
The OSUMC “Brand”

The OSU Medical Center “brand” is the essence of who we are - how we act and what we stand for as faculty, staff and an organization. Our brand captures the essence of our people, our services and how we communicate. Our brand also reflects our mission and our promise to those we serve.

In order for our brand to be effective and embraced by everyone - inside and outside our organization - we must all work together to maintain a consistent brand, look, and voice in all applications. The website **BrandSource** is an excellent tool to help you express the brand correctly. You’ll find guidelines, best practices and resources (such as logos, templates and images). Please use BrandSource for all your communications.

Visit BrandSource at <http://brandsource.osumc.edu>.

The OSUMC Brand & Personalized Healthcare - Impacting Research

The opening of the Biomedical Research Tower will be one of the most compelling examples of how we are fostering collaboration among colleagues throughout the Medical Center, the university, and with others around the country to focus on how we can best deliver personalized health care.

Our strength in basic research is the foundation on which we can build the future of personalized health care. With a better understanding of how things work, we can better tailor prevention methods, diagnosis and treatments for individuals. The BRT was built with and for researchers - to advance science, collaboration and discovery.

For more information, follow the “Changing the Face of Medicine” link on [OneSource](#).

Kudos

Michael Grever, MD was among four University of Pittsburgh alumni honored Oct. 19 for Legacy Laureates Day. Launched in 2000, the Pitt Legacy Laureate program recognizes the outstanding personal and professional accomplishments of alumni.

At this year’s American Heart Association conference, **Mahmood Khan**, et al’s poster entitled: “Non-invasive Tracking of Cells and Monitoring of *in Situ* pO₂ During Engraftment of Skeletal Myoblasts in Infart Mouse Heart” was chosen as a finalist in the Stem Cells and Myocardial Regeneration Session at the conference this year.

New Membership

Membership for the following individual was recently approved. Please join us in welcoming him to the institute!

YiPing Chen, PhD; Associate Investigator (Dentistry)



Recent Publications

DelleGrottaglie S, Saran R, Gillespie B, Zhang X, Chung S, Finkelstein F, Kiser M, Sanz J, Eisele G, Hinderliter AL, Kuhlmann M, Levin NW, Rajagopalan S. Prevalence and predictors of cardiovascular calcium in chronic kidney disease (from the Prospective Longitudinal RRI-CKD Study). *Am J Cardiol*. 2006 Sep 1;98(5):571-6.

Dzwonczyk R, CL del Rio, C Sai-Sudhakar, JH Sirak, RE Michler, B Sun, N Kelbick, MB Howie. *Vacuum-assisted apical suction devices induce passive electrical changes consistent with myocardial ischemia during off-pump coronary artery bypass graft surgery*. *European J Cardiothoracic Surg* 2006;30:873-876.

Gheorghide M, Abraham WT, Albert NM, Greenberg BH, O'Connor CM, She L, Stough WG, Yancy CW, Young JB, Fonarow GC; OPTIMIZE-HF Investigators and Coordinators. Systolic blood pressure at admission, clinical characteristics, and outcomes in patients hospitalized with acute heart failure. *JAMA*. 2006 Nov 8;296(18):2217-26.

Love CJ, Smith MC. Extraction of Pacing Leads: Overview of Current Techniques. *J Cardiovasc Electrophysiol*. 2006 Aug 29; [Epub ahead of print].

Pelletier R, Nadasdy T, Nadasdy G, Satoskar A, Tewari AK, Cotrill J, Henry M, Rajab A, Ferguson R. Acute renal failure following kidney transplantation associated with myoglobinuria in patients treated with rapamycin. *Transplantation* 2006 Sep 15;82(5):645-50.

Rajagopalan S, DelleGrottaglie S, Furniss AL, Gillespie BW, Satayathum S, Lameire N, Saito A, Akiba T, Jadoul M, Ginsberg N, Keen M, Port FK, Mukherjee D, Saran R. Related Articles, Peripheral Arterial Disease in Patients With End-Stage Renal Disease. Observations From the Dialysis Outcomes and Practice Patterns Study (DOPPS). *Circulation*. 2006 Oct 23; [Epub ahead of print].

Raman SV, Simonetti OP, Cataland SR, Kraut EH. Myocardial ischemia and right ventricular dysfunction in adult patients with sickle cell disease. *Haematologica* 2006; 91(10):1329-35.

Wu GY, Doshi AA, Haas GJ. Pheochromocytoma induced cardiogenic shock with rapid recovery of ventricular function. *Eur J Heart Fail*. 2006 Aug 2; [Epub ahead of print].

