



PATHWAYS

SPRING 2009

UB to Go Smoke Free

100 percent smoke-free policy takes effect this academic year

THE UNIVERSITY AT BUFFALO has announced that it will implement a 100 percent smoke-free policy that will take effect beginning with the 2009–10 academic year.

Under the plan, smoking will not be allowed in any buildings or on the grounds—including parking lots and green spaces—on UB's three

tuted smoke-free polices.

Dunn further explained that as part of the university's UBreathe Free initiative, the Office of Wellness and Work/Life Balance in Human Resources, and Wellness Education Services in Student Affairs will be offering ongoing services on campus to assist smokers with quitting and to

policy in an effort to make our environment the healthiest possible for all students, employees and visitors. In addition, a smoke-free campus is entirely consistent with our 'Greener Shade of Blue' initiatives, and it is in line with a request from the New York State commissioner of health who has urged campuses to become completely smoke free, both indoors and outside."

UB convened a committee a year and a half ago to review the university's smoking policy and to explore options for strengthening it, as well as to identify ways to assist students and employees with smoking cessation. The effort, which involves representatives of human resources, Student Affairs and UB's Academic Health Center, led to the creation of the UBreathe Free initiative.



UB kicked off a new smoking-cessation program for employees and students 18 and older in September 2008 during UBreathe Free Week. The UBreathe Free program is being conducted in collaboration with Roswell Park Cancer Institute, the New York State Smokers Quitline, the Erie-Niagara Tobacco-Free Coalition, Tobacco Cessation Center North and the New York State Department of Health. **BP**

—ARTHUR PAGE

Editor's Note: An article featuring UB's new smoke free policy, as well as that of area health-care facilities, will be featured in the summer issue of Buffalo Physician.

"SMOKING IS THE LEADING PREVENTABLE CAUSE OF DEATH IN THE UNITED STATES, AND THERE IS NO SAFE LEVEL OF SECONDHAND SMOKE—IF YOU CAN SMELL SMOKE, YOU ARE BREATHING IN CANCER-CAUSING CHEMICALS."

—David L. Dunn, MD, PhD, vice president for health sciences

campuses and at all offsite UB locations.

Plans to implement the policy were announced last November by David L. Dunn, MD, PhD, UB vice president for health sciences, who noted that UB is the first State University of New York campus in Western New York to join 160 campuses across the U.S. that have insti-

raise awareness of the initiative.

"Smoking is the leading preventable cause of death in the United States, and there is no safe level of secondhand smoke—if you can smell smoke, you are breathing in cancer-causing chemicals," Dunn says.

"UB will embrace a 100 percent smoke-free campus

Kozlowski Named Dean of Public Health School

An international leader in the field of smoking cessation

LYNN T. KOZLOWSKI, PHD, professor and chair of the Department of Health Behavior and interim dean of the School of Public Health and Health Professions since September 2007, has been appointed dean of the school after a national search. His appointment was announced December 3, 2008, by David L. Dunn, MD, PhD, vice president for health sciences.

Kozlowski succeeds Maurizio Trevisan, MD, founding dean of the school, who left UB to become vice chancellor and chief executive officer of the University of Nevada Health Sciences System, the Nevada System of Higher Education.

An international leader in the field of smoking cessation, Kozlowski joined the faculty of the School of Public Health and Health Professions in 2006 to head the then-new Department of Health Behavior. He previously was professor and head of biobehavioral health in the College of Health and Human Development at Pennsylvania State University.

He has published more than 100 papers on smoking and health, and research in that area is a major component of the UB Department of Health Behavior.

A graduate of Wesleyan University, he holds two master's degrees and a doctorate from Columbia University.

While at Columbia, he held a two-year National Science Foundation Traineeship and a two-year New York State Herbert Lehman Fellowship.

He also spent a year at the University of Pennsylvania School of Medicine on a National Institute of Alcoholism and Alcohol Abuse postdoctoral traineeship.

Prior to his tenure at Penn State, Kozlowski taught at the University of Toronto for 10 years and was on the staff at the Addiction Research Foundation in Toronto for 11 years. He was head of the foundation's Biobehavioral Research

on Tobacco Use unit when he joined Penn State's biobehavioral health faculty in 1990. He was named head of the department in 1993.



