

Hershey Medical Center opens doors

Philosophy of 'human touch' employed here

HERSHEY—“A human environment for the education of human physicians who will treat human beings” is one way the philosophy and surroundings at the University's Milton S. Hershey Medical Center have been described.

To help teach this human element of medicine, three unique departments within the College of Medicine have been organized: family and community medicine, behavioral science, and humanities.

The founding of the departments was based on the assumption that providing care to the medical patient is an art resting on a scientific base and that a doctor's biggest problems are not scientific, but ethical and moral ones. For these he needs not just scientific skills, but a personal style and philosophical framework for dealing with people in the context of human values and societal organization.

He must also understand the importance of continuing, comprehensive care on a preventive medicine basis and that he will be seeing most of his patients on an ambulant condition, who do not need the extensive care provided in a hospital bed where most medical students receive their clinical training. Some of these patients will be sick without any obvious organic causes.

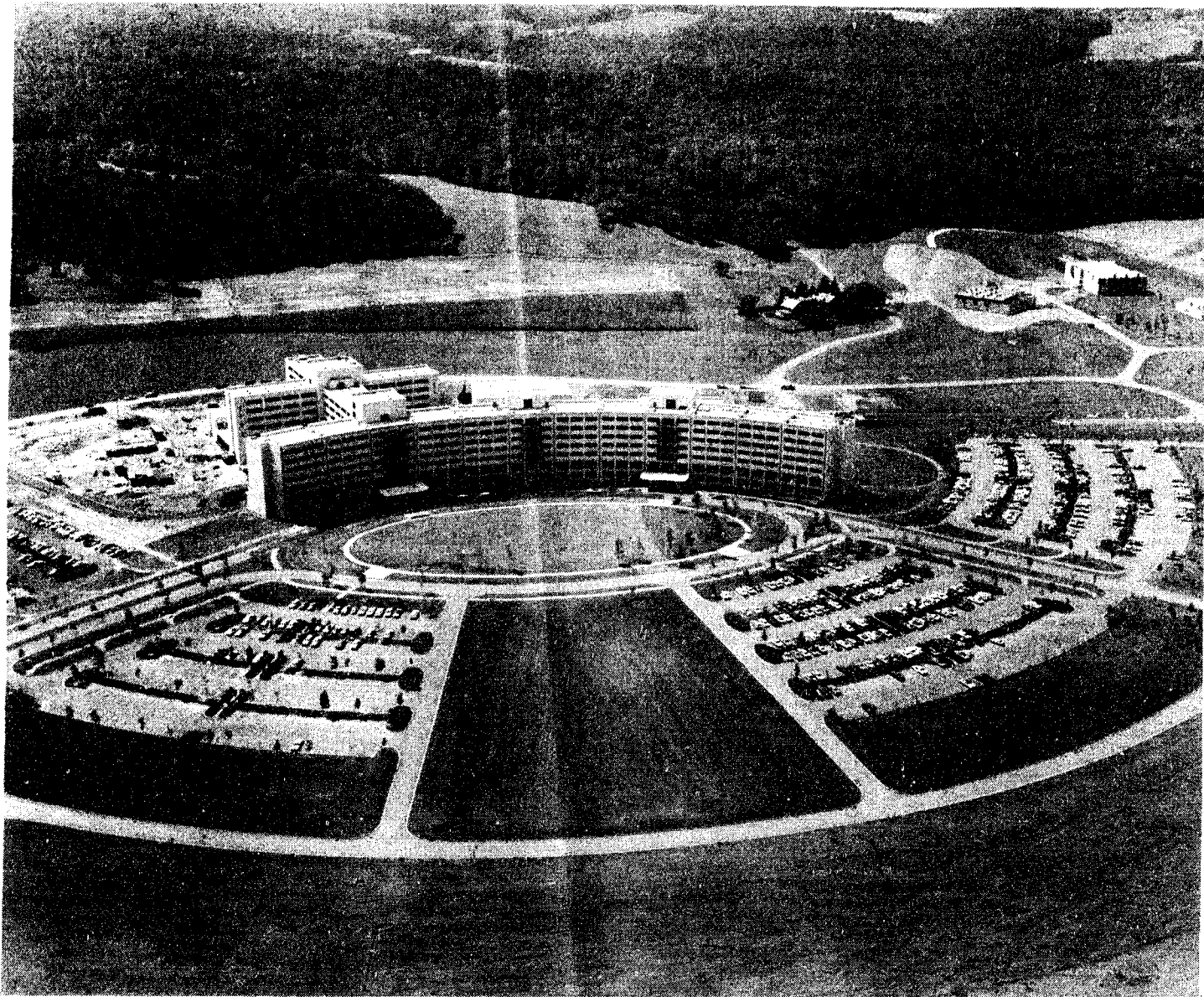
The department of family and community medicine is made up of six full-time physicians who treat more than

6,000 members of the Hershey area in a private office setting within the Medical Center.

