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We Are...Marshall, August 13, 2014

Office of Marshall University Communications

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WE ARE... MARSHALL®

The Newsletter for Marshall University

August 13, 2014

Message from President Kopp



Dear University Community,
As you have no doubt heard over the last couple of weeks, Cabell Huntington Hospital and St. Mary's Medical Center have announced they are exploring an affiliation.

Because both hospitals are closely connected to our medical education and health professions programs, many of you likely have questions about what this new relationship might mean for Marshall University.

While we won't know the details until the terms of the final agreement are announced, I can share with you that we anticipate the end result will be quite positive—for Marshall University, for our students and for our community.

This new arrangement should greatly enhance educational opportunities for our students and strengthen our clinical education and medical residency programs. We also expect it will deliver more accessible and affordable health care for our community, and ultimately expand patient care services currently not available in our region.

The hospitals have said this process will occur over an extended period of time. As we learn more about the progress of the affiliation process, I pledge to keep you informed. Please don't hesitate to let me know if you have questions or concerns.

Sincerely,

Stephen J. Kopp, Ph.D.

Reminder: Tickets available for Paint the Capital City Green until Friday, Aug. 15; faculty/staff rate in effect



Thundering Herd fans have until Friday to buy tickets and reserve tables for Marshall University's Paint the Capital City Green pep rally in Charleston Thursday, Aug. 21, at the Embassy Suites hotel.

Marshall staff and faculty may receive a discounted rate of \$30 per ticket, with a limit of two per faculty/staff member. Non-discounted individual tickets are \$60. No tickets will be sold at the door and ticket sales close Friday, Aug. 15.

Special guests at the event, including Marshall University Head Football Coach Doc Holliday and his senior players, will speak about the future of Marshall University football. A Marshall Football VIP will also be seated at sponsored tables.

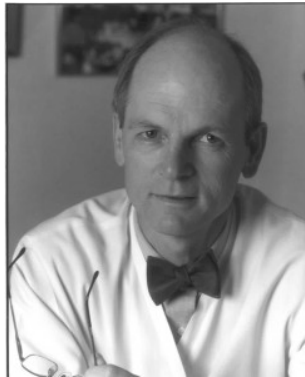
"There is a lot of talk about our team this year," Holliday said. "This event is the one preseason opportunity for fans to hear directly from me and from our student-athletes and it's always a sellout. Don't miss it. It's one night in Charleston, and then it's back to practice for us."

Paint the Capital City Green is the nation's largest indoor pep rally for The Herd. Fans will enjoy a tailgate spread, entertainment by mascot Marco, the cheerleading squad, dance team and members of the Marshall University Marching Thunder. The 17th annual event, presented by Friends of Coal and sponsored in part by Huntington Bank, is hosted by the Big Green Scholarship Foundation and the Marshall University Alumni Association.

To order tickets, call 304-696-7138 or e-mail paintthecapital@marshall.edu.

All ticket holders will be entered into a drawing to win hotel accommodations and free admission to a road game.

Marshall University School of Medicine announces appointment of new department chair



Dr. Charles L. Yarbrough, a longtime Huntington dermatologist, has been named inaugural chairman of the newly formed department of dermatology at the Joan C. Edwards School of Medicine.

In making the announcement, Dr. Joseph I. Shapiro, dean of the School of Medicine, said the addition of Yarbrough to the medical school faculty is another step in the school's expansion of its medical education and clinical offerings.

"It's imperative that Marshall continue to build and nurture its infrastructure in order to ensure we are providing the best medical education possible," Shapiro said. "I am pleased to welcome Charles Yarbrough and am confident that under his leadership our new department of dermatology will flourish clinically, educationally and in the research arena."

Yarbrough graduated from the Medical College of Virginia and completed a residency in dermatology at Emory University. He is board-certified in dermatology by the American Academy of Dermatology and also is board-certified by the American Boards of Pathology and Dermatology in Dermatopathology. Yarbrough has served as a clinical professor at Marshall since 1977.

