

## ***EVMS Newsletter***

### ***Eastern Virginia Medical School • Public Relations Tactics • Newsletters***

#### **Newsletters included in submission:**

- [October 18](#)
- [October 25](#)
- [November 1](#)

**Background:** In 2015, the EVMS Marketing & Communications team determined that their message to students, staff and faculty could be more engaging and better communicated. It could also be more efficiently produced. At that time the weekly newsletter was delivered as an HTML email via outlook. Each week an art director built the newsletter from scratch, using valuable time that could be spent on more detailed projects. There were no metrics available to determine how many people were reading it or how many people were clicking through to content. The majority of content included news headlines and campus announcements.

**Research:** The team researched possible alternatives to the outlook mail system and determined the company Mailchimp would be the best option to deliver the weekly newsletter. The new service would allow the design team to create a template that could include more images and videos. The template would also make the weekly design process much more efficient because a PR team member could update it instead of requiring the assistance of an art director. Mailchimp would also provide quality metrics including open and click through rates.

**Planning:** We developed three objectives: 1) Establish metric benchmarks for future evaluation; 2) Simplify newsletter for efficiency; 3) Create a visually appealing and engaging newsletter with open and click through rates higher than education industry standards.

**Execution:** The design team worked with the PR team to create a template within Mailchimp that could be changed weekly. To increase engagement, the PR team decided to increase the types of content included in the newsletter. Instead of just headlines and announcements, future newsletters would include more photos, videos, consumer-based health news (ex: how to spot melanoma and three signs of cancer) and campus announcements.

#### **Evaluation:**

The new format exceeded our expectations:

1. *Establish metric benchmarks for future evaluation* – By using Mailchimp, we were able to gather metrics to evaluate against the industry standard and for a benchmark to be used in future evaluation.
2. *Simplify newsletter for efficiency* – Moving to the new delivery system allowed the creative services team to create one easy-to-use template that the PR team could use each week. After the move to Mailchimp, the creative services group was not required to participate in the creation of the weekly newsletter. This freed up 4-5 hours a week that they were able to focus on other projects that required their attention. Over a year-long span, that time added up to approximately 29 8-hour days of work.
3. *Create a visually appealing and engaging newsletter with open and click through rates higher than industry standards* – The team worked to create more engaging content that did surpass industry standards. As for visual appeal, the average number of photos and videos went from one per week to 4-5. The average open rate of the newsletter was 22.1 percent – much higher than the

industry average of 14.7 percent. The average click through rate was 2.4 percent, higher than the industry average of 1.7 percent.

## The Weekly eNewsletter for EVMS Faculty, Staff and Students

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**Oct. 25, 2016**

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More than 300 prospective students learned about the variety of healthcare degrees and careers available to them at the School of Health Professions' annual open house last Saturday. The day-long event included information sessions, guided tours and hands-on experiences.

## EVMS receives NIH grant for biomarker research

The National Cancer Institute, part of the National Institutes of Health, recently awarded researchers at the Leroy T. Canoles Jr. Cancer Research Center a \$2.1 million grant to continue work on a breakthrough in the area of early detection of aggressive prostate cancer.



The EVMS team will be part of the Early Detection Research Network's Biomarker Development Laboratories, of which there are 15 across the country. Learn more about the work they will be doing and how it could improve patient care in the story on [EVMS Pulse](#).

## Faculty and staff invited to Safe Zone workshop

Safe Zone aims to make campuses a safer and freer environment for all members of a community, regardless of gender identity and sexual orientation. The program promotes the support of LGBTQ (lesbian, gay, bisexual, transgender and questioning/queer) students, staff, faculty and residents through education and training to establish identifiable allies who are supportive, trustworthy and sensitive to their needs.

All faculty, staff and students are invited to attend. Lunch will be served. If you have questions or would like to learn more about Safe Zone, email [Joann Bautti](#) by Nov. 5.

## Four Halloween hazards for your skin



Halloween costumes are fun, but they can cause problems for your child's skin.

Before your little ones decide which ghost or goblin to play this year, you can learn how to avoid acne breakouts, rashes, blisters and hair damage. See [the story](#) on EVMS Pulse.

## Final Rounds is safe place for residents, fellows

Residents and fellows now have a new resource to help them deal with the loss of a patient or other challenging experiences. "Final Rounds" is designed as a safe place for them to explore their experiences and feelings. It is part of the wellness program for residents and fellows only.

Final Rounds is held the first Thursday of the month from noon to 1 p.m. in the Administrative Conference Room in Sentara Norfolk General Hospital. The next sessions are Nov. 3, Dec. 1, Jan. 5 and Feb. 2. [RSVP](#) or [learn more](#).