Kozlowski

Kozlowski has served on the editorial board of several scientific journals and is a fellow of the Academy of Behavioral Medicine Research. In 2003,

he won the Pauline Schmitt Russell Distinguished Research Career Award from the College of Health and Human Development at Penn State. **BP**

—SUE WUETCHER

Vice Chair of Clinical Affairs for Neurology Named

ROBERT N. SAWYER JR., MD, has been appointed vice chair of clinical affairs for the UB Department of Neurology and chief of stroke services for Kaleida Health.

Prior to joining UB and Kaleida, Sawyer was head of the Department of Neurology and program director for Advanced Cardiac Life Support at the Naval Medical



Sawyer

Center in Portsmouth, Virginia.

Sawyer, who retired as a captain in the U.S. Navy after 30 years of service, received his medical degree from Case Western Reserve

University. He completed an internship in the Department of Medicine at Cleveland Metropolitan General Hospital and a residency with a subsequent fellowship in oculo-

tor research in the Department of Neurology at Case Western Reserve University.

While in the Navy, he completed a fellowship at the Undersea Medical Officer School, Naval Undersea Medical Institute, in New London, Connecticut. He has additional qualifications in explosive ordinance disposal; parachuting; deep-sea diving and salvage; surface warfare, and undersea, submarine and hyperbaric medicine.

In his new position, Sawyer will lead the comprehensive stroke initiative at UB, Kaleida and Erie County Medical Center and the regional program for cerebrovascular disease for the UB Department of Neurology's Jacobs Neurological Institute. **BP**

—JANA MERTZ

SUNY Distinguished Professors Named

Of the six UB faculty members who were recently named SUNY Distinguished Professors—the highest faculty rank in the SUNY system—four are in the health sciences.

These faculty, appointed by the SUNY Board of Trustees at its November 18, 2008, meeting are: Bruce A. Holm, PhD, professor in the departments of Pediatrics, Gynecology and Obstetrics, and Pharmacology and Toxicology, School of Medicine and Biomedical Sciences; William J. Jusko, PhD, UB Distinguished Professor in the School of Pharmacy and Pharmaceutical Sciences; Mulchand S. Patel, PhD, UB Distinguished Professor in the Department of Biochemistry in the medical school; and William E. Pelham Jr., PhD, UB Distinguished Professor in the Department of Psychology, College of Arts and Sciences, and the departments of Pediatrics and Psychiatry in the medical school.

The rank of distinguished professor is an order above full professorship and has three coequal designations: distinguished professor, distinguished service professor and distinguished teaching professor.

The distinguished professorship recognizes and honors individuals who have achieved national or international prominence in their fields.

BY
SUE
WUETCHER

BRUCE A. HOLM, PhD

Bruce A. Holm, PhD, senior vice provost, serves as UB's point person on many of its high-



technology and life-sciences projects. He was appointed executive director of UB's New York State Center of Excellence in Bioinformatics and

Life Sciences in 2004, and has been an integral part of the economic and scientific development of the center.

In addition to the numerous administrative positions he has held over the years—such as associate dean for research and graduate studies in the medical school, and senior associate vice president for health affairs—Holm has maintained an active research program that has attracted millions of dollars in grant awards to UB.

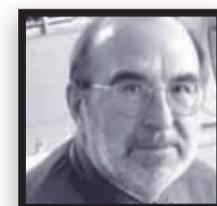
His research on therapeutics for acute lung disease secured two patents that resulted in the development of Infasurf, a drug that has helped lower the mortality rate for premature newborns.

He has published more than 200 research papers, book chapters and abstracts, and has received numerous awards for his research, including the SUNY Chancellor's Award for Research and Science, the Technology/Discovery Award from the Health Care Industries Association and a Research Career Development Award from the NIH's Heart Lung and Blood Institute.

WILLIAM J. JUSKO, PhD

William J. Jusko, PhD, chair of the Department of Pharmaceutical Sciences, is a leader in the field of pharmacokinetics and pharmacodynamics, whose work over the past 20 years has led to significant advances in the modeling of the time course of events that follow drug administration.

