

New Office of Marketing and Communications offers full range of services



The Boonshoft School of Medicine's Office of Public Relations has a new name. The name was changed to the Office of Marketing and Communications following the retirement of long-time director, Judi Engle, in January 2008. Cindy Young was appointed director of the new office, which now reports to Robert Copeland, associate vice president for advancement.

Young came to the School of Medicine from Wright State University's Development Office, where she served as director of advancement communications. She also served the university for a number of years as executive director of Communications and Marketing.

The office has expanded its capabilities by hiring a new graphic designer and writer/editor. Graphic designer Emily Wallace came to the school from one of the top design and branding firms in the region, Graphica, where she worked for clients such as Crown Equipment Corp., Procter & Gamble, and Hexion Specialty Chemicals. And Phil Neal joined the office following four years as a freelancer writing for clients including Sprint, AT&T, Nationwide, KnowledgeWorks Foundation, The American Red Cross, The Mathile Family Foundation, and

Cengage Learning. Long-time employees, Robin Suits, associate director for electronic communications; Debbie Deichler, public relations coordinator; and Sue Rytel, administrative specialist, round out the team.

The expanded office offers a full range of services to both the medical school and Wright State Physicians, including marketing consultation; Web design and electronic communications; publication writing, editing, and design; advertising; media relations; internal communications; and brand management.

"We're a full-service, in-house agency staffed by professionals with extensive marketing and communications experience in both the public and private sector," said Young. "We can help you develop the best marketing strategy and then implement it with the full range of marketing communication tools. We can also help you work with outside vendors, doing the legwork to save you time and ensure you get the most effective services for your needs, schedule, and budget."

For more information or to schedule a consultation, call 937.775.2951.



Emergency Medicine

residents organize medical services for a seminal summer event

Continuing a longstanding tradition, the Department of Emergency Medicine provided medical services for the 2008 Vectren Dayton Air Show the weekend of July 19-20. Led by chief resident Scott Vandehoef, M.D., an extensive team of residents planned, organized, and oversaw services provided by more than 100 medical volunteers from 15 EMS organizations for more than 60,000 attendees.

Over the course of two hot summer days, volunteers assisted more than 150 people in on-site medical tents and arranged for nine to be transported to local hospitals for additional treatment. In addition to volunteering, more than 40 EMS providers, nurses, students, and residents also earned continuing education units (CEU) through training provided by emergency medicine residents using high-tech electronic patient simulators.

Resident Ryan Mihata, M.D., and Mark Gebhart, M.D., assistant professor of emergency medicine and director of EMS/Medical Readiness and the H.E.L.P. Center, closely supported Vandehoef throughout six months of preparation for the event. Residents Steven Galvin, M.D., and Stephanie Carrion, M.D., developed the CEU training based on scenarios common at public events like the air show, including Advanced Cardiovascular Life Support and treating heat stroke. Several volunteers had the opportunity to apply their training nearly immediately by helping air show attendees in need of care.