MUSC files for CON to support Sea Islands

Residents to gain critical care services

Staff Report

MUSC took additional steps to expand access to MUSC Health patient care services, filing for a certificate of need (CON) to construct a freestanding emergency department (ED) on Seabrook Island Road, Johns Island. The requisite CON filing was made through the South Carolina Department of Health and Environmental Control (DHEC). DHEC must issue a CON before certain types of health care acquisitions, expansions and creation of new facilities are allowed.

“This new facility will bring high-quality medical care to a community that currently does not have easy, timely access to these services,” said Patrick J. Cawley, M.D., CEO of MUSC Health and vice president for Health Affairs, University. “The Sea Islands communities continue to experience rapid residential growth. As a result, their residents need improved access to health care,” he noted.

“In addition, every year tourist season brings visitors from afar who don’t possess the local knowledge and awareness needed to navigate health care services in Charleston,” Cawley observed. “This high-quality, conveniently located option will directly address those issues.”

During an earlier meeting, the MUSC/MUHA Board of Trustees voted to approve support for MUSC Health to pursue a CON for a freestanding ED to benefit the Sea Islands. The facility will include four exam rooms, two trauma rooms, fast-track triage, imaging and lab services, and a helipad. An adjacent medical office building will offer primary and specialty care.

If the CON is approved by DHEC, the land on which the new MUSC Health facility will be

See Sea Islands on page 4

MUSC employees celebrating 30 years of service display their framed lithographs of the MUSC Horseshoe at the annual MUSC Service Awards event Oct. 24–25. The MUSC family recognized 10-, 20-, 30- and 40-year honorees at receptions held in the Drug Discovery lobby.

Honoring employees for dedication, commitment at MUSC

Staff Report

MUSC employees are valued for the efforts, dedication and contributions every day. On Oct. 24 and Oct. 25, a total of 520 employees were recognized at receptions celebrating 10, 20, 30 and 40 years of service to MUSC, MUSC Health and MUSC-P.

Honored employees were joined by family members, supervisors, coworkers and friends in the Drug Discovery Building lobby to recognize this achievement. Also participating were MUSC President David Cole and first lady Kathy Cole.

On Oct. 24, a total of 294 employees were presented with an MUSC service pin recognizing their 10 years of service. The next day, 226 honorees were recognized for 20, 30 and 40 years of service. They were presented with service pins and certificates. The 30- and 40-year employees received an MUSC framed lithograph of the MUSC Horseshoe from the Coles. Group photos were taken of honorees present. The event was coordinated by the Human Resources Departments for all three entities.

See Awards on page 8

6 MUSC gear

New online boutique now open.

7 Space research

Research sees changes in astronauts’ brains, function.

3 Health & Well-being

4 Regional hospitals, education

5 Meet Sylvia Legare
PEOPLE

Carey Brewbaker

Carey Brewbaker, M.D., assistant professor, Department of Anesthesia and Perioperative Services, was named medical director for the new West Ashley Medical Pavilion Ambulatory Surgical Facility. Brewbaker returns to MUSC from private practice working in Savannah, Georgia. The MUSC West Campus is slated to open in early 2020.

Tim Heinke

Tim Heinke, M.D., associate professor, Department of Anesthesia and Perioperative Services, has been named medical director of MUSC ART. Heinke joined MUSC in 2008 as a resident. He also completed a cardiothoracic anesthesia fellowship at MUSC. An active member of the Society of Cardiovascular Anesthesiologists, Heinke serves as director of quality for the Adult Anesthesia Services and is chair of the MUSC Health Sedation Committee.

At the MUSC Women’s Club’s annual Fall Coffee, students were awarded scholarships totaling $15,000. Attending were MUSC first lady Kathy Cole, from left, Marina Reshreky (Dental), Danielle Marino (Medicine), Echo Buffalo (Medicine), Rashshana Blackwood (Pharmacy), Vanessa Fry (Health Professions) and Pam Carroll, MUWC Scholarship chair.