During his first week at Hershey, each student is assigned to assist in the care of a family treated by the department for the four years of his medical education. Generally within the family are at least four members, one or more of whom have chronic illnesses or problems that require the family to see the physician frequently. The students also spend a number of course hours seeing other patients who come for care from these physicians.

When a family and community medicine physician sees the patient, whether in the office, at home, or in a hospital, the student goes along. This helps the student to get to know the family and to appreciate the continuity of its health problems, with an emphasis on the predominant health needs of an average family—non-surgical medicine, pediatrics, and basic psychiatry.

The program is not intended to turn all of Hershey's graduates into family physicians, but rather to “develop the attitude of a family physician to carry with him into whatever specialty he may enter,” according to Dean George T. Harrell. The student who ultimately specializes in surgery, for example, must treat human individuals who are members of families, and those families are affected by his decisions.



AERIAL VIEW—of the campus of The Milton S. Hershey Medical Center of The Pennsylvania State University, with Medical Sciences Building-Hospital in the foreground, and laundry, steam plant, and Animal Research Farm, left to right in upper right corner.

Costs brought down with self-care units

HERSHEY—When a patient is admitted to a hospital for tests, he has traditionally been assigned to an acute patient care unit where he receives his meals, nursing care, and even though he is not nearly as ill as the other patients.

This situation may be pleasant, but the cost of the room and service is not. He is paying for the same costly supporting personnel and hospital equipment as his much sicker neighbor but he doesn't need it.

At The Milton S. Hershey Medical Center Hospital this should not happen. The patient who is admitted for diagnostic tests, long-term treatment plans, regulation of diabetes, preparation for surgery, convalescence, and the like, will stay in what is called the minimal/self-care unit.

This 52-bed wing of two-bed rooms is designed for persons who are well enough to go to the cafeteria or coffee shop for their meals, report to appropriate areas of the hospital for diagnosis or treatment, and administer some of their own medications.

Because these patients do not need the extensive nursing and other services the hospital is able to provide, they stay in a room more like a motel than a hospital, and pay only about 60 percent of the costs of a bed in the acute patient areas. A family member may share the room to learn home care procedures.

Cutting hospitalization costs is one of the primary reasons for the establishment of the minimal/self-care unit. Hospital administrator John Russell points out that “we can't expect the costs of acute patient care to go down, so we must develop these other methods of care and make hospitalization in an acute patient unit a last resort to be used only after physicians have exhausted all the other patient care options.”

In order to provide this variety of types of patient care at the Medical Center Hospital, a variety of other ambulant facilities is provided. Patients may be treated in the outpatient clinics, the emergency care unit, the family and community medicine offices, or in an inpatient psychiatric unit. All but the psychiatric unit are located on the first floor to provide easy access for the medical students the several patients. The outpatient clinic, like the minimal/self-care unit, is unusual. Designed to handle up to 100,000 patient visits each year, it has 48 comfortably furnished

examination rooms, which provide privacy in the physician-patient relationship that is completely opposite to the “herding” atmosphere often found in outpatient clinics. Each examination room has two sections. Behind a curtain is the examination equipment and in front is a small office-like setting where the patient and physician can confer.

Though furnished identically, all departments can use the rooms throughout the day through scheduling. Special rooms and equipment are provided in specialty clinics for such examinations as eye, ear, nose and throat, speech and hearing, and dentistry.

The emergency care unit, with a helicopter pad at the entrance, is located adjacent to the outpatient area so that if a large number of casualties are received, adequate examination and treatment space is available. Cast room and x-ray facilities are included in the unit and elevators give immediate access to the ten operating rooms on the second floor.

