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The health field is rapidly expanding. Scientific progress brings new knowledge, new techniques, and new demands upon health professionals. Changing educational standards will make continuing education for all health care personnel an imperative. Institutions and individuals are having to keep pace with an age of unparalleled progress and undiminishing demands.

Equally undiminishing are the problems produced by this expansion. All the scientific progress, the newly developed techniques, the knowledgeable educators, and the spiraling standards for continuing education will be of limited use or relevance if the health professional continues to be geographically isolated, economically impaired, and personally committed to an overpopulated timetable.

Continuing education is targeted. It exists to maintain, update, and improve health care delivery which exists to maintain and improve the well being of people. Any system of continuing education must be made compatible to the actual patterns of delivery. If access, costs, and time are the major impediments to continued learning, they are problems to be solved, not rearranged.

The Telephone Lecture Network of the Lakes Area Regional Medical Program, Inc., is based upon the concept that once the physical barriers to unified communications are removed, regions can work in concert to define, develop, and implement a workable system of continuing education.
An Expanding Strategy

Telecommunications allows for the continuous movement or expansion of a population, a body of knowledge, and evolving needs. Regional needs and priorities are not static, they are evolutionary. They cannot simply be defined, they must be continually redefined. This requires the collective resource and contribution of all facets of the health care delivery system in the lakes area region.

As a communications network, the Telephone Lecture Network encompasses the health communities of seven counties in western New York and two counties in northwestern Pennsylvania, often extending ten counties deep into both states. It reaches the remote areas of the lakes area region and establishes the essential Two-Way Dialogue between educational institutions and individuals in need of continuing education.

Health professionals, educators, and institutions throughout the region have placed an active and voluntary five year investment in the development of the Telephone Lecture Network. It is this inclusive, voluntary participation that forms the nucleus of a regional strategy which is dynamic enough to work effectively.

The Scope and The Investment

An annual fee for the services provided by the Telephone Lecture Network has been established by areas according to the distance between the broadcasting studio and the receiving location:

- AREA 1 ($1630)
- AREA 2 ($2035)
- AREA 3 ($2440)
- AREA 4 ($2440 + mileage charge)

The annual fee covers all personnel associated with the hospital for unlimited participation in all scheduled continuing education programs.
## Network Locations (1973-74)

### New York State
- Alden, Erie County Home & Infirmary
- Batavia, St. Jerome Hospital
- Batavia, V.A. Hospital
- Bath, V.A. Center
- Buffalo, Buffalo State Hospital
- Buffalo, Family Practice Center
- Buffalo, Mercy Hospital
- Buffalo, Millard Fillmore Hospital
- Buffalo, Roswell Park Memorial Institute
- Buffalo, SUNY/AB - School of Nursing
- Buffalo, United Cerebral Palsy
- Buffalo, V.A. Hospital
- Canandaigua, V.A. Hospital
- Corning, Corning Hospital
- Cuba, Cuba Memorial Hospital
- Gowanda, Tri-county Memorial Hospital
- Helmuth, Gowanda State Hospital
- Jamestown, W.C.A. Hospital
- Jamestown, Jamestown Community Hospital
- Lackawanna, Our Lady of Victory
- Lewiston, Mount St. Mary's Hospital
- Newark State School
- Niagara Falls, Niagara School of Nursing
- Sonyea, Craig State School
- Springville, Bertrand Chaffee Hospital
- Wellsville, Jones Memorial Hospital
- West Seneca State School

### Pennsylvania
- Bashline, Grove City
- Bradford, Bradford Hospital
- Butler, V.A. Hospital
- Coudersport, Charles Cole Memorial Hospital
- Erie, Doctor's Osteopathic Hospital
- Erie, V.A. Hospital
- Kane Community Hospital
- Pittsburgh, St. John's General Hospital
- Port Allegany, Port Allegany Hospital
- Titusville, Titusville Hospital
- Union City Memorial Hospital
- Warren General Hospital
A Two-Way Commitment

Programming is based upon a cooperative arrangement between the Network and the voluntary contributions of health agencies, organizations, and institutions throughout the region. Lecture subject matter is based upon requests from the participating hospitals, as well as the specialty expertise available from the local providing educational sources. For example, Roswell Park Memorial Institute, a nationally acclaimed cancer institute located in Buffalo, provides two lectures each month in which cancer-related problems are discussed. Each of these educational institutions provide a necessary link in the continuum of regionally related health concerns. For the lecture presentations they provide the lecturer, series content, original audio-visual aids, and the program moderator. The moderators maintain the conversational atmosphere of the lectures, bridging the visual gap between the speaker and the listening audience and promoting the two-way verbal exchange.