Christina O’Malley

Christina O’Malley has been named external affairs lead for the MUSC Health Florence division. O’Malley is tasked with establishing partnerships with key external stakeholders in the Pee Dee region of South Carolina. She will focus on building relationships, collaborations and partnerships with employees and the community.

Kellie Suggs

Kellie Suggs has been selected as MUHA Charleston Chief Financial Officer (CFO). Suggs recently served as director for MUSC Health Budget and Cost Accounting. She began working at MUSC in 2004 in reimbursement services and served as business manager in Surgical Services, Digestive Health, Children’s and Women’s Health.

EVENTS

Charleston Scottish Games

The 48th annual Charleston Scottish Games and Highland Gathering will be held Saturday, Nov. 2 at Boone Hall Plantation. It features events in the Scottish tradition, including athletic competitions, music, pipe band competitions, highland and Scottish country dancing, border collie demonstrations and much more. Tickets range from $20 adults, $5 children. For info, visit www.charlstonscottishgames.org.

LOWVELO Bike Ride

LOWVELO Bike Ride, the Hollings Cancer Center’s first outdoor bike ride for cancer research, is scheduled Nov. 1-2 in Charleston. 100% of funds raised by event riders will directly support cancer research. Participants will ride three routes (25-50-100 miles). To volunteer or for more information about this event, visit lowvelo.org.

Coastal Carolina Fair

The Coastal Carolina Fair runs Oct. 31 to Nov. 10. Enjoy the thrill of rides, games, competitions, food and entertainment. Hours are Monday – Thursday, 3 p.m. to 9 p.m., Fridays, 3 p.m. to 10 p.m., Saturdays, 10 a.m. to 10 p.m. and Sundays, 12 p.m. to 9 p.m. Purchase tickets online at coastalcarolinafair.org, at local Circle K stores or at the gate.
Seventh annual Light Up the Farm event set for Nov. 7

The holiday season has officially arrived, and along with the increased cheer and festivities, we are often faced with a major disruption of routine, particularly when it comes to our nutrition. While the holidays are certainly a time to enjoy and celebrate, they can also prove to be particularly challenging in terms of navigating the various well-being pitfalls that come along with the season.

The Office of Health Promotion and the MUSC Urban Farm have teamed up to “lighten up the holidays” with a wellness-inspired holiday celebration where guests will have the opportunity to recharge in nature and connect with fellow community members. They may also participate in various demonstrations and activities aimed at sharing simple tips and techniques that will help them lighten up during their holiday celebrations and beyond.

The Seventh Annual Light Up the Farm celebration will be held from 4 to 6 p.m., Thursday, Nov. 7, at the MUSC Urban Farm. This is a public event, open to MUSC employees, students and community members alike.

Guests are invited to help deck the farm with lights and holiday decorations, all while enjoying complimentary refreshments and lightened-up versions of popular holiday treats.

Attendees can also participate in a walking tour of the Urban Farm where they will have the opportunity to harvest their own bundles of culinary herbs and participate in hands-on demos and seasonally-inspired craft activities sponsored by local farm to school/table organizations Slow Food Carolina and the Green Heart Project.

In addition to lighting the farm, attendees will have the opportunity to make the holidays a little brighter for local teens enrolled in the MUSC Institute of Psychiatry’s STAR Adolescent Day Treatment program by purchasing raffle tickets to benefit their gift drive.

Raffle tickets are $1 each and can be purchased via cash or Venmo paid to the MUSC Urban Farm. More than 15 prize packages will be raffled off, featuring various sustainable, healthy and local prizes. Tickets can be purchased any time leading up to and during the Light Up the Farm celebration, and winners will be drawn during the event.

The STAR Children’s Day Treatment Program provides intensive, comprehensive intervention to children and adolescents with severe behavior disturbances using a day treatment model at the MUSC IOP. Adolescent students in the STAR program volunteer regularly at the MUSC Urban Farm, using their time in the farm as an opportunity to connect with each other as well as take a therapeutic break from the many challenges they face in day-to-day life.

In an effort to give back to these students, 100% of the raffle proceeds will be donated to the STAR program to purchase gifts for these young patients this holiday season.

For information or to participate in the STAR program raffle, email daperek@musc.edu.