"I am humbled and honored to accept this appointment and would like to thank all who advocated on my behalf," Yarbrough said. "I will promote excellence in patient care through education, research and access to the health care system."

Yarbrough currently serves as secretary/treasurer of the board of directors for Doctors Care of Cabell County, Inc., an organization he co-founded in 1990, that serves to fill in the gap to access to medical care for people in need by providing health care referral and access.

He also is a clinical professor with the School of Medicine's department of pathology.

Yarbrough is a member of the West Virginia Dermatological Society, the American Society of Dermatopathologists and the American Academy of Dermatology.

His appointment was effective Aug. 1. He will continue to see patients at his office located at 1934 11th Ave. in Huntington.

Week of Welcome for freshmen just a week away



Marshall's Week of Welcome committee has provided information for faculty and staff regarding WOW activities, which will begin with move-in Wednesday, Aug. 20.

In the days leading up to the start of classes, about 1,700 freshmen will take part in WOW activities. The freshmen will actually begin their first class at Marshall during Week of Welcome. The UNI 100 Freshman First Class is an introduction to academic structures and expectations of college life.

“The WOW committee has dedicated much time and energy to ensure the first few days on campus fun, exciting, informative and enjoyable for these students but we need the help of the entire Marshall community to make this happen,” said Sherri L. Stepp, director of University College. “If you see someone who looks lost, confused, or a little overwhelmed, please take the time to reach out to him or her.”

The complete WOW schedule is available at www.marshall.edu/wow. Faculty and staff are asked to refer to this site for any information regarding WOW, contact the Student Resource Center at 304-696-5810 or send an e-mail to src@marshall.edu.

Among the most popular events of WOW are the family picnic and the President's Convocation, Stepp said. The picnic will take place from 5 to 6:30 p.m. Wednesday, Aug. 20, on the student center plaza.

The convocation starts at 9:45 a.m. Friday, Aug. 22, at the Keith-Albee Performing Arts Center in downtown Huntington. Students will meet in their UNI 100 classrooms at 8:30 a.m., walk to the John Marshall statue, then head west on 4th Avenue to the Keith-Albee at 9:15 a.m. At the conclusion of the convocation, the students will walk back to campus in time for 11 a.m. sessions. Convocation will be streamed live at www.marshall.edu/it/livestream.

Departments using social media to connect with first-year students during the Week of Welcome are encouraged to use #MarshallWow.

Marshall Health opens new community pharmacy at medical center

Marshall Health, in partnership with the Joan C. Edwards School of Medicine, the School of Pharmacy and Cabell Huntington Hospital, has opened a new community pharmacy offering patients access to prescription medications at the Marshall University Medical Center.

Marshall Pharmacy is a convenient option for patients and the public visiting the health sciences campus, as well as hospital and medical center staff. It offers a full range of prescription medication services, including personalized pharmacist services, and carries limited over-the-counter medications and diabetic and medical supplies.

Future plans include delivering discharge medications to Cabell Huntington Hospital inpatients before they leave the hospital, and delivering prescription medications directly to patients upon leaving the doctor's office.

The Marshall Pharmacy is staffed by professional registered pharmacists and pharmacy technicians and accepts most major prescription drug plans. There are plans to add additional insurance plans in the coming months.

"Marshall is continuing its commitment to our patients and our community by providing high quality pharmacy services at this new facility," said Beth Hammers, executive director of Marshall Health. "Our on-site pharmacy is a tremendous asset for our patients and employees and will enhance the educational experience for our students at the Schools of Pharmacy and Medicine."

In describing the new pharmacy and its educational impact, Dr. Kevin W. Yingling, dean of the School of Pharmacy, called it a key milestone in the growth of the health sciences programs. He emphasized the impact of medication therapy management delivered by pharmacists in ambulatory practice settings has proven value for improving patient safety and clinical outcomes.