## Candy donations needed for Haunted Hallway

Launched in 2005, Haunted Hallway is the longest-running community outreach event at EVMS. Children from three elementary schools in underserved areas come to the campus for a Halloween extravaganza hosted by EVMS students.

The event, set for this Thursday, provides an enjoyable and educational Halloween experience for about 700 children who may be unable to trick-or-treat in their neighborhoods due to safety concerns. Activities include a haunted maze, games, arts and crafts, and face painting, along with opportunities to win candy and prizes. Haunted Hallway organizers continue to accept donations of unopened

## More ways to celebrate National Medical Librarians Month

Did you know the librarians at Brickell Medical Sciences Library are huge advocates for research on campus? Did you know EVMS librarians can help with literature searches for your topic of research? They also are involved with the EVMS IACUC (Institutional Animal Care and Use Committee) and IRB (Institutional Review Board) to assist in keeping research protocol current.

EVMS librarians extend the library's effort into the Hampton Roads community through training sessions for the public and by facilitating remote access to library resources for non-salaried faculty, community faculty and preceptors. To learn more, stop by the library or [contact us](#).

## Weight Watchers @ Work begins Nov. 15

A new EVMS Weight Watchers @ Work Program series begins Tuesday, Nov. 15. The cost is \$158.10 for a 17-week session. Meetings are held every Tuesday in Hofheimer Hall from noon to 1 p.m. All Weight Watchers @ Work participants will receive Weight Watcher's online companion, *Etools*, at no additional cost. Several payment options are available:

- Pay in full at the time of joining. Payment can be made via check, Visa, MasterCard, Discover, Amex or cash.
- 4-split payment with check.
- Payroll deduction, with payments split equally over the duration of series. (Payroll deduction amounts will vary depending on your payment frequency. The form can be found on the [Human Resources Wellness Page](#).)

## Support EVMS diabetes at Admirals game Nov. 12

Again this year, EVMS is teaming with the Norfolk Admirals for a special night of hockey and diabetes awareness. EVMS Diabetes Night at the Norfolk Admirals is Saturday, Nov. 12, at Norfolk Scope. As in previous years, EVMS will give away T-shirts and provide free diabetes screenings for fans.

Tickets are \$14 for the red level. Purchase your discounted ticket [here](#) and you may win a ride on the Zamboni ice-resurfacing machine between periods. As a bonus, \$4 of your purchase price comes back to EVMS to support diabetes research.

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## UPCOMING EVENTS

**20** John Lombardi, PhD, Director of the Center for Measuring University Performance at Arizona State University and the University of Massachusetts Amherst, will give the keynote address at the annual **Nicholas A. D'Amato, MD, Memorial Lecture** Wednesday, Oct. 26, at noon in Lewis Hall's McCombs Auditorium. Dr. Lombardi will speak on "Picking Winners: The Redefinition of University Competition." The lecture honors the memory of Dr. D'Amato, a pathologist and beloved teacher who was on the EVMS faculty for nearly 40 years.

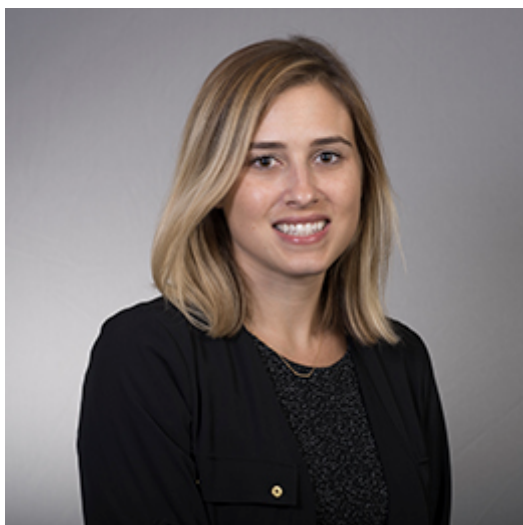
**26** The Consortium for Infant and Child Health (CINCH) will recognize the recipients of its 2016 Businesses Investing in Babies Awards at the **2016 BIB Awards Celebration** Wednesday, Oct. 26, at 9 a.m. in Lester Hall. Learn more details [here](#).

**28** The EVMS-Sentara Healthcare Analytics and Delivery Science Institute invites faculty and staff to the workshop, **"Writing a Winning Grant Proposal,"** Friday, Oct. 28, in Andrews Hall, room 132. The three-hour program begins at 1 p.m. and will be conducted by invited speakers from Hanover Research. To attend, RSVP by emailing [CHAD@EVMS.edu](mailto:CHAD@EVMS.edu) by 5 p.m., Oct. 25. After the workshop, participants can meet with representatives from Hanover Research in an informal setting.