Medicine dean elected to prestigious National Academy of Medicine

Staff Report

Raymond N. DuBois, M.D., Ph.D., dean of the College of Medicine at MUSC, has been elected to the National Academy of Medicine. That puts him in the company of an elite group of internationally renowned scientists and doctors, including Nobel laureates.

The National Academy of Medicine, a nongovernmental organization with about 2,000 members, gives objective advice on issues related to science, technology and health. With only 100 new members elected this year across a broad range of medical disciplines, becoming part of the 50-year-old organization is considered one of the highest honors in the fields of health and medicine.

National Academy of Medicine President Victor Dzau called the new members exceptional scholars and leaders whose work has advanced science, medicine and health around the world. “Their expertise will be vital to addressing today’s most pressing health and scientific challenges and informing the future of health and medicine for the benefit of us all.”

New members are chosen by current members, with a focus on people who have made major contributions to the advancement of the medical sciences, health care and public health. The dean will be formally welcomed to the organization at a meeting in October of 2020, but his membership is already in effect.

DuBois is the second professor from MUSC elected to the academy. Chanita Hughes-Halbert, Ph.D., joined the group in 2017.

MUSC Health & Well-Being

By Susan L. Johnson, Ph.D., MUSC Office of Health Promotion

Dr. Raymond N. DuBois is known for his work illuminating the relationship between inflammation and cancer.

“It’s quite an honor,” said DuBois. “I am delighted that Chanita and I can represent MUSC and the state of South Carolina in the national discussion about crucial health care and science issues.”

DuBois is known for his work illuminating the relationship between inflammation and cancer. He’s part of a team that made a landmark discovery involving an enzyme in colorectal tumors that led to a better understanding of how colorectal cancer grows and spreads to other areas of the body — and, more importantly, how to fight that with anti-inflammatory drugs.

“In my research lab at MUSC, we’re hoping to figure out what can be done to

See ACADEMY on page 9
MUSC growing South Carolina’s health care workforce

MUSC leaders say regional hospitals key to retaining grads in state

By Leslie Cantu
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MUSC Health signed off on the acquisition of four regional hospitals on March 1, 2019. While that day was a milestone in MUSC’s 195-year history, it was just the beginning of a plan to integrate the regional hospitals into ongoing education and research endeavors at its downtown Charleston campus.

“I was very excited to learn about the acquisition of these four hospitals because from the academic side, in the areas of both research and education, we see great potential for this integration,” said Lisa Saladin, PT, Ph.D., executive vice president for academic affairs and provost for MUSC.

Saladin and Kathleen Brady, M.D., Ph.D., vice president for research, are heading up an academic integration committee that has been working with the hospitals to determine how to move forward.

The four regional hospitals are in Florence, Chester, Marion and Lancaster. Saladin’s interest is in developing more clinical rotations for MUSC students here in South Carolina. Rotations allow students to apply the knowledge they’ve learned in the classroom to real-life health care situations, work directly with experienced care providers and gain hands-on experience with patients. They’re a required element of education, but a shortage of spots in South Carolina means many students end up doing rotations out of state.

Because students are more likely to take jobs where they’ve studied or trained, ensuring there are more rotation slots for MUSC students in South Carolina is a means of increasing the number of health professionals in the state. This includes not just future doctors but also future physical and occupational therapists, nurse practitioners, pharmacists, physician assistants and other health care providers.

“If they like their rotation and the clinic likes them, there’s a higher likelihood they’ll be offered and accept a job there and stay in South Carolina,” Saladin said.

Medical students will be able to design community-based elective rotations at these new hospitals in their final year of study. After its next accreditation cycle, the College of Medicine plans to explore opportunities to place medical students on core clinical clerkships in various clinical services, said Donna Kern, M.D., senior associate dean for medical education. Saladin said MUSC is also investigating what it would take to establish new medical residencies at the four hospitals.

Saladin noted that housing can be a challenge for students doing short-term rotations. For that reason, students often choose rotations near where they have family or friends. But the South Carolina Area Health Education Consortium does have some student housing, she said. AHEC focuses on improving health care access in rural and underserved areas, including increasing the health care workforce in rural areas. AHEC has expressed a willingness to expand its student housing options if MUSC can commit to sending students to the four hospitals.