"I can't stress enough the importance of this new venture, which allows better collaboration among physicians, pharmacists and other health care providers, which in turn provides interdisciplinary education that is absolutely crucial in today's health care arena," Yingling said. "Working as a team with our colleagues at the School of Medicine and Marshall Health enhances the experiences for all our students."

Dr. Joseph I. Shapiro, dean of the School of Medicine, said the opening of the Marshall Pharmacy reflects the changing health care landscape.

"The collaborative effort among our university counterparts and our hospital partner is indicative of the relationships that must exist as we move forward in the health care arena," Shapiro said. "These partnerships allow us to be more patient focused and deliver high-quality care for the region."

“The new Marshall Pharmacy is a welcomed addition to our campus because it delivers an important health care service for our patients by making an easier transition from hospital to home,” said Kevin Fowler, senior vice president and chief operating officer for Cabell Huntington Hospital. “The pharmacy is easily accessible for patients attending appointments with their physicians at Marshall or picking up new medications following a hospital stay, and for patients receiving treatments at the Edwards Comprehensive Cancer Center. The pharmacy offers patients a convenient option following procedures or treatments by eliminating an extra stop when they’re heading home to continue their recovery. This is a unique opportunity to provide patients with on-site education about their medications that coincides with the doctor’s visit, typically resulting in improved outcomes and safety.”

The Marshall Pharmacy is led by Brian Gallagher, R.Ph., JD, director of pharmacy services and Ben Kelly, R.Ph. the managing pharmacist. The service is located at the front entrance of the MU Medical Center. It is open from 7 a.m. to 7 p.m. Monday through Friday.

Patients may access pharmacy services by calling 304-691-6879 (MURx) or by visiting www.marshallhealth.org and selecting “Pharmacy” under “Services.” A smartphone app is also available for download through the iTunes® Store or Amazon’s Android app store.

Marshall Health, Rec Center launch wellness program



MarshallHealth

Marshall Health and Marshall Campus Recreation have a new wellness program for employees who have chosen Marshall Health as their medical home through PEIA.

Currently, university and Marshall Health employees may purchase an annual membership to the Rec Center at a discounted cost of \$38 per month. According to the announcement, If you have selected Marshall Health as your medical home, you’re eligible to participate in a new Marshall Health Fitness Program, and will receive an annual Rec Center membership for \$25 a month with a fitness program tailored to your needs. Participants must make a one-year commitment to the fitness program, and will be required to do the following:

- Within six weeks of joining the program, have a one-on-one personal training session, including an initial fitness assessment, conducted by campus recreation staff;
- Schedule and participate in quarterly fitness assessments, which include biometric screenings;
- Have cholesterol, blood pressure, glucose levels and other health-related information regularly checked and submitted to the Primary Care Physician;
- Participate in individual or group activity at the Rec Center a minimum of four times in each three-month period;
- Abide by all other terms of the Marshall Recreation Center membership agreement.



Additionally, if you choose to participate in the program, your dependents/significant other/spouse who have PEIA and have also elected Marshall Health as their medical home may participate as secondary members with the same annual membership at the discounted \$25 per month rate (the above requirements apply).

In order to qualify for the discount, you must have a [Request to Participate form](#) completed and signed by your Primary Care Physician and make it available to the Marshall Rec Center upon registration.

To enroll in the program, or for any additional questions, call ext. 6-4732 (4REC).

Medical students at Marshall University publish second edition of creative works

“Aenigma Medicorum,” an annual literary and art review by medical students at the Joan C. Edwards School of Medicine contains dozens of submissions about life and death as seen through the eyes of medical students and physicians.

The 56-page booklet, which was financially supported through the School of Medicine’s Office of Diversity, aims to give creative voice to health care providers through writings like poetry and short stories as well as photography.

The book’s executive editor, Sarah Slocum, a fourth-year medical student, says the publication is an attempt to strengthen the medical school community by reaffirming commitment to the human experience and clinical excellence.

“As providers, we do our best to connect with our patients on several levels,” Slocum said. “Our experiences creating art, whether it be visual, written or aural, allow us another opportunity to better relate with the people around us.”