A UB faculty member since 1972, Jusko also serves as director of the Center of Excellence in Pharmacokinetics and Pharmacodynamics



in the Department of Pharmaceutical Sciences. He has received numerous awards, including a Fulbright Fellowship; the Rawls-Palmer

Award from the American Society for Clinical Pharmacology and Therapeutics; the Russell R. Miller Award and the Distinguished Service Award, both from the American College of Clinical Pharmacology (ACCP); the Research Achievement Award in Pharmacokinetics, Pharmacodynamics and Drug Metabolism from the American Association of Pharmaceutical Sciences (AAPS); and most recently, a coveted MERIT (Method to Extend Research in Time) award from the National Institutes of Health.

Jusko is a fellow of AAPS, ACCP and the American Association for the Advancement of Science, and serves on the editorial boards of numerous journals. He has more than 420 publications.

MULCHAND S. PATEL, PhD

Mulchand S. Patel, PhD, is a specialist in nutritional biochemistry. He is a former UB chair of



biochemistry who currently serves as associate dean for biomedical research and education in the School of Medicine and Biomedical

Sciences. He joined the UB faculty in 1993 after spending 15 years at Case Western Reserve University School of Medicine, where he served as a professor of biochemistry.

Patel's research interests include metabolic programming and the development of obesity, and the relationship between the structure and function of components that make up an enzyme group called the human pyruvate dehydrogenase complex. A deficiency of any of the components of the complex results in severe neurological disabilities.

He sits on the editorial boards of the *Journal of Biological Chemistry* and *Metabolic Syndrome and Related Disorders*, and is the recipient of a Research and Scholarship Award from the SUNY Research Foundation.

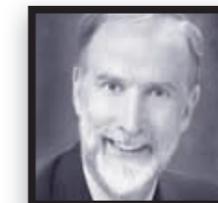
WILLIAM E. PELHAM, JR., PhD

William Pelham, Jr., PhD, director of UB's Center for Children and Families, is one of the leading researchers in attention deficit-hyperactivity disorder (ADHD) in the U.S. In addition to directing UB's ADHD program, he conducts a highly successful behavior-modification

summer program at the university for children with ADHD, which has been named by the American Psychological Association as a Model Program in Service Delivery in Child and Family in Mental Health.

Over the years, Pelham has studied many aspects of ADHD, including the nature of cognitive deficit; peer relationships; diagnosis; pharmacological, psychosocial and combined treatments; motivation and persistence; family factors, such as parental alcohol problems; service delivery; and outcome.

He has been a principal or co-principal investigator on multiple clinical trials and research grants from federal agencies, such as the National Institute of Mental Health, National Institute on Drug Abuse, the Substance Abuse and Mental Health Services



Administration, National Institute on Alcohol Abuse and Alcoholism, National Institute of Neurological Disorders and Stroke,

and from numerous foundations and pharmaceutical companies.

He also is the first recipient of the Presidential Award for Faculty Excellence, established last spring by President John B. Simpson to recognize a UB faculty member who has achieved the highest degree of excellence as a scholar, community citizen and educator. 



Naughton Honored by State GME Council

JOHN P. NAUGHTON, MD, professor of rehabilitation medicine and former longtime dean of the School of Medicine and Biomedical Sciences, was recently honored by the New York State Council on Graduate Medical Education (GME) for his 13 years of service as Council Chair (1995 to 2008).

In a letter to Naughton acknowledging his service, Richard F. Daines, MD, commissioner of health, stated: "Your wise leadership and thoughtful advice has helped promote the council as a premier body on medical education issues nationally."

Daines also cited Naughton for his "consummate ability to forge consensus from divergent

opinions" and outlined the ways medical education and training policies in New York State have been shaped during Naughton's tenure as chair of the council.

Key accomplishments he listed included implementation of the GME Reform Incentive Pool; creation of the Empire Clinical Research Investigator Program; development of the pilot Medical School Participation in Ambulatory Care and School-Based Health Centers Grant Program; expansion of the Minority Participation in Medical Education Grant Program; support for GME Consortia; and the recent creation and enactment of the

Doctors Across New York initiative.

Daines also thanked Naughton for the council's March 2008 report that reviewed critical issues related to GME and New York's health system. The report, which Daines commissioned, outlines 21 policy recommendations that, according to Daines, "will provide the state with a blueprint for new and creative initiatives over the next several years."