The health professionals at the regional sites will also have online or remote access to Apple Tree Society programs to enhance teaching skills and professional development.

“We’re looking at it not just as ‘We want to place students.’ It’s ‘What can we be interested in taking MUSC’s online Master of Health Administration, Master of Science in Health Informatics or Doctor of Health Administration degree.

“They may have individuals who now will have access to our online programs for career development within their organizations,” Saladin said.

The health professionals at the regional sites will also have online or remote access to Apple Tree Society programs to enhance teaching skills and professional development.

“So we’re looking at it not just as ‘We want to place students.’”

University Hospital on the downtown Charleston campus.

The goals of the project are to provide immediate access to emergency services, expand primary care and specialty care services, enhance specialty care with robust telehealth capabilities and provide access to imaging services. The total project cost for the freestanding ED is roughly $15.3 million.

With 187 miles of Atlantic Ocean coastline, South Carolina’s Sea Islands are a chain of tidal and barrier islands that boast beautiful beaches and a relaxed oceanside atmosphere.
Meet Sylvia

Sylvia M. Legare

Department; How long at MUSC
Department of Psychiatry and Behavioral Sciences–3North; 40 years

How are you changing what’s possible at MUSC
By teaching and training others about how to care for psych patients; coordinating programming by establishing fun and creative activities for patients (it always puts smiles on their faces)

Who was MUSC president when you started
Dr. William Knisely — 1975 to 1982

Favorite fall memory
Trick-or-treating, raking up fall leaves in the yard, building a mountain and jumping in the pile with neighborhood friends

How has MUSC contributed to your life
I tell people I came to work at MUSC as a child and grew up here to develop professionally from learning presentation skills to interacting with different people.

Greatest moment in your life
Birth of my daughter, Samantha
MUSC merchandise now online in new Brand Boutique

Brand on demand

By Helen Adams
adamshel@musc.edu

Bright blue rainboots featuring the new children’s hospital logo help kick off MUSC’s entry into the world of online merchandise. The boots are among dozens of items now available through the MUSC Brand Boutique at musc.mybrightsites.com.

Patrick Cawley, CEO of MUSC Health and vice-president for Health Affairs, University, called the boutique’s launch an important step. “It’s a great way to show our brand identity. More and more people want to wear MUSC merchandise, and this will make sure it’s standardized.”

Christine Murray directs Enterprise Brand Development and Strategy in the MUSC Office of Communications and Marketing. “The Brand Boutique is intended to serve the general public to let people show their pride for our institution,” she said.

A portion of the money raised through the site will go to the MUSC Foundation to fund scholarships for employees and students.

The Brand Boutique sells items linked to special events, plus other clothing, bags, cups, bottles, tech devices and umbrellas. In a lot of cases, you can pick which logo you want, whether it’s MUSC, MUSC Health, MUSC Children’s Health, MUSC Shawn Jenkins Children’s Hospital or if you want to use the name of one of the new MUSC Health community hospitals.

The boutique also has a special section for MUSC students and employees that includes medical gear, promotional items and a custom events area. You have to register and be approved to get access to this section.

Murray said more options are in the works. In the near future, people will be able to order items with college and division names on them. “This launch is only phase 1. We encourage people to give us feedback. It’s a live store, so we’re going to look at different items and options as we evolve.”

She encourages MUSC employees who have been working with vendors they like to get in touch with her team at brandmgr@musc.edu to see if the vendors want to reach a merchandising agreement through the new merchandising program.

Murray said the boutique is in line with international shopping trends, which favor online stores over brick-and-mortar versions. There will likely be “pop-ups” about twice a year, temporary stores that let people see merchandise in person before buying.

Cawley led the push to establish the online boutique, with support from MUSC’s president and the deans of the six colleges. As MUSC Health continues to grow, with the recent acquisition of four community hospitals and other sites set to open in the near future, he said it’s one way to help to unify the organization. “There are newer care team members who are being brought to the brand. This will make it a lot easier for them to understand what our brand is,” Cawley said.