Submissions are made in the fall, reviewed by a student advisory board and selected for publication after assistance from faculty advisors. Submissions for the 2015 edition may be emailed to aenigmamedicorum@gmail.com.

Complimentary printed copies of the current edition are available at the Office of Student Affairs in the Byrd Clinical Center and the Office of Medical Education on the third floor of the Marshall University Medical Center. It may be viewed digitally at <http://musom.marshall.edu/students/AenigmaMedicorum>.

Marshall Psychology faculty, students present session at Comic-Con



Two faculty members from the Psychology Department, along with two doctoral students, presented a session at the 45th Comic-Con International Convention in San Diego. Comic-Con is an educational corporation that creates awareness of, and appreciation for, comics and related popular art forms.

Dr. April Fugett and Dr. Keith Beard, as well as doctoral students Elijah Wise and Britani Black, presented “From Spider-Man to Darth Vader – How Your Personality Influences Our Favorite Characters.” The session was attended by nearly 200 people.

The researchers surveyed more than 400 people from across the country on the characters that they liked and with which they identified. Participants took a personality test as well. From there, the researchers looked to see if there was any relationship between personality characteristics found from the test and the characters that participants liked and identified with.

The study results showed that people who like pop culture characters are often imaginative, like variety and have numerous interests. They also tend to be energetic, talkative, optimistic and friendly.

“There were also differences between the characters selected based on gender, income and age,” Fugett said. “Younger individuals tended to like characters from more recent movies such as characters from Batman, The Avengers and X-Men, and Hunger Games, while those older individuals tended to like more classic characters like those in Star Wars and Star Trek.”

For the students, the presentation was an exciting opportunity.

“I hadn’t presented at many conferences or conventions, and this was huge,” Black said. “It was Comic-Con! For someone who loves pop culture and does research in that area, there isn’t really anything bigger than that.”

“Never in my life did I expect that I could discuss the character profile of Batman through a psychological lens, in an academic way, and as part of an international conference,” Wise added.

“Not only is it a great thing when you can talk about the research you have been working on,” Beard said, “but to involve students in it and for the outcome to be as exciting as presenting at Comic-Con, is something that I am very glad I could help facilitate and allow these students to experience.”

Photo: From left, Dr. Keith Beard, professor of psychology; Britani Black and Elijah Wise, doctoral students in psychology; and Dr. April Fugett, associate professor of psychology, represented Marshall at the Comic-Con International Convention July 24-27.

Nine MU students to spend 2014-2015 academic year studying in Japan

Nine Marshall students will be going to Japan for the 2014-2015 academic year to study at two institutions: Kansai Gaidai University and Chukyo University.

“I am thrilled that these students will have the opportunity to study abroad in Japan. This will be a life-changing experience and will lead to great opportunities in the future,” said Dr. R.B. Bookwalter, dean of the College of Liberal Arts.

Seven students will be attending Kansai Gaidai University in the Osaka prefecture. They are:

- Michael Joseph Haverty, Japanese major with a double minor in Asian Studies and International Affairs;
- Leah Goss, double major in Japanese and Visual Arts with an emphasis in photography;
- Kyle Elliot Walters, double major in International Affairs and Japanese;
- Lucy J. Ward, double major in International Business and Japanese;
- Kiersten Ward, double major in Geography and Japanese;
- Savannah Henry, double major in Japanese and Visual Arts with an emphasis in Graphic Design; and,
- Brianna McLaughlin, Japanese major.

Two students will be attending Chukyo University in the Nagoya prefecture: They are:

- Katherine Green, Japanese major with a minor in English; and,
- Shaina Wallace, triple major in Japanese, English and Education.

Together, the group will receive more than \$34,000 from the following awards: Art Department Tuition Waiver, Kimbler Award, Art Department Scholarship, River Cities Scholarship, Cracker Barrel Foundation International Scholarship, American Association of Teachers of Japanese Bridging Scholarship, Benjamin A. Gilman Scholarship and Morgan-Stanley Bridging Scholarship.

