is a daunting challenge, and one that couldn't have been accomplished without your generous support. The insights and observations you provided were an invaluable contribution to the evaluation process, ensuring the selection of innovative, high-quality work from among different health presentation cat-

egoies and grade levels. Again, I thank you for all your help, and I look forward to seeing you in 2009.

*Bryan Pflaum
Civic Education Initiatives*

Steve Travarca: I would like to express how much I appreciated the assistance and work of Steve Travarca in assisting me with a LCM student video. Steve made every effort to accommodate our student schedule and to help make sure they felt comfortable during the video taping. This video was for use by Dr. Janet Bay and Dr. Edward Benzel at an American Association of Neurological Surgeons conference/reception in San Diego on

May 4. Dr. Bay is a member of our Alumni Board and is personally launching an initiative to raise dollars for an endowed scholarship at LCM from our alumni. Dr. Bay's comments along with the testimonials of these students will help to set the tone for the importance of medical education, inform physicians about LCM, and, we hope, WOW them with the student testimonials that will inspire them to contribute. Steve provided tremendous turnaround time in order to have the material ready in time. Again, I want to thank Steve for help on this exciting project.

*Lois Sumegi
Development*

The following employees also received recognition for providing outstanding services:

Ken Baehr	Sara Ismail-Baigi	Jim Metz	Danielle Ringler
Janice Bianco	Jodith Janes	Kathy Miller	Mari Ruiz
Connie Caporuscio	Sarah Janesz	Charlene Mitchell	Mark Sabo
Pat Chapek	Leslie Jordan	Leslie Mutryn	Jon Sabo
Mary Curry	Joe Kanasz	Reen Nemeth	JoAnn Salnajs
Wilma Doyle	Sue Kido	Michelle Newton	Mollie Secor
Pavel Ermakov	Matt Kohlmann	Terri O'Brian	Elissa Sevier-Thomas
Vickie Erste	Alex Koleszar	Jeff Olender	Jeff Shivak
Melinda Feldkircher	Neil Lantzy	Lois Osborne	Lori Smith
Amy Gao	Evelyn Lark	Ann Paladino	Karen Sprague
Bill Garriott	Yu Kwan Lee	Joe Pangrace	Brian Stump
Don Gerda	Jean Lucas	Joann Patterson	Kristi Thomsen
Gretchen Hallerberg	Elvira Maricic	Tanya Patterson	Laurie Weiss
Debra Hayles	Willie McAllister	Jim Reed	Jenny Xiang
Steve Huang	Tom Merce	Julie Reis	

INSTITUTE NEWS

On April 8, 2009, the Board of Governors announced the appointment of James K. (Jamie) Stoller, MD, as the new Education Institute Chairman, replacing Andrew J. Fishleder, MD, who held the post for 17 years. The Education Institute welcomes both Dr. Stoller and Sherri White, his assistant, as its newest members.

James K. Stoller, MD, MSODA

Dr. James K. Stoller received his MD degree in 1979 from Yale University School of Medicine and

the Masters of Science in Organizational Development and Analysis (MSODA) in 2001. He did his internship and residency at the Brigham and Women's Hospital in Boston and fellowship in pulmonary/critical care at the Brigham, Yale, and at the Massachusetts General Hospital

Since 1986, Dr. Stoller has been a member of the Professional Staff in the Department of Pulmonary, Allergy, and Critical Care Medicine at Cleveland Clinic and now serves as the Head of Cleveland Clinic Respiratory Therapy. Dr. Stoller served as the Vice-Chairman of the Division of

Medicine between 1998 and 2007 and has served as Executive Director of Leadership Development at Cleveland Clinic since 2005.

Dr. Stoller also holds the Jean Wall Bennett Professorship in Emphysema Research at the Cleveland Clinic Lerner College of Medicine and is Professor of Organizational Behavior at Weatherhead School of Management at Case Western Reserve University.



James K. Stoller, MD

Dr. Stoller has participated actively in scientific journal editorial boards, reviewer activities, and in national committees of the NIH and FDA. He has received and currently serves as the site Principal Investigator of the NIH multi-center LOTT trial. He has published more than 210 peer-reviewed papers, 75 chapters, and has edited 11 books and monographs.

He is married to Terry Fox Stoller and has one son, Jake, a rising sophomore (football player) at Yale. He loves marathon running and fly-fishing.

Sherri White

Sherri White began employment as a student intern through the John Hay/Cleveland Clinic Coop program in ITD Communications Services while still a junior at John Hay High School in November

1995. Since then, Sherri worked in administrative capacities in Internal Medicine, the IMPACT Center, General Anesthesiology and Pulmonary and Critical Care Medicine where she has worked with Dr. Stoller since July 2004.

Sherri was born in Cleveland and graduated from John Hay High School in 1997. She obtained her Associate Degree in Liberal Arts from Cuyahoga Community College in 2003. She later obtained her Bachelor's Degree in Business Administration in 2008 from Notre Dame College. She plans on attending Cleveland State University in August in pursuit of her MBA.



Sherri White

When asked what she likes about her position at Cleveland Clinic, Sherri responded, "I love the opportunities for collaboration with so many wonderful minds at the Cleveland Clinic and being introduced to new projects, which at times can challenge my skills but in the end enhance my well-being. I love working with Dr. Stoller. I know he looks at me as a 'valuable team member' and not as an 'assistant.' This in itself is what motivates and energizes me in this capacity."

In her spare time, Sherri spends family time with her children (son Torrean, age 10, and twin daughters Madison and Makensie, age 3).