In turn, the Network provides the communications component of the system. It coordinates the production and distribution of the program material, usually recording and editing the lectures in advance to assure maximum fidelity and minimum extraneous noise. Monthly schedules of the lectures are developed and distributed to the receiving locations well in advance. Visual material provided by the lecturers are reproduced and distributed by the Network a few weeks prior to the lecture date. These learning resources can be retained by each participating hospital for its medical library. The utility of these visual aids cannot be overemphasized. They supply the visual focal point necessary for the physical reinforcement normally provided by the presence of the lecturer. Most important, they are an extension of the ideas and methods contained in the lecture.

Voluntary Involvement

The primary purpose of the Telephone Lecture Network is to provide first-rate, non-commercial, hospital wide continuing education. Since lectures are developed and conducted through voluntary arrangements with program sponsors, this service is available at minimum cost. The monetary value of this voluntary involvement is in excess of $35,000 each year.

Contributing Institutions

The Telephone Lecture Network has established a cooperative arrangement on a basis of voluntary involvement with the following institutions, agencies and organizations.

School of Medicine, State University of New York at Buffalo (SUNYAB)
School of Nursing, SUNYAB
School of Nursing, Niagara University
School of Pharmacy, SUNYAB
School of Health Related Professions, SUNYAB
  Department of Medical Technology
  Department of Occupational Therapy
  Department of Physical Therapy
  Department of Speech Communication
Roswell Park Memorial Institute, Buffalo, New York
Erie Community College, Department of Inhalation Therapy
Erie County (New York) Cooperative Extension Service
Erie County (New York) Health Department
Western New York Dietetic Association
New York State Health Department
Hospital Personnel Management Association of Western New York
Western New York Association of Medical Records Administrators
Association of Clinical Pastoral Education
Millard Fillmore Hospital, Buffalo, New York
Western New York Diabetes Teaching Association
Western New York Society for Hospital Food Service Administrators
United Cerebral Palsy Association of Western New York
Niagara Frontier Chapter of the Empire State Association of Medical Technologists
Family Practice Center (Deaconess Hospital), Buffalo, New York
New York State Podiatry Society - Western Division
New York State Nurses Association - District 1
Parents of Diabetic Children, Inc.
Niagara Chapter of the American Allergy Foundation
Information Dissemination Service, Health Science Library, SUNYAB
The Mechanics

The Telephone Lecture Network operates on a four-wire telephone closed circuit network leased from AT&T and controlled from the broadcasting studio. Each receiving location is equipped with a standard desk telephone which is left off the hook during transmission. A 106B loudspeaker functions as the earpiece allowing for multiple listeners. In the shaft of each telephone handset is a push-to-talk lever to be used during the discussion that follows the lecture. This device eliminates the incidental background noise which inevitably occurs at the receiving locations during transmission. All questions and answers are heard simultaneously throughout the Network.

The lectures are normally 25 to 30 minutes in duration, followed by a 30-minute discussion period. Because discussions may exceed a half hour, lectures never are scheduled back-to-back.

Lectures can originate at any point outside the Network area through an "add-on" line. Any place that can be reached by Direct Distance Dialing (DDD) can be the origin of a lecture. This adaptability enables specialists throughout the country to provide lectures without having to travel long distances, saving extremely valuable time and money.

These are the technical devices that expand mechanics into meaning. They provide the culture, the environment conducive to listening and, in turn, learning.