Naughton was honored December 1, 2008, in a



John Naughton, MD, left, and Dean Michael E. Cain, MD

ceremony held in the School of Medicine and Biomedical Sciences, at which time Dean Michael E. Cain, MD, presented him with a plaque on behalf of the state, followed by remarks from council members. **BP**

—S. A. UNGER

Fliesler Honored for Accomplishments

STEVEN J. FLIESLER, PHD, Meyer Richwun Professor of Ophthalmology and vice-chair and director of research in the Department of Ophthalmology and the Ross Eye Institute, has been named a Silver Fellow of the Association for Research in Vision and Ophthalmology (ARVO), the leading professional organization for eye research worldwide.



Fliesler

Fliesler, who also serves as professor of biochemistry at UB and a health systems specialist for the Veteran Affairs Western New York Healthcare System, will be inducted at ARVO's national meeting held May 3-7, 2009, in Ft. Lauderdale, Florida.

The Fellow designation is a new honor instituted this year by ARVO to recognize members

for their individual accomplishments, leadership and contributions to the association. There are two tiers: Gold Fellows and Silver Fellows. The 2009 class of Fellows includes more than 25 Gold Fellows and about 100 Silver Fellows.

ARVO has a membership of more than 11,500 individuals, some 42 percent of whom reside in over 70 countries. The membership is multidisciplinary, and consists of both clinical and basic researchers.

An announcement on the ARVO website states: "By accepting this honor, ARVO anticipates that Fellows will continue to serve as role models and mentors for individuals pursuing careers in vision and ophthalmology research and to further ARVO's mission, which is to facilitate the advancement of vision research and the prevention and cure of disorders of the visual system worldwide." **BP**

—S. A. UNGER

Ventilator Invention

New UB-designed ICU ventilator may also save lives during a pandemic

BY ELLEN GOLDBAUM

A new, recently licensed medical device developed by UB medical school researchers would introduce into intensive care settings the method of anesthetizing patients that works so well in the operating room.

The portable patient ventilator has the potential to shorten the length of patient stays in the intensive care unit (ICU) because it will greatly reduce complications and habituation to sedatives used in the ICU. It also is expected to be more cost effective than current methods of ventilating ICU patients.

THE DEVICE ALSO MAY HAVE PROMISING applications in treating large numbers of patients during pandemics or other events with mass casualties because it can safely enable multiple patients to share a single ventilator without the risk of cross-contamination. It is designed to cost-effectively deliver to patients small amounts of powerful inhalation anesthetic agents as they breathe or are mechanically ventilated.

The ventilator was invented by Bradley Fuhrman, MD, professor of pediatrics and anesthesiology and chief of critical care at the Women and Children's Hospital of Buffalo, and Mark Dowhy, director of the Pediatric Critical Care Laboratory in the UB Department of Pediatrics; both are on staff in the UB School of Medicine and Biomedical Sciences.

A key advantage of inhaled anesthetics over intravenous sedation, which is the current approach in the ICU, is that inhaled anesthesia delivers and clears sedatives by way of the lungs, bypassing the metabolic and excretory systems. That's a critical factor, Fuhrman says, for patients who have sustained damage to their kidneys or livers as a result of their illnesses.

When anesthesia is delivered through the lung, there is a much more rapid onset of effect and much quicker reversal once it is removed, an important consideration especially in patients who need to be frequently or abruptly awakened, such as children who have suffered trauma to the skull.

The invention addresses a problem common in ICU settings in which sedation must be deep enough that the patient is not aware of pain, but not so deep that it will cause withdrawal issues once the patient is no longer sedated.

"We administer significant amounts of narcotics and other agents to keep patients comfortable," explains Fuhrman. "But if we sedate them too well, we often face problems with withdrawal."

In those cases, patients can exhibit shakiness, combativeness and anxiety, symptoms that are then treated with methadone, usually requiring the patient to remain in the ICU for several more days.

By contrast, Fuhrman adds, patients in operating rooms are sedated using intravenous sedatives combined with precisely controlled concentrations of inhalation agents delivered by an expensive, specially designed anesthesia ventilator. An anesthesiologist or nurse anesthetist then monitors and controls a patient's vital signs and depth of anesthesia on a moment-by-moment basis.

"It's that kind of control that we are seeking to duplicate at each ICU bedside," says Fuhrman.

"With our ventilator, the patient is continually rebreathing the same anesthetic and oxygen mixture, so the amount of anesthetic that is used can be reduced by about 80 percent," he says.