## NOVEMBER 2016

**5** The second annual **Pumpkin Bowl**, a powder-puff, flag-football tournament and cheerleading competition for EVMS students, has been rescheduled for Saturday, Nov. 5, at 1 p.m. at Maury High School in Norfolk's Ghent neighborhood. The games are officiated by EVMS security team members.

## ONLINE FEATURES





body, leading to helping a patient  
with Asperger syndrome.

Dr. Enos's election to the  
National Academy of Medicine.

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## FACULTY NOTES

**Francis Counselman, MD** (MD '83, Emergency Medicine Residency '86), the EVMS Foundation Distinguished Professor in Emergency Medicine and Professor and Chair of Emergency Medicine, is the lead author of "The relationship between the ACGME duty hour requirements and performance on the American Board of Emergency Medicine qualifying examination," published in the Journal of Graduate Medical Education.

**Kenji Cunnion, MPH, MD**, Associate Professor of Pediatrics; **Pamela Hair**, Research Associate; **Neel Krishna, PhD**, Associate Professor of Microbiology and Molecular Cell Biology; and **Clinton Enos, MD** (MD '16), Internal Medicine resident, were co-authors of "Discriminating the hemolytic risk of blood type A plasmas using the Complement Hemolysis Using Human Erythrocytes (CHUHE) assay," published in the journal Transfusion.

The following Urology faculty members made presentations at the Mid-Atlantic Section of the American Urological Association Annual Meeting in Hot Springs, Va., Oct. 6-9.

**Jeremy Tonkin, MD**, Assistant Professor of Urology; **Jack Zuckerman, MD**, Adjunct Assistant Professor of Urology; **Ramon Virasoro, MD** (Urology Residency '12), Associate Professor of Urology; **Rob Strehlow, MD**, Urology resident; and **Kurt McCammon, MD** (Emergency Medicine Residency '98), the Devine Chair in Genitourinary Reconstructive Surgery and Professor and Chair of Urology, co-presented "Liposomal bupivacaine to control post-operative pain following buccal mucosal graft harvesting: short term results from a randomized controlled trial."

**Gregg Eure, MD**, Assistant Professor of Urology, and **Robert Given, MD**, the Ann and Paul F. Schellhammer MD Professor in Cancer Research and Professor of Urology, presented "Role of the 17-gene genomic prostate score (GPS) assay in treatment decisions in men with newly diagnosed clinically low risk prostate cancer (PCa): early experience from a large prospective study in community urology practices."

## RESIDENT NOTES

The following Urology residents made presentations at the Mid-Atlantic Section of the American Urological Association Annual Meeting in Hot Springs, Va., Oct. 6-9.

**Matthew Nielsen, MD**, Urology resident, and **Kurt McCammon, MD** (Emergency Medicine Residency '98), the Devine Chair in Genitourinary Reconstructive Surgery and Professor and Chair of Urology, moderated the poster "Myofascial trigger point dry needling for pelvic pain and urinary symptoms: an initial single center experience."

**Rob Strehlow, MD**, Urology resident; **Ramon Virasoro, MD**, Associate Professor of

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Peyronie's disease: results from the private practice setting."

**Ines Stromberg, MD** (Urology Residency '16), and **Chanc Walters, MD**, Assistant Professor of Clinical Urology, presented "Effects of reminder phone messaging on improving patient adherence to clinic appointments in a military subspecialty clinic."