As for the existing MUSC Medical Bookstore on Ashley Avenue, the vendor will have the option to bid on the upcoming online bookstore request for proposals and participate in selling MUSC-branded items through a merchandising agreement with MUSC.

In the meantime, when it comes to those blue rain boots in the new MUSC Brand Boutique, Murray said don’t wait too long if you want a pair for yourself or for someone else as a gift during the winter holidays. “Some items are limited time only or in limited quantities.”

See BOUTIQUE on page 11
Study underscores changes in brain structure, function in space

Results point to need for detailed brain imaging of astronauts to study long-term effects in microgravity

By Cindy Abole
aboleca@musc.edu

A new study demonstrates for the first time that changes in cognitive performance correlate with changes in brain structure in NASA astronauts following spaceflight. How the human brain adapts in space or in a microgravity environment is the subject of continuing research by neuroradiologist Donna R. Roberts, M.D., Department of Radiology and Radiological Science at MUSC. The American Journal of Neuroradiology published Roberts’ paper, “Prolonged Microgravity Affects Human Brain Structure and Function” online in October.

Previously, Roberts’ research reported an upward shift of the brain, overcrowding of tissue at the top of the brain and enlargement of the ventricular system in astronauts following long-duration missions in space aboard the International Space Station (ISS).

In this study, Roberts and her colleagues reviewed brain magnetic resonance imaging (MRI) scans of NASA astronauts and saw widespread brain structural changes, especially after extended spaceflight missions. They found that those structural changes correlated with changes in the astronauts’ motor skills and cognitive performance in postflight testing.

“This study looks at cognitive changes in the brains of astronauts,” said Roberts. “Not a lot is known about cognitive impairment in humans during spaceflight. Although this study evaluates a small subset of astronauts, it’s significantly larger than any previously

See BRAIN on page 9

Neuroradiologist Dr. Donna Roberts has found that widespread structural changes in the brain can affect cognitive function and the performance of humans living and working in space.
MUSC CatalySt NewS, November 1, 2019

Who
Mable Terry Washington, Heart & Vascular Center–ART Telemetry monitor technician, 41 years at MUSC

What have you seen that has improved MUSC?
All the new technology. It’s important in health care that we keep up with the times.

How has MUSC contributed to your life?
I was able to advance my knowledge about telemetry work and build a nice career. I also met a lot of great people, patients and coworkers along the way.

MUSC 20-year employees gather Oct. 25 outside the Drug Discovery Building.

40 Years
Deborah Bellinger (Radiology); Vera Brown (Venipuncture); Rhonda Flynn (ART DDC 6West); Richard Gadsden Jr. (CISO Office); Spencer Graham (Biomedical Engineering); Carolyn Harrison (Hospital Admissions); Sylvia Legare (Psychiatry/Behavioral Health); Mable Terry Washington (ART-Telemetry); Mona T. Ellis (Dental Medicine); John Lazarchick, (Pathology & Laboratory Medicine)

30 Years
David J. Annibale (Pediatrics); Cynthia K. Gittinger (Health

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Deborah Bellinger (Radiology); Vera Brown (Venipuncture); Rhonda Flynn (ART DDC 6West); Richard Gadsden Jr. (CISO Office); Spencer Graham (Biomedical Engineering); Carolyn Harrison (Hospital Admissions); Sylvia Legare (Psychiatry/Behavioral Health); Mable Terry Washington (ART-Telemetry); Mona T. Ellis (Dental Medicine); John Lazarchick, (Pathology & Laboratory Medicine)

30 Years
David J. Annibale (Pediatrics); Cynthia K. Gittinger (Health

MUSC 40-year honorees are recognized by President and Mrs. Cole.