Give Life This Holiday Season

Don't miss your chance to give the greatest gift of all, LIFE! Sign up today to donate blood on Dec. 5 from 11 a.m. – 5 p.m. in the Ross Heart Hospital lobby and be someone's hero this holiday. To schedule an appointment visit www.givelife.org (sponsor code "buckeyes") or call 293-LIFE. Walk-ins are welcome but may experience delays. Donors must wait 8 weeks between donations.

Plug Into New Computer Contract

A new prime supplier contract with Dell, Hewlett-Packard (HP), IBM (servers), and Lenovo for institutional computer purchases is effective September 1, 2006. This follows the 3-year contract with IBM which ended on August 31. Discounts range from 34% - 45% off of higher education web pricing. Visit <http://ibuy.osu.edu/search.php?article=40> for more information.

OPERS Retirement Contribution Rate Increase Begins In January

Beginning Jan. 1, 2007, all university staff (except those in Law Enforcement) and students participating in the Ohio Public Employees Retirement System (OPERS) or the Alternative Retirement Plan will experience an increase in their contribution rates. Faculty who participate in OPERS will also be affected by this change.

For 2007, the employee contribution rate will increase from 9.0 percent to 9.5 percent and the university contribution rate will increase from 13.54 percent to 13.77 percent. A schedule of rate increases can be viewed online at <http://hr.osu.edu/benefits/OPERScontributionchange.pdf>.

Affected faculty, staff and students should expect to see the increase on their January 2007 pay information. For more information, contact service@hr.osu.edu, 292-1050 or (800) 678-6010.

Report Facility Maintenance Issues

With the departure of Chris Brakenbury from the Institute, all facility maintenance issues should be reported to the front desk at 247-7766 until Chris's replacement is hired. Kirsten Houck will route the reports to the appropriate contacts.

As always, if you have an after-hours (5:00 pm - 8:00 am M-F, all day Saturday and Sunday) maintenance problem you can report it to the Physical Facilities Service Center at 292-6158.

DHLRI Grant Writing Workshop

The Institute's Education Committee will present a Grant Writing Workshop on Monday, December 11 from 10:00 am - 2:00 pm. The goal of the workshop is to assist young investigators with their submission of high quality proposals to the American Heart Association, National Institutes of Health, and other organizations. All young investigators and their mentors are encouraged and requested to attend. Presentations include:

Going after funding sources, Jay L. Zweier, MD

Administrative aspects of grant preparation, Elaine Wakely

Grantsmanship, Thomas Clanton, PhD

Aiming for a high quality proposal, Mark Wewers, MD

How does a reviewer perceive/evaluate the proposal?, Chandan Sen, PhD

Preliminary data fitting the hypothesis, Art Strauch, PhD

Preparation of an attractive proposal, Periannan Kuppusamy, PhD

Grant submission and career development, Clay Marsh, MD

Lunch will be provided. **Please contact Kirsten Houck to RSVP by December 4** at Kirsten.Houck@osumc.edu or 247-7766.



December Programs and Events

December 8: DHLRI Holiday Reception & Distinguished Awards Announcements; 11:30 - 1:30, DHLRI 170 and Lobby.

December 11: DHLRI Grant Writing Workshop; 10:00 - 2:00, DHLRI 165. RSVP to Kirsten.Houck@osumc.edu.

December 13: Discovery Series; Troy Stevens, PhD, Pharmacology, Center for Lung Biology, College of Medicine, University of South Alabama; noon, DHLRI 170.

December 15: Research in Progress: “*Electrospinning for Reverse Engineering of Tissues*” John Lannutti, PhD; Materials Science & Engineering; noon, DHLRI 165.

New Awards: Federal, State, and Foundations

Co-I: Charles Love
Sponsor: NIH/NHLBI, R01 HL77478-01
Subcontract with University of Rochester (PI: Wojciech)
Title: MADIT II Risk
Start date: 8/18/06 End date: 5/31/09

PI: Narasimham Parinandi
Sponsor: NIH/NIOSH, R01 OH008539-01 (PI: Romberger)
Subcontract with University of Nebraska
Title: Organic dust epithelial PKC activation and airway disease
Amount: \$101,899 (OSU)
Start date: 8/1/06 End date: 7/31/10

For more information on this newsletter, contact Kirsten.Houck@osumc.edu.
The newsletter is also available online at <http://heartlung.osu.edu>. To
unsubscribe, please contact Kirsten via e-mail.