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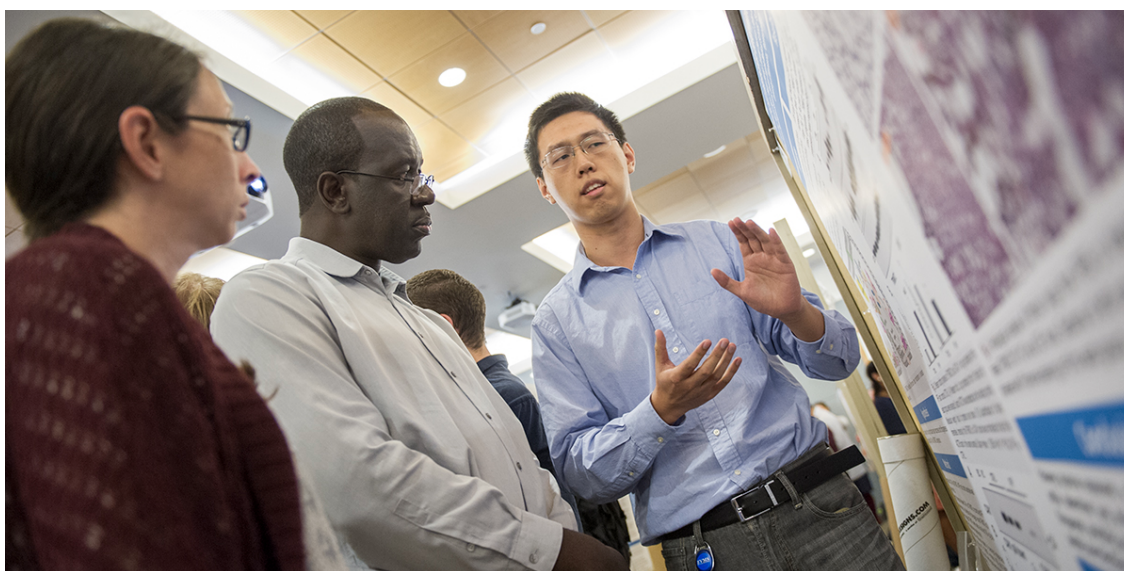
**Oct. 18, 2016**

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A record number of students and fellows presented at this year's EVMS Research Day. Poster winners were Xiaofei Cong, PhD, postdoctoral fellow (pictured with Research Day judges Laurie Wellman, PhD, Associate Professor of Pathology and Anatomy, and Julius Nyalwidhe, PhD, Assistant Professor of Microbiology and Molecular Cell Biology); medical students Lauren Van Reesema and Ryan Cousins; and biomedical sciences graduate students Brook Williams, Bronson Haynes and Jessica Burket.

## EVMS Surgery Chair Dr. L.D. Britt elected to National Academy of Medicine

The National Academy of Medicine (NAM) announced this week the election of L.D. Britt, MD, MPH, to its membership. Dr. Britt is the first faculty member from EVMS to receive this distinction — considered one of the highest honors in the fields of health and medicine.



Dr. Britt, the Edward J. Brickhouse Chair in Surgery, the Henry Ford Professor of Surgery and Professor and Chair of Surgery, also was the only physician from Virginia elected to NAM this year. His election places him in select company among the nation's top medical and healthcare professionals. Within NAM's 2,000

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The event, set for Thursday, Oct. 27, provides an enjoyable and educational Halloween experience for about 700 children who may be unable to trick-or-treat in their neighborhoods due to safety concerns. The night’s activities include a haunted maze, games, arts and crafts, and face painting, along with opportunities to win candy and prizes.

Haunted Hallway organizers continue to accept donations of unopened candy. Please bring your bag of candy to any of the security desk cauldrons around campus by Wednesday, Oct. 26.

## More ways to celebrate National Medical Librarians Month

Celebrate **National Medical Librarians Month** by exploring all of the Brickell Medical Sciences Library resources. Services range from 24-hour access for EVMS students, faculty, residents and staff, to **time-saving literature searches**, faxing and **Illiad** (speedy electronic document delivery), to **clinical reference and point-of-care databases**, **mobile resources** and **tailored-training sessions**.

To learn more about available services, visit the **Brickell Medical Sciences Library Services online**. Questions? Contact the **Information Desk** or talk with a librarian Monday–Friday 8 a.m. to 5 p.m. at 446.5851.

## EVMS employees are making a difference

The Employee Giving Campaign is in its final week, and all across EVMS, employees are demonstrating their commitment. Take Family and Community Medicine, for example. Recently, office managers at the Ghent and Portsmouth



were required to make a minimum \$5 donation to partake of the food. Staff participation was at nearly 100 percent, and the department raised more than \$900. That doesn't even include payroll deductions and contributions of staff who have given to the

campaign for years.

Gifts to the EVMS Fund, which the campaign supports, help pay for technology like the new **virtual dissection table**. The fund also supports faculty recruitment and student scholarships and is used to enhance and elevate the school. For more information or to make a pledge, visit [www.evms.edu/employeeegiving](http://www.evms.edu/employeeegiving).

## Grant-writing workshop set for Oct. 28

The EVMS–Sentara Healthcare Analytics and Delivery Science Institute invites faculty and staff to the workshop, “Writing a Winning Grant Proposal,” Friday, Oct. 28, in Andrews Hall, room 132. The three-hour program begins at 1 p.m. It will cover key ingredients of a well-written proposal, differences among proposals to major funders, how to dissect a funding opportunity announcement, developing a fundable idea, the narrative and work plan, the budget and budget narrative and more.