Professions); Brenda J. Hoffman (Medicine); Anna Marie Jones (Dental Medicine); Scott E. Laird (Family Medicine); Kathleen McKay (Engineering & Facilities); Ivan D. Molano (Medicine); Edward D. Norcross (Surgery); Naomi Sampson (Health Professions); Michael G. Schmidt (Microbiology & Immunology); Dorothy A. Simmons, (Public Safety); Robert K. Stuart (Medicine); Mike W. Thomas (Warehouse Ops); Michael E. Ullian (Medicine); Rhonda Dorthea Walters (Education/Student Services); Michael R. Zile (Medicine); Linda M. Abney (Hospital Admissions); Ivan C. Brooks (MUHA Purchasing); Deborah Lynn Brown (Admin Training & Staff Development); Ofelia M. Campos (ART-Electrophysiology Lab); Mary E. Crummer (ART CVICU) Lisa B. Dale (Financial Counselors); Jeanine Gage (Psychiatric Consultation Liaison); Tracey R. Gourdine (Application Integration); and Sandra A. Gregory (Adult Emergency Department)
published study of its kind involving astronauts or Russian cosmonauts.”

Roberts obtained data from the NASA Lifetime Surveillance of Astronaut Health (LSAH) program and compared the pre- and post-spaceflight brain MRIs of 19 NASA astronauts — seven of whom completed short-duration flights aboard the Space Shuttle and 12 astronauts who underwent long-duration missions aboard the ISS.

Then, she and her team evaluated the pre- and post-spaceflight cognitive tests results of the 12 long-duration astronauts and correlated that data with the brain structure imaging findings. The Spaceflight Cognitive Assessment Tool for Windows (WinSCAT) battery test is a screening tool developed by NASA to monitor astronauts and their neurocognitive status while in space and alert NASA flight surgeons to any accuracy or reaction time changes in an astronaut’s performance. WinSCAT tests working memory, computational skills, attention, visual tracking and spatial processing.

In addition, eight of the astronauts also participated in a functional task test, a NASA-sponsored study to assess an astronaut’s performance of mission-critical tasks during spaceflight required after landing on a planetary surface like Mars. This physical coordination and strength assessment evaluates mission activities such as an astronaut opening a hatch, climbing a ladder, exiting a vehicle or walking a distance on a planetary surface.

The study team used several analytic methods to assess brain MRI change data and cognitive and motor function scores to determine any correlations. They compared brain structure changes with the astronaut’s age at the time of launch and flight duration.

Roberts and other human research scientists remain concerned about the lack of data about how the human brain adapts to microgravity. She continues to advocate for more research in these areas, noting in the paper that her study results could have major health significance that should be considered in spaceflight policy and planning.

According to Roberts, basic MRI scans are part of the medical operations protocol for NASA astronauts but no long-term imaging follow-up is part of that protocol. Roberts is among a research cadre who would prefer NASA use advanced neuroimaging techniques that can provide sharper, enhanced views of the brain to understand these changes and affects on long-duration missions planned for the moon, Mars and beyond.

“The long-term effects of these brain changes are unknown at this time because of the need for more detailed brain imaging of our astronauts. With that data we can begin to answer some important questions – ‘Does the brain return to its pre-flight baseline?’ ‘Are there any long-term consequences of the brain’s structural and performance changes in microgravity?’” Roberts said.

“These are issues that won’t go away,” she continued. “We need to take the initiative to really understand what’s happening now by studying the data and conducting the right tests. I think it will always be NASA’s priority to focus on the astronauts and their safety. At some point, all of us will need to understand this information to move forward.”

reduce the ability of cancer to progress at the very earliest stage,” he said. “We’ve been looking at changes in pre-cancerous cells that are crucial for them to progress into a full-blown cancer. We are targeting those pathways to determine if we can intercept the cancerization process.”

In addition to his ongoing work as a researcher, DuBois is a national leader in the cancer community. He’s a fellow of the American Association for the Advancement of Science and a fellow and past president of the American Association for Cancer Research. He’s also a former president of the Southern Society for Clinical Investigation and the International Society for Gastrointestinal Cancer.

DuBois is current vice-chairman of the scientific advisory committee for the national organization Stand Up To Cancer, guiding the fundraising group on where to invest in cancer research. In that role, he leads the Catalyst program that works to get new lifesaving cancer therapies and combination therapies through the pipeline and into the clinic faster.