“I am deeply grateful for the financial support of our benefactors, whose generosity makes it possible for students to take advantage of an opportunity that some would otherwise have to pass

up,” Bookwalter said. “I greatly appreciate the excellent work of the Modern Languages program, Dr. [Caroline] Perkins, Dr. [Natsuki] Anderson, Dr. [Zelideth] Rivas and Ms. Kawada Webb, in preparing these students for their work in Japan and for nurturing the partnerships that have helped this program grow.”

Faculty Achievement: Dr. Mark Zanter

“Persistence of Memory,” a composition by Dr. Mark Zanter, professor of music, was performed at the National Flute Association convention this past weekend in Chicago. The work, for electronics and flute, was played by Lindsey Goodman, principal flutist of the West Virginia Symphony Orchestra.

Faculty Achievement – Dr. Jess Morrissette

Dr. Jess Morrissette, Associate Professor of Political Science and Director of International Affairs, has an article published in the Spring/Summer 2014 issue of *Studies in Popular Culture*, a leading journal in the field of pop culture studies. The article is titled “Zombies, International Relations, and the Production of Danger: Critical Security Studies Versus the Living Dead.”

In summary, the article explores how the tendency to treat zombies as inhuman creatures, bent on our destruction and incapable of compromise, predisposes characters in various fictional works to respond to the perceived threat with violence. It asks in what ways might similar perceptions shape our response to “real world” issues like global terrorism. The article deconstructs the assumptions common to most zombie fiction and argues that the same mindset that favors a violent response to the living dead over nonviolent options also informs U.S. foreign policy in the ongoing War on Terror.

Sawhney’s tobacco research published in West Virginia Medical Journal

Dr. Monika Sawhney of the College of Health Professions has recently had her research article titled “Comprehensive Tobacco Control in West Virginia – Going from Intersection to Integration” published in the West Virginia Medical Journal. Sawhney co-authored the study with officials from the Kanawha-Charleston Health Department in Charleston.

Sawhney, program director for the undergraduate public health program, said their research showed West’s Virginia adult daily smoking rates have not declined when comparing numbers to the rest of the nation or even surrounding states.

“West Virginia has a lot of tobacco usage and this research looks at the neighboring states such as Ohio, Pennsylvania, Kentucky, Tennessee and Virginia and how they have made progress over time for tobacco-related indicators,” Sawhney said. “These states have implemented policies that encouraged residents to give up smoking or smoke less. West Virginians have many health challenges and it is so important that we pay attention to tobacco policies in our state.”

Sawhney said although many effective cessation and clean indoor air programs have been developed, the research recommends additional tobacco control funding mechanisms that promote strategies to be integrated at the community level.

According to the Division of Tobacco Prevention at the West Virginia Bureau of Public Health, West Virginia is aggressively addressing this problem by implementing evidence-based, comprehensive tobacco control programs. Annual federal and state funding for these efforts in West Virginia totaled just over \$6.2 million in 2014 (an 8 percent decrease in funding levels of the past eight years), which is 22 percent of the Centers for Disease Control and Prevention recommendation of \$28 million annually.

‘Tech Up’ helps nontraditional students with technology concerns



“Tech Up,” a program designed to help nontraditional students succeed at Marshall by being technologically up to speed by the time they take their first course, is being offered for the second consecutive year.

Steve Hensley, dean of Student Affairs, said many students, particularly those who have been out of school for a few years, are not as tech-savvy as they would like—or need to—be.

Many people, Hensley said, don't know the basics simply because they never had to use computers before in their everyday lives. . "So, we start with the very basic levels of how to access Marshall e-mail and the Marshall web page and we go from there. We kind of give students a short course in utilizing technology."

Information Technology personnel will conduct the "Tech Up" sessions on Aug. 21 and 27 in Drinko Library 138.

The next issue of *We Are...Marshall* will be distributed August 20, 2014. Please send any materials for consideration to [Pat Dickson](#) by 5 p.m. Monday, August 18.