The invention, which has been presented at numerous technology exhibitions, including the 2008 World's Best Technologies Showcase, was licensed from UB to Medical Conservation Devices (MCD) of Buffalo, located in UB's New

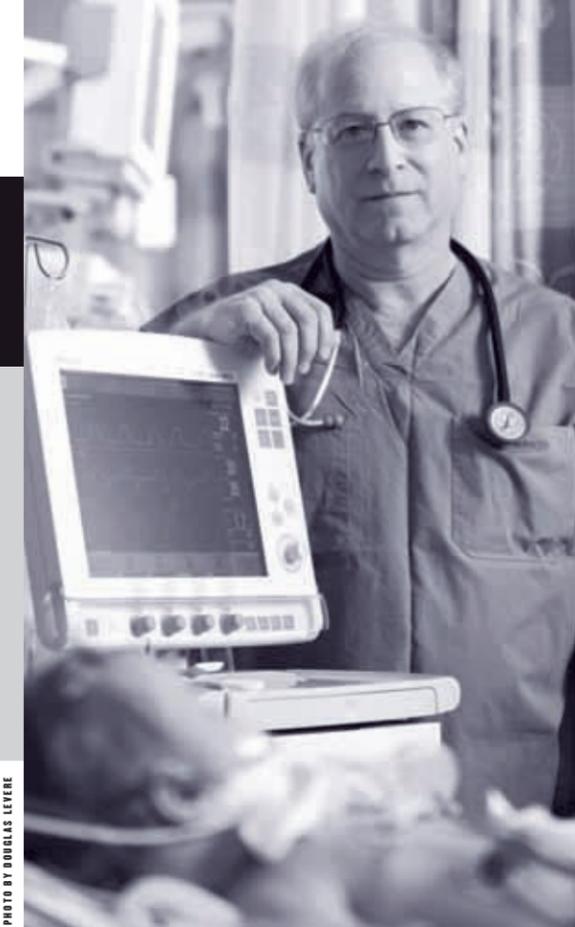


PHOTO BY DOUGLAS LEVENE

A new, cost-effective ventilator invented by Bradley Fuhrman, MD, pictured, and Mark Dowhy promises to shorten patient stays in the intensive care unit because it greatly reduces complications and habituation.

York State Center of Excellence in Bioinformatics and Life Sciences.

Fuhrman and Dowhy are founding partners in MCD, and received the UB Entrepreneurial Spirit Award at the UB Inventors and Entrepreneurs Reception on March 5, 2009.

MCD IS RAISING FUNDS TO FURTHER develop the prototype for FDA medical-device evaluation. Initial prototype devices have been validated in laboratory experiments. First Wave Technologies Inc. is a partial owner and manager of MCD. It is a technology-development company that partners with UB's Office of Science, Technology and Economic Outreach to expand the commercialization of early-stage university technologies utilizing private-sector resources.

The ventilator was developed with initial assistance from the UB Product Development Fund and the UB Center for Biomedical and Bioengineering Technology. **BP**



New Assistive Technology Center

IN THE TECH-SAVVY 21ST CENTURY, university-based researchers generate many new ideas and discoveries.

However, society now expects technology-oriented research to be applied in practice by clinicians, policymakers, manufacturers, consumers and information brokers.

The new Center on Knowledge Translation for Technology Transfer (KT4TT) at the University at Buffalo offers one response to that challenge.

Funded by a \$5 million grant from the National Institute on Disability and Rehabilitation Research (NIDRR)—the only one awarded in the U.S. for this purpose—the project extends the 15-year history of product development and commercialization carried out by UB's Rehabil-

itation Engineering Research Center on Technology Transfer.

The new initiative will be integrated into UB's multi-faceted Center for Assistive Technology (CAT), directed by Joseph P. Lane.

Assistive technology devices and services are intended to improve the quality of life for persons with disabilities and the elderly. Their functional benefits are moving into mainstream products, responding to needs of the aging baby boom.

"The mission of the new center," says Lane, "is to improve the process of two-way communication between researchers who generate new knowledge intended for assistive technology applications, and user audiences who apply such research-based knowledge.

"The center is focused on the exchange of technology-oriented knowledge from laboratory to marketplace, known as technology transfer, hence: KT for [4] TT."

