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WMC/MCP Public Relations

Box 1:

private patient rooms, 1984  
patients' rights, [1978-88]  
patients (general and individual), [1985-89]  
death of Gary Cooke, 1980  
patient recognition publicity, [1973-83]  
Mohammed Ali (births of children at MCP), [1970-72]  
Teddy Pendergrass (newspaper error in identifying correct hospital - not MCP), 1982  
complaints, 1990  
Patient Care Pavilion, [1984-87]  
patient relations, [1976-88]  
Pediatric Group Services, 1983-84  
"Buckle Up Baby" press conference, [1982-87]  
Penn Foundation, [1982-88]  
personality disorders, 1990  
Mary DeWitt Pettit Fellowship, [1983-89]  
Pfizer Lectureship Program, [1985-87]  
Pew Memorial Trust, [1978-92]  
Pharmaceutical Education Program, [1983-88]  
Philadelphia Behavior Therapy Association, 1988  
Geriatrics Program, [1987-89]  
Philadelphia Electric Company, 1991-92  
The Philadelphia Foundation, [1983-91]  
Philadelphia Magazine, [1985-87]  
Philadelphia College of Textiles, 1984-87  
phobias, 1986  
physical exams, [1984-87]  
physicians (clippings, articles), 1984-87  
physician retraining program, [1978-87]  
Physicians for Social Responsibility, [1983-87]  
Physiology/Biochemistry Departments, [1970-93]  
Planning Resource Documents, 1988  
plasmapheresis seminar, 1982  
plastic and reconstructive surgery, n.d.  
poisoning, [1987-91]  
plaques, [1947-78]  
primary care department, [1976-85]  
Programs for Academic Support, [1984-88]  
Prologue (physician referrals), 1989

Box 3:

handicapped, 1986-87  
Harbison Avenue Medical Center, 1985-89  
free screenings, tests, etc., 1984-89  
Founders' Day, [1980-87]  
geriatric exercise study, 1986-87  
gastroscope, 1982  
gastroenterology, 1988  
gall bladder, [1986-88]  
geriatric research, 1981-89  
breast cancer screening, 1988  
health fairs, [1982-90]  
Hepatitis B Inoculation Day, 1989  
Reliance Insurance Co., 1987-88  
Health Care Directory, 1991

Box 4:

Health Memo, n.d.  
Health Partners, [1985-89]  
Health Industry Training Program, 1987  
health psychology, 1986  
helthcare employment news, 1989  
hearing impaired, 1990  
health observances, 1990  
heart surgery, 1982  
Heart Expo, 1983  
heart operations, 1982  
Heimlich Manuever, 1985  
heliport, [1970-85]  
Henry Avenue Medical Center (Andorra), [1983-92]  
hernias, 1984-85  
Heparin, 1986  
Hill-Burton Charity Care Services, [1979-85]  
MCP history ("background material"), [1974-83]  
History of MCP: Films, [1957-74]

Box 5:

Maternity Fitness Program, 1986-88  
Center for Mature Women, 1989  
media training seminar, 1987-88  
copyright information/registration, [1978-91]  
MCP Pharmaceutical Education Program, 1984

medical ethics, [1983-86]  
Medical Education Systems, 1984-86  
Medical Humanities Program, 1989-91  
Medical Exchange Program, 1985-88  
Medical Records, 1989-91  
medical/dental staff, 1984-86  
Medical Technology Program, 1984  
Medicare/Medicaid, [1982-90]  
mental health, [1970-90]  
microbiology/immunology, [1972-92]  
Minorities Enrollment Program, [1985-90]  
National Board Award, [1987-90]  
National Health Policy Fellowship, [1982-92]  
National Hospital Week/Employee Appreciation Week, [1978-89]  
National Institutes of Health, [1969-91]  
National Institute of Mental Health, 1985-86  
National Sciences Foundation, 1984  
NICU (Neonatal Intensive Care Unit), 1984-90

