

## Roswell Park Named Member of Radiation Therapy Oncology Group

The Department of Radiation Oncology at Roswell Park Cancer Institute (RPCI) in Buffalo, NY, has been granted full membership in the Radiation Therapy Oncology Group (RTOG), a result of the successful enrollment of patients in clinical studies as an affiliate member. RTOG funds clinical research at each institution on a per case basis through a grant from the National Cancer Institute. In 2001, RPCI was one of the leading affiliate members in enrolling patients in national clinical studies of prostate, bone, pancreatic, gastric, and head and neck cancers.

RTOG is comprised of 250 major research institutions nationally and in Canada. Currently, the group has more than 40 active studies that involve radiation therapy, either alone or in conjunction with surgery or other therapies, as treatments for brain, breast, lung, gastrointestinal, genitourinary, and gynecologic cancers. These studies are sensitive to quality-of-life issues and their effects on patients with cancer.

RTOG provides an infrastructure for clinical investigations to seek more effective treatments for cancer. Radiation, surgical, and medical oncologists, pathologists, laboratory scientists, and diagnostic imaging specialists seek to expand knowledge of basic biology and clinical manifestations of cancer and thereby find means to increase survival, decrease morbidity, and relieve symptoms among patients with cancer.

Since its inception in 1968, RTOG has activated 300 clinical studies and enrolled a total of about 60,000 patients into cooperative group studies. Many of these studies have resulted in treatments that are considered standard today. For information about enrolling patients in RTOG studies at RPCI, call 716-845-7648.

### Publish Your Accomplishments in the *Oncology Nursing Forum*

The *Oncology Nursing Forum* accepts news of member accomplishments for "People and Events." Submissions should include a recent photo and be less than 250 words. For more information, contact Associate Editor Jane M. Fall-Dickson, RN, PhD, AOCN®, at 301-962-8281 (jdickson@nidcr.nih.gov).

## Roche "Beauty of Giving" Award Presented to Gene Wilder

Actress and television personality Rosie O'Donnell recently presented the Roche "Beauty of Giving" Award to Gene Wilder, founder of Gilda's Club, for his support of and inspiration to working women with cancer. The award, which was presented at the Cosmetic Executive Women 2002 Beauty Awards in New York, NY, in April, was created to recognize individuals committed to bettering the lives of people with cancer. This award symbolizes the tireless efforts that Wilder has shown through his dedication to cancer research and education. In 1992, Wilder received the Oncology Nursing Society's Public Service Award, which recognizes and supports a person who uses his or her public prominence to have a positive impact on oncology services.

The Roche "Beauty of Giving" Award is sponsored by Roche and is the first healthcare-related award ever presented at the Cosmetic Executive Women Beauty Awards.

"As a pioneer in cancer research, our focus at Roche is on developing effective, novel treatments that are designed to extend a patient's life and the quality of that life," said Georges Gemayel, vice president for specialty care marketing at Roche. "It is in this spirit that Roche is a founding sponsor of Cosmetic Executive Women's cancerandcareers.org Web site to help working women with cancer."

Cosmetic Executive Women, Inc. (CEW) is a nonprofit trade organization of approximately 1,300 executives in the beauty, cosmetics, fragrance, and related industries. Founded in 1954, CEW is based in New York City and has affiliates in France and the United Kingdom. CEW's mission is to develop the career contacts, knowledge, and skills of its members through a dynamic agenda of educational, philanthropic, and social programs and events. For more information on CEW, visit [www.cew.org](http://www.cew.org).

For more information on Roche Pharmaceutical's business in the United States, visit the company's Web site at [www.rocheusa.com](http://www.rocheusa.com).

## Boot Camp to Prepare Nurses to Become More Effective Managers

Cross Country University, the Education and Training Division of Cross Country, Inc., recently announced that it will hold Nurse Manager Boot Camps in various cities

around the United States. The intensive, five-day program is designed to give participants the tools and skills needed to become more effective, skilled managers.

A recent American Organization of Nurse Executives study indicated that the nursing shortage is getting worse. One key finding was that national RN vacancy rates for specific departments and functions ranged from 14.6% for critical care to 6.5% for nurse managers. Another study sponsored by the Nurse Executive Council of the Hospital Advisory Board in Washington, DC, indicated that 84% of nurses who are dissatisfied with their frontline managers plan to change jobs in the next year. The impact of the nursing shortage on hospitals is substantial. Now more than ever, nurse managers need to become "retention specialists"—one of the skills taught at the Boot Camp.

The subjects that the "recruits" will study include emotional intelligence, workforce planning, staffing and scheduling, motivating and morale, budgeting, information systems as related to unit management, and self-care. Prior to their arrival, recruits will be asked to complete a self-assessment that has been specifically designed for Boot Camp participants. The Boot Camp will consist of a five-day core curriculum, augmented by two optional days of enhanced learning, and all attendees will be able to participate in real-time online chats with their mentors for two years after graduation.

Not only is the Boot Camp format of this conference unique, it is the only one of its kind to address the growing shortage of adequately prepared nurse managers nationwide. This is an intensive program designed to provide an "immersion" experience for nurses in management positions to gain the knowledge and abilities necessary to manage effectively and, at the same time, aid in what is really a national crisis. Graduates will receive a certificate of completion and be awarded continuing-education contact hours.

Nurse Manager Boot Camp will be held on the following dates.

- September 25–October 1, Atlanta, GA
- October 7–13, Portsmouth, VA
- November 13–19, Phoenix, AZ

To register or for more information, including special group rates and facility subscription services, call 888-693-4277 or visit Cross Country University's Web site at [www.crosscountryuniversity.com](http://www.crosscountryuniversity.com).