The center has an academic side and a practical side, says Lane. "The academic side will supplement the tools of the research community to increase the actual relevance of new knowledge to the target audiences.

"The practical side will present new knowledge in forms and words most familiar to the various audiences, to improve their ability to value and apply it. We believe our prior success at merging the



methods of academia with those of industry was crucial to proposing a credible approach for advancing both theory and practice."

To learn more about the center, its goals, products and affiliations, visit the UB News-Center website at www.buffalo.edu/news and search "assistive technology." **BP**

—LOIS BAKER

Fabiano Receives Presidential Award

Presidential Early Career Award recognizes ADHD research

GREGORY A. FABIANO, PHD, a UB researcher who specializes in working with children with attention-deficit hyperactivity disorder (ADHD), has been chosen by the White House to receive a Presidential Early Career Award for Scientists and Engineers, the nation's highest honor for professionals at the early stages of their independent scientific research careers.

A faculty member in UB's Graduate School of Education and an investigator with UB's Center for Children and Families, Fabiano is among 67 scientists recognized as the most promising American researchers in their fields.

He was honored for his work enhancing the educational and behavioral outcomes of students with ADHD in special education settings. His most recent research project uses a driving simulator to improve driving habits among teenagers with ADHD, as well as to build better relationships within their families.

"This award is humbling and a real honor," says Fabiano, assistant



Fabiano

professor of counseling, school and educational psychology. "I view it as an award shared with everyone I collaborate with at the Center for Children and Families and in the Graduate School of Education. The work we do related to interventions for children with ADHD cannot be done without a really hard-working, cooperative team."

Fabiano also thanked "teachers, parents and children who participate in our research studies, who help us learn about best practices for interventions, and give us new ideas for research projects." **BP**

—CHARLES ANZALONE

Cummings Honored as a Pioneer in Tobacco Control

Recipient of the American Cancer Society's 2009 Luther L. Terry Award

K. MICHAEL CUMMINGS, PHD, chair of the Department of Health Behavior at Roswell Park Cancer Institute (RPCI) and UB professor of social and preventive medicine, was presented the American Cancer Society's 2009 Luther L. Terry Award for Outstanding Research Contribution during a special ceremony at the 14th World Conference on Tobacco or Health, in Mumbai, India, on March 11, 2009.

The international award recognizes Cummings' distinct contributions to tobacco science research, which have significantly impacted tobacco control policy and advocacy.



Cummings

THE INTERNATIONAL AWARD RECOGNIZES CUMMINGS' DISTINCT CONTRIBUTIONS TO TOBACCO SCIENCE RESEARCH, WHICH HAVE SIGNIFICANTLY IMPACTED TOBACCO CONTROL POLICY AND ADVOCACY.

In announcing the award, the American Cancer Society issued a statement saying that "Dr. Cummings is a dedicated researcher with the ability to translate sound science into terms that decision makers can understand and turn into action."

Donald L. Trump, MD, president and CEO of RPCI, stated: "As a pioneer in the field of tobacco control, Dr. Cummings has led the tobacco-control movement, shaped its policies, and created strategies now used throughout the United States and the world."

Cummings' research contributed to the scientific basis

for the policies and programs recommended in the Framework Convention on Tobacco Control (FCTC) adopted in 2003. The FCTC was the first international health treaty, committing nations to progress in implementing policies and legislation to curb tobacco use. Groundbreaking work in the 1980s by Cummings and colleagues evaluated the effects of community-based smoking-control interventions on cessation in the adult smoker with the Community Intervention Trial for Smoking Cessation.

In the 1990s, Cummings continued his national leadership role with efforts to develop and implement the American Stop Smoking Intervention Study, the largest government-funded demonstration project to help states develop effective strategies to reduce smoking.

In 2004, he was awarded one of seven national awards

from the National Cancer Institute, a five-year, \$8.8 million grant to establish a Transdisciplinary Tobacco Use Research Center. These efforts are providing an evidence base for national tobacco-control policies in the United States and in countries around the globe, enabling government leaders to make tobacco-control decisions using valid scientific information.