The workshop will be conducted by invited speakers from Hanover Research, a custom market research firm located in Arlington, Va. To attend, RSVP by emailing [CHAD@EVMS.edu](mailto:CHAD@EVMS.edu) by 5 p.m., Oct. 25. Participants are welcome to remain after the workshop to meet with representatives from Hanover Research in an informal setting.

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## RSVP for Oct. 25 awards ceremony

Norfolk Waterside Marriott. The event celebrates **employees who reach five-year service milestones** this year. It also is the occasion for the presentation of recognition awards for faculty and staff.

All faculty and staff are invited to attend and to bring a guest. There is no cost to attend the festivities, which run from 5:30 p.m. to 8 p.m. The program begins at 6:30 p.m. To attend, you must **RSVP online**. All registered employees and faculty will receive validated parking, a parting gift and entry in door prize raffles.

## Researcher finds new way to preserve and measure tissue

An EVMS researcher has collaborated on a new way to preserve and measure tissue that allows for additional testing from a single biopsy. In a typical biopsy, a physician obtains a tissue sample and sends it to a laboratory for analysis. It may be chemically treated or frozen by a pathologist, then cut into sections to be examined under a microscope. Once the tissue has been altered for screening under the microscope, it can't be tested for metabolites.



In a collaboration with the University of Alberta, Canada, Dean Troyer, MD, Professor of Microbiology and Molecular Cell Biology and Associate Director of Translational Research at the Leroy T. Canoles Jr. Cancer Research Center, discovered that if the tissue is preserved in alcohol instead of formalin, the preserving liquid can also be tested for metabolites. Learn more about the study in **the story** on EVMS Pulse.

## Support EVMS diabetes at Admirals hockey game

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Tickets are \$14 for the red level. The discounted ticket price includes a \$4 donation to support EVMS diabetes research when purchased **here** in advance of the game.

## D'Amato lecturer to speak on competition

John Lombardi, PhD, Director of the Center for Measuring University Performance at Arizona State University and the University of Massachusetts Amherst, will give the keynote address at the annual Nicholas A. D'Amato, MD, Memorial Lecture

Dr. Lombardi will speak on “Picking Winners: The Redefinition of University Competition.” The lecture honors the memory of Nicholas D’Amato, MD, a pathologist and beloved teacher who was on the EVMS faculty for nearly 40 years.

## UPCOMING EVENTS

### OCTOBER 2016

**18** The next **General Faculty Meeting** will be held today, Oct. 18, at 5 p.m. in Lewis Hall's Roper Auditorium.

**22** Volunteers are needed to take part in the **Light the Night Walk**, set for Saturday, Oct. 22, to benefit the Leukemia and Lymphoma Society, which provides funding for research of blood cancers. The Leroy T. Canoles Jr. Cancer Research Center is taking the lead on behalf of EVMS. To join the EVMS for Cures walk team, visit the team's **fundraising page** or contact EVMS team captain **Brian Main**.

## ONLINE FEATURES



Dr. Richard Britten contributes to a major study on “space brain.”

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SouthsideDaily.com reports on a study led by Dr. Andrew Plunk.

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**Neel Krishna, PhD**, Associate Professor of Microbiology and Molecular Cell Biology, presented “New drug for safe blood transfusions,” Sept. 30 to the Department of Biological Sciences at Old Dominion University in Norfolk.

**Rupa Kapoor, MD**, Assistant Professor of Pediatrics, is the lead author of “Regional scale-up of an Emergency Triage Assessment and Treatment (ETAT) training programme from a referral hospital to primary care health centers in Guatemala,” published in the Emergency Medicine Journal.

**Kathleen Langle, MS**, Instructor of Pediatrics, and **Samantha Vergano, MD** (MD '06), Assistant Professor of Pediatrics, co-authored “Why does this boy have multiples joint contractures?” published in the journal Consultant for Pediatricians.

**Joel Brenner, MD, MPH** (Pediatrics Residency '97), Associate Professor of Pediatrics, authored “Sports Specialization Intensive Training May Do More Harm Than Good,” published in AAP News. Dr. Brenner also authored “Sports specialization and intensive training in young athletes,” published in the journal Pediatrics.

**Woong-Ki Kim, PhD**, Associate Professor of Microbiology and Molecular Cell Biology and a faculty member in the Leroy T. Canoles Jr. Cancer Research Center, was invited to present “Expression and Phosphorylation of SAMHD1 Increases with Viral Loads in the Brains of SIV-Infected Rhesus Macaques” at the 34th Annual Symposium on Nonhuman Primate Models for AIDS held Oct. 11–14 in New Orleans.



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