The department of family and community medicine, which consists of six full-time faculty members, provides primary medical care for more than 6,000 residents of the Hershey area. Patients see the physicians in a private-office setting in the Medical Center. These physicians have full admitting privileges to the hospital. In addition, eight family physicians in the area, who were members of the Hershey Hospital staff, have part-time appointments in the department and may admit patients in all areas but obstetrics and surgery.

The psychiatric inpatient unit resembles the minimal/self-care unit and includes 21 two-bed rooms and two private security rooms. The design of the psychiatry program and facilities encourages the return of the emotionally disturbed patients to a useful life in his-home and community and emphasizes that goal to the staff and students.

As part of a university hospital, these ambulant care facilities, in addition to helping family and community medicine offices, or in an inpatient psychiatric unit. All but the psychiatric unit are located on the first floor to provide easy access for the medical students the several patients. The outpatient clinic, like the minimal/self-care unit, is unusual. Designed to handle up to 100,000 patient visits each year, it has 48 comfortably furnished

Center has quite unique founding

HERSHEY—If you were watching television and saw a telephone commercial depicting the events surrounding the “\$50,000,000 phone call” that led to the founding of The Milton S. Hershey Medical Center, you'd probably say, “These commercials are getting harder to believe every day.”

That now legendary call did take place, however, in 1963, between Dr. Eric A. Walker, then president of Penn State, Samuel Hinkle, then president and board chairman of Hershey Chocolate Corporation.

Dr. Walker had been in Washington attending a meeting of the board of directors of the National Science Foundation when he received a message from his office to call Hinkle as soon as possible. He did, and Hinkle asked him to stop in Hershey on his way home, but would not disclose the nature of the business.

At Hershey Walker found himself in a meeting with the Board of Managers of The M.S. Hershey Foundation. One report is that the conversation went something like this:

Hinkle: “Eric, we've been wondering if Penn State is interested in starting a medical school?”

Walker: “Sam, you might as well stop now and save my time and yours. There's not a nickel in Harrisburg for that purpose.”

Hinkle: “How much would it take?”

Walker: “Oh, about \$50,000,000.”

Hinkle: “What would say if we told you we had \$50,000,000 to start it with?”

Walker: “That might be different.”

Events then followed quickly. The result is the Commonwealth's first new medical school in more than 60 years and first completely new university hospital in this century through the affiliation of two of Pennsylvania's unique and great institutions—the state's Land Grant University and the two educational trusts of the famed chocolate entrepreneur which have supported public educational programs in the community of Hershey, and the other operated the Milton Hershey School for orphan boys for the most of the 1900's.

Of course, the founding of the school didn't happen quite that quickly and simply. For several years, the Foundation board of managers of the trust

had been discussing alternative ways that some of the accumulated funds could be used. The medical school was high on the list, and in view of various reports issued at that time citing the shortage of physicians and Mr. Hershey's past humanitarian and educational programs, the men of Hershey make their decision and popped the question to the University.

In November, 1964, Dr. George T. Harrell was appointed dean of the College of Medicine and director of the Medical Center and immediately began designing the program and facilities to meet the target set by President Walker of enrolling the first class in 1967. In 1965 and 1966 the University received the additional construction funds from the U.S. Public Health Service. Ground was broken in 1966 for the Medical Sciences Building on a 216-acre corn and alfalfa field on the western edge of Hershey. On schedule, and the quickest a new medical school was ever opened in its own facilities, though they were incomplete, the first class of 40 students arrived to pioneer the innovative teaching facilities, curriculum and atmosphere outlined by Dean Harrell.

In the three years since, the Medical Sciences Building and Animal Research Farm were completed and this month the Hospital opened the first 100 of its 350 beds, along with a separate supporting hospital laundry. The first 88 of 248 student and house officer apartments also opened this past summer of 1971. At that time the total value of all the facilities on the campus will be over \$65,000,000.

In 1968, all the assets at the Medical Center, including buildings, land and equipment and remaining endowment funds and the original award were turned over to the University by the Foundation. Under the previous arrangement, the Foundation retained ownership and leased the Medical Center to the University for one dollar a year. The new arrangement was designed to eliminate duplicate record keeping, accounting and inventory control, by both the University and the Foundation and freed the Medical Center to qualify for additional grants from different sources which were not available under the ownership by the Foundation.