"I am humbled and honored by this recognition," says Cummings, "but also recognize that tobacco control is a team game. There are many people who are deserving of recognition in this field. That said, I'll be happy when we have a day when we no longer have a need to be giving out awards for tobacco control. My goal is to make tobacco history and find some other cause to research." **BP**

—DEBORAH PETTIBONE

VA Appoints New Chief of Staff

MIGUEL RAINSTEIN, MD, has been appointed chief of staff for the Veterans Affairs Western New York Healthcare System. In this capacity, he is responsible for ensuring that quality patient care is provided and for coordinating all professional activities to fulfill that mission. He supervises the operation of both the Buffalo and the Batavia sites, as well as community-based outpatient clinics in Jamestown, Dunkirk, Niagara Falls, Lockport, Lackawanna, Olean and Warsaw.

Rainstein, who had been serving as acting chief of staff since April 2008, came to

Veterans Affairs WNY Healthcare System as chief of surgery in July 2005. Prior to joining the VA WNY Healthcare System, he was the chief of surgery at Kenmore Mercy Hospital for 14 years. Currently, he is clinical assistant professor of surgery at UB.

Rainstein received his undergraduate degree and his medical degree from the University of Buenos Aires. He completed his surgical resi-



Rainstein

dency at Millard Fillmore Hospital in 1979. He is a diplomat of the American Board of Surgery, a Fellow of the American College of Surgeons and also holds membership in the Buffalo Surgical Society.

"We are fortunate to have Dr. Rainstein within the VA WNY Healthcare System with his years of expertise in the community and VA," said David J. West, interim medical center director at the time the announcement was made in December 2008. **BP**

—BARBARA SELLON



UB's Impact on the Local Economy

UB PUMPED \$1.7 BILLION INTO THE NEW YORK STATE AND THE WESTERN NEW YORK ECONOMIES IN FISCAL YEAR 2006-07, A FIGURE THAT IS EXPECTED TO MORE THAN DOUBLE BY 2023-24, ACCORDING TO A NEW ECONOMIC IMPACT STUDY PREPARED BY THE UB REGIONAL INSTITUTE.

THE REPORT PROVIDES data on UB's current economic impact, as well as the most detailed and accurate information to date on how that impact will grow as the university achieves the goals of UB 2020.

The study was prepared by policy analysts in the UB Regional Institute, who used sophisticated economic-impact modeling tools to process and analyze data gathered from departments throughout the university.

"UB continues to have a dramatic impact on the economies of the City of Buffalo, the

students and campus visitors. The majority of that total, about \$1.6 billion, was spent in Erie and Niagara counties.

"Yet the university's impact goes far beyond this major dollar figure," Henderson points out. "As a research-intensive university, UB creates innovation and new technologies, key ingredients in the growth of the knowledge economy that will determine success in the 21st century. And our impact will grow. Once we achieve the university's strategic plan, our economic impact will be even greater, boosting the quality of life for Western New Yorkers."

about 12,000 more than it now does. UB also plans to hire an additional 2,400 employees.

UB-related entities, such as the Research Foundation, the UB Foundation and the clinical practice plans, will hire about 6,880 additional workers.

"These new students and new jobs represent tangible evidence of economic growth that will benefit Western New Yorkers in very real and noticeable ways," Henderson says.

In 2006-07, the City of Buffalo alone saw fully half of the university's impact—\$821 million. That number will jump, she says, as UB realizes the

major goals of its strategic plan.

For example, she notes, the five schools in UB's Academic Health Center—Medicine and Biomedical Sciences, Nursing, Public Health and Health Professions, Dental Medicine, and Pharmacy and Pharmaceutical Sciences—will be relocated to UB's Downtown Campus as part of the plan, bringing a major economic boost with the influx of an estimated 13,000 UB students and employees working and socializing downtown.

The shifting of other professional schools to the South Campus will similarly benefit areas near that campus, she adds.

By
ELLEN
GOLDBAUM

ACCORDING TO THE REPORT'S PROJECTIONS, BY THE TIME UB 2020 HAS BEEN FULLY IMPLEMENTED IN 2023-24, THE UNIVERSITY'S ECONOMIC IMPACT WILL MORE THAN DOUBLE TO \$3.6 BILLION.

Western New York region and New York State as a whole," says Marsha S. Henderson, vice president for external affairs.