DuBois’ resume also includes time spent serving as executive vice president and provost of MD Anderson Cancer Center. He was also director of the Vanderbilt-Ingram Cancer Center and currently chairs an advisory board for the German National Cancer Institute, DKFZ, in Heidelberg. Earlier this year, he received the Margaret Foti Award for Leadership and Extraordinary Achievements in Cancer Research.

In his role as a dean at MUSC, DuBois is responsible for overseeing the educational and research programs of the College of Medicine. That includes more than 700 students, 780 trainees and annual research funding coming from outside of MUSC of about $250 million. He oversees 25 basic science and clinical departments with over 1,300 faculty members and directs a cancer research lab in the Biochemistry Department.

“I’ve always been involved in a number of areas,” DuBois said. “I find it rewarding to participate in a wide range of academic projects and activities that help support our overall mission.”

But when asked what he’s proudest of, the dean doesn’t cite his work. Instead, he points to the students in the College of Medicine.

“At MUSC, we have some outstanding, top quality students. We’re also becoming a leader with respect to diversity. I’m amazed by our students’ intelligence, humanitarianism, interest in global medicine and dedication to the local community, including running a free clinic. I have no doubt these whip-smart, energetic young people will make an enormous beneficial impact on society. And I feel fortunate to be a part of that.”

MUSC President David Cole, M.D., said DuBois is having quite an impact as well. “MUSC is very proud of Dean DuBois’ election as a new member of the National Academy of Medicine. This is not only a significant recognition of a lifetime of achievement, but it also provides an opportunity to contribute to an organization that addresses critical issues in health, medicine and policy and inspires positive impact across many domains. Congratulations!”

Spaceflight results show crowding of brain tissue at the vertex.
PORTFOLIO 100

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OVERVIEW

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MORTGAGE SERVICES
MUSC Brand Boutique FAQs

Why are we using this online boutique instead of maintaining the status quo?

The MUSC Brand Boutique offers online purchasing options in addition to, or instead of, physical locations. We are better able to meet the needs of the expanding MUSC family, offer cost-saving options for employee bulk-order purchases, generate scholarship revenue and maximize MUSC brand value. Implementing consistency in branded items affects our patients and families. Our care team may be easily identified, providing assurance that only appropriate individuals are providing care. Finally, with a brand identity as strong as MUSC’s, it is important to manage the use of our brand and ensure alignment with our values and mission.

Why are we launching our online store with this vendor?

When this project began, all vendors MUSC had previously worked with were invited to participate in the online storefront program. Interested vendors were encouraged to submit a response outlining their expertise, offerings and costs. JNI is the first company to become an MUSC brand-certified vendor. We are currently working with other potential partners that may elect to participate in the future.

What if I want something not on the website or have found it for a better price somewhere else?

The items on the website are a small sampling of what is available. If you find something from another vendor that seems to be a better fit for your needs or if you have a suggestion for a product to include, please email brandmgr@musc.edu. Customer feedback will drive future items available on this site.

Can our unit have custom shirts made for a fundraiser or special event and wear them to work?

Custom shirt orders are available; however, when they include the MUSC logo or any references to MUSC, they must remain within our established standards. Branded work apparel must be aligned with MUSC and departmental policies. Please consult your supervisor or unit manager to discuss this.

When will we begin ordering professional items for our college, like lab coats?

Phase 2 will include new options for college lab coats, polos and other apparel. These options will allow for colleges to be represented, create consistency and offer ease of ordering online for incoming students. We anticipate this launching February 2020, in preparation of FY2021.

Who can I reach out to for any other questions?

Brand manager at brandmgr@musc.edu.
Kathy Cole visits Mt. Lebanon Elementary School

MUSC first lady Kathy Cole met kids and participated in a special toy/activity drive at Mt. Lebanon Elementary School in Pendleton, S.C., on Oct. 11. Mrs. Cole thanked the students for their participation, empathy and care in this project. The program was designed to help the students connect their efforts to MUSC’s broader mission to support children’s health at the new MUSC Shawn Jenkins Children’s Hospital and Pearl Tourville Women’s Pavilion.

Photos Provided