Box 6:

neonatology, [1971-83]  
neuropsychology, [1987-90]  
neurology department, [1977-92]  
neuropsychopharmacology, 1984  
newborns, 1984-88  
nutrition month, 1989  
NIH, 1991  
Northeast Consortium on Medical Education, [1984-87]  
nuclear medicine, [1971-89]  
nurse anesthetists, [1981-88]  
nursing alumnae/i, 1988  
nurse appreciation week, 1988-89  
nurse recruitment, 1989  
nutrition, [1984-89]  
obstetrics and gynecology, [1967-89]  
ophthalmology, [1984-93]  
otolaryngology, [1984-90]  
outpatient services, [1983-89]  
Overweight-Hypertensive Management Program, 1986  
Pacemaker implants, 1982  
pain, [1983-85]  
Panic Disorders Clinic, 1984-86  
Samuel D. Pearl dedication, 1983  
paramedics, [1983-86]

Par Course (EPPI), 1985  
parents' groups, [1978-89]  
Park Drive Medical Center, 1984-85  
health clubs, n.d.  
Partial Hospitalization Program, 1985  
Partnership '86, 1985-88

Box 7:

MCP history, [1941-88]  
MCP film project, 1967  
HMO's, [1981-91]  
holidays, 1983-88  
Home Health Care Services, 1985  
home tests, 1986  
homecoming, 1987, 1989  
homosexuality, 1986  
homocide, 1985-87  
Hospital Fair, 1982  
human sexuality, 1984  
Hyperbaric Medicine, 1988-89  
Hypertension Center, [1983-89]  
hypnosis, 1985-86  
Hospitality Unit, 1989  
house staff, [1957-88]  
impotence, 1985-86  
infant psychiatry, [1984-89]  
infertility, [1982-85]  
information services, [1985-89]  
"Instant Aging", freshman course, 1981-82  
intensive care units, [1983-89]  
International Association of Business Communicators, 1989  
International Medicine, 1985  
Internal Medicine, 1983-84  
Robert Wood Johnson Foundation, [1979-88]  
Ketchum Public Relations, 1989  
Kendall Oncology Unit, [1980-84]  
Peggy Kohlmeir, R.N., 1985-87  
Mark Kopta, Ph.D., 1983-84  
Peter Kowey, M.D. (cardiology), 1981-88  
Eliabeth Labovitz Award, [1984-87]

Box 8:

laboratory animals, 1984  
laboratory, 1984-85  
The Language Bank, [1973-94]  
lasers, 1987-88  
Legislators' Day, 1981  
Leibfried Award, [1975-87]  
Leibfried Prenatal Testing Unit, 1984  
Lehigh University/MCP Joint Program, [1974-86]  
Florence A. Moore Library, [1974-90]  
Linear Accelerator, 1987  
lung, 1983  
Lupus, n.d.  
Management Services, 1991  
Macfarlane Cancer Foundation, 1987  
Macfarlane scholar, 1988  
magnesium, 1986  
magnetic resonance imaging (MRI), 1985-87  
Mahler Symposium, 1982-83  
epilepsy, [1983-87]  
Mid-Atlantic Regional Epilepsy Center, [1985-90]  
Audrey Myer Mars grant (geriatric research), [1985-90]

Box 4:

President's Forum, [1987-92]  
premedical program, [1977-89]  
prenatal testing, [1984-89]  
preferred provider organization (PPO), 1985-87  
ad prices, 1991  
postpartum depression, 1982  
post-doctoral fellows, 1982  
portraits, plaques, paintings, [1947-75]  
monthly marketing and PR reports, 1989-90  
psychoneuroimmunology, [1987-91]  
psychopharmacology, [1983-86]  
psychiatric nursing, 1986-87  
Queen Lane facility floor plans, 1992  
MCP Five-Miler Race, 1983  
radio shows, [1987-88]  
radiologic sciences (MRI), 1985-87  
realtors' packet, 1983-86  
recovery room, 1982  
recreation and fitness program, 1983  
recruitment, 1989  
rehabilitation medicine, [1983-87]  
Reliance Insurance Company Health Fair, 1987  
respiratory therapy, 1985-88  
Research Growth Center, n.d.  
residency training brochures, 1985  
residents and interns (programs), [1972-89]  
PR resumes, 1989  
retardation, 1983  
rheumatology, 1984-87  
risk management, 1982  
rolfing, n.d.  
MCP running team, 1981  
satellite operations, 1984-88  
seat belts, 1988  
Sheet Metal Workers Union Health Fair, 1988  
Smithkline Beecham Corp., [1976-86]  
Great American Smokeout, [1984-89]  
Speakers Bureau, [1985-90]  
Spring Gala, 1987-88