The \$1.7 billion figure, up from \$1.5 billion the previous year, reflects goods and services purchased by the university, as well as by UB faculty, staff,

According to the report's projections, by the time UB 2020 has been fully implemented in 2023-24, the university's economic impact will more than double to \$3.6 billion.

By then, UB will be a much larger university, enrolling approximately 40,000 students,



The report notes that in 2006-07, UB generated \$1.2 billion in revenue, with \$309 million consisting of contracts, grants and gifts, primarily for research.

In addition to the dollars UB generates, the university is a rich source of research and development innovation that, in turn, resulted in more than 50 new patents and 17 spin-off

companies in the past few years. These patents and companies create new products and services that improve the lives of others.

To read in further detail about how UB impacts the economies of Buffalo and Western New York, visit the UB NewsCenter website at www.buffalo.edu/news and search "UB impact." **BP**

New Yorker Article Features UB Tinnitus Research

THE "MEDICAL DISPATCH" column in the February 9, 2009, issue of *The New Yorker* features an article titled "That Buzzing Sound, the Mystery of Tinnitus," by Jerome Groopman, MD.

In the article, Groopman describes a visit he made to UB, which, he reports, "houses one of the major clinical and research centers for the evaluation and study of tinnitus."

He also interviews and quotes Richard Salvi, PhD, professor of communicative disorders and sciences and director of the Center for Hearing and Deafness; and Alan Lockwood, MD, professor of neurology. To read the article, visit *The New Yorker's* website at www.newyorker.com and search "tinnitus." **BP**

Lomeo Named New ECMC Corporation CEO

ECMC president Mark Barabas continues as hospital COO



The board of directors of the Erie County Medical Center Corporation (ECMCC) announced on January 12, 2009, the appointment of Jody L. Lomeo as the next chief executive officer of the public benefit corporation, which is now part of the Great Lakes Health System.

LOMEO is a former ECMCC board chair. He most recently served as vice-chair of the ECMCC board and is also vice-chair of the Great Lakes Health System, the board created by New York State to combine ECMCC and Kaleida Health. Since July 2008, Lomeo served as ECMCC's interim CEO while the corporation board conducted a national search for a new leader.

"I am most gratified for the opportunity, for the support of the ECMCC board, and especially for the encouragement and backing of the leaders of Kaleida Health, UB and Great Lakes," said Lomeo at the time he was appointed. "We disagree on some things, and they know that I will be a forceful advocate for ECMCC going forward. But they also know that patience, compromise and collaboration are the tools we all need to use to improve this community's health-care systems. And I pledge to everyone that those will be my main tools."

James R. Kaskie, CEO of Kaleida and Great Lakes Health, has worked closely with Lomeo for more than a year.

"Jody stands out as a bridge builder," says Kaskie. "He is the right person at the right time for this job. Now that we are colleagues, and from what I've seen in the last six months, I think Jody is an ideal choice to lead ECMCC into the region's health-care future. I look forward to continuing to work together and building upon the momentum we have created with Great Lakes Health."

The six-month search yielded four semifinalists from outside Buffalo and a fifth semifinalist, Mark C. Barabas, ECMCC's current president and chief operating officer. He agreed to continue as president and COO, responsible for ECMC's day-to-day operations.

Late last year, the five board members on the search committee initiated the decision to conclude the search process and select Lomeo. As ECMCC board members conducted the search process, it became clear that the qualities ECMCC needed in its new arrangement with Great Lakes Health made Lomeo an ideal choice. It also became apparent that it would be difficult for one person to handle the external business of ECMC relating to Erie County, labor union contract nego-

tiations, UB and Great Lakes Health, as well as run day-to-day operations.

Lomeo is an independent financial consultant in Williamsville, New York, where he specializes in individual investing and retirement planning. He was first appointed by former Erie County Executive Joel A. Giambra in 2001 and initially served on the ECMC board of managers before becoming the first chair of the board of directors of the public benefit corporation.

He received his bachelor of science degree in finance from UB after two years at Fordham University in the Bronx.

Barabas has more than 20 years of experience as a senior health-care executive. Before coming to ECMC in 2007, he was CEO of Mercy Suburban Hospital in East Norriton, Pennsylvania, for three years, and chief operating officer there from 2000 to 2003. His degrees are from Youngstown State University and the University of Toronto, and he is a fellow of the American College of Healthcare Executives. **BP**

—TOM QUATROCHE