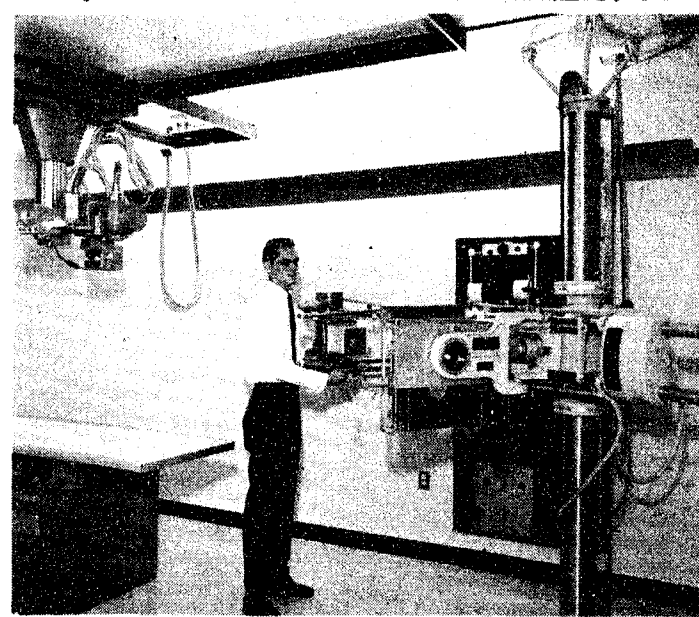
With the arrival this fall of 69 first year students, the

College of Medicine has four classes of M.D. candidates enrolled for the first time. The total of 211 medical students was joined by 46 graduate students, working toward M.S. or Ph.D. degrees in six disciplines.

Also helping to make it all possible was the cooperation of various government agencies—the Commonwealth through the governor and the attorney general, who supported in court the transfer of funds from the Milton Hershey School Trust to The

M.S. Hershey Foundation; the Orphans' Court of Dauphin County, which in August of 1963 issued the decree to transfer the funds for building and endowing the medical school, teaching hospital and related graduate and research programs; and the federal government which provided \$21.3 million in construction funds.

The following August, the foundation and the university signed the affiliation agreement.



MODERN X-RAY EQUIPMENT supplements the vast medical equipment to be found at the Center.

Center open to everyone

The state's newest university hospital is designed primarily as a referral institution; that is, patients will be referred by their physicians in their own communities to one of the full-time staff of the hospital for further diagnosis and specialized treatment. This will include patients who can be cared for in the outpatient department and unique minimal/self-care unit, as well as those admitted for acute or intensive care.

This procedure in many ways approximates the procedure when a family physician turns the care of his patient over to a medical specialist in a community hospital. It is exactly the same as a personal physical sending a patient to a specialist at one of the state's other university hospitals in Pittsburgh or Philadelphia or even to Baltimore, Cleveland, and New York. Most patient referrals are expected to be people living

within a 100-mile radius of Hershey, but the hospital will have certain special facilities programs and trained staff that will attract patients from throughout the Commonwealth and other states. As the first university hospital in Central Pennsylvania, it will be a great convenience to patients and their families to have the institution in closer traveling distance. The patient's personal physician will be kept constantly informed by the Medical Center of the treatment and program of the patient.

With the closing of the old Hershey Hospital, the Medical Center Hospital has assumed an obligation to provide a variety of services as a community hospital. Perhaps most importantly, the hospital will provide emergency care to anyone, both residents and visitors in the Hershey area, 24 hours a day and will be staffed by full-time physicians



ONE MAN CAN MONITOR all mechanical systems of the Hospital and Medical Sciences Building of The Milton S. Hershey Medical Center of The Pennsylvania State University from this small room called the Building operations center.

PREGNANT? NEED HELP?

PREGNANT? NEED HELP? Abortions are now legal in New York City up to 24 weeks. The Abortion Referral Service will provide a quick and inexpensive end to your pregnancy. We are a member of the National Organization to Legalize Abortion. CALL 1-215-878-5800 for totally confidential information. There are no shots or pills to terminate a pregnancy. These medications are intended to induce a late period only. A good medical test is your best 1st action to insure your chance for choice. Get a test immediately. Our pregnancy counseling service will provide totally confidential alternatives to your pregnancy. We have a long list of those we have already assisted should you wish to verify this service. COPY OUR NUMBER FOR FUTURE REFERENCE 1-215-878-5800.

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