Out-of-Town Lecturers (1972-1973)
<table>
<thead>
<tr>
<th>Michigan</th>
<th>Massachusetts</th>
<th>Illinois</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detroit</td>
<td>Boston</td>
<td>Chicago</td>
</tr>
<tr>
<td>Washington</td>
<td>Pennsylvania</td>
<td>Georgia</td>
</tr>
<tr>
<td>Seattle</td>
<td>Philadelphia</td>
<td>Albany</td>
</tr>
<tr>
<td>Illinois</td>
<td>North Carolina</td>
<td>Illinois</td>
</tr>
<tr>
<td>Champaign</td>
<td>Winston-Salem</td>
<td>Owens</td>
</tr>
<tr>
<td>Toronto, Ontario</td>
<td>Wisconsin</td>
<td>Alabama</td>
</tr>
<tr>
<td>New York</td>
<td>Madison</td>
<td>Minnesota</td>
</tr>
<tr>
<td>Stony Brook</td>
<td></td>
<td>Rochester</td>
</tr>
<tr>
<td>Syracuse</td>
<td>Missouri</td>
<td>West Virginia</td>
</tr>
<tr>
<td>Albany</td>
<td>St. Louis</td>
<td></td>
</tr>
<tr>
<td>Rochester</td>
<td>Columbia</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>Maryland</td>
<td></td>
</tr>
<tr>
<td>Troy</td>
<td>Bethesda</td>
<td></td>
</tr>
</tbody>
</table>

**Available To All**

Over 21,000 health professionals, representing 14 separate disciplines, attended the 212 lectures offered in the 1972-73 broadcasting year, without leaving their hospitals, clinics, or patients. Over 8,000 hours of continuing education credit was earned while the provider continued to practice. Three college level, credit bearing courses for students preparing for entry into health related professions were offered.

These numbers can easily be read and quickly forgotten. But it must be recognized that these thousands of health professionals deal directly or indirectly with several thousands of patients who need their availability. Fourteen separate disciplines encompass the interdisciplinary educational needs of health care teams and of the multiple divisions within each discipline. Accreditation for eight thousand hours of continuing education reflects the Network's primary purpose — making continuing education that is relevant to the needs of all health professionals, available on a continuing basis, at a time, place, and cost convenient to the continued delivery of health care.

**Accrediting Agencies**

A large number of the lecture series are accredited by the appropriate professional agency or organization.

- American Academy of Family Practice
- American Medical Association
- American College of General Practitioners in Osteopathic Medicine and Surgery
- College of Family Physicians of Canada
- American Association of Nurse Anesthetists
- New York State Nurses Association
- American Dietetic Association
- New York State Board of Examiners of Nursing Home Administrators
- Florida State Board of Pharmacy
- New York State Board for Podiatry

**TELEPHONE LECTURE NETWORK**

**LECTURE SERIES SCHEDULE FOR 1973-1974**

<table>
<thead>
<tr>
<th>LECTURE SERIES</th>
<th>FREQ.</th>
<th>DAY</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine</td>
<td>Wk</td>
<td>Tue</td>
<td>11:30 a.m.</td>
</tr>
<tr>
<td>General Interest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cancer Oncology Conf.</td>
<td>Mo</td>
<td>3rd Wed</td>
<td>11:30 a.m.</td>
</tr>
<tr>
<td>Nursing</td>
<td>Wk</td>
<td>Tue</td>
<td>1:30 p.m.</td>
</tr>
<tr>
<td>General Interest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cancer Oncology</td>
<td>Mo</td>
<td>3rd Wed</td>
<td>12:30 p.m.</td>
</tr>
<tr>
<td>Anesthesiology</td>
<td>Sp*</td>
<td>4th Wed</td>
<td>3:15 p.m.</td>
</tr>
<tr>
<td>Dietetics</td>
<td>SM</td>
<td>1st &amp;</td>
<td>2:00 p.m.</td>
</tr>
<tr>
<td>Clinical Pastoral Education</td>
<td>Mo</td>
<td>1st Wed</td>
<td>10:00 a.m.</td>
</tr>
<tr>
<td>Podiatry Journal Club</td>
<td>Mo</td>
<td>1st Thu</td>
<td>12 Noon</td>
</tr>
<tr>
<td>Medical Technology</td>
<td>Mo</td>
<td>1st Thu</td>
<td>1:30 p.m.</td>
</tr>
<tr>
<td>Medical Records</td>
<td>Mo</td>
<td>2nd Thu</td>
<td>2:00 p.m.</td>
</tr>
<tr>
<td>Inhalation Therapy</td>
<td>Mo</td>
<td>3rd Thu</td>
<td>11:30 a.m.</td>
</tr>
<tr>
<td>Managerial and</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supervisory Development</td>
<td>Mo</td>
<td>2nd Thu</td>
<td>1:30 p.m.</td>
</tr>
<tr>
<td>Allied Health</td>
<td>Mo</td>
<td>4th Thu</td>
<td>1:00 p.m.</td>
</tr>
<tr>
<td>Food Service</td>
<td>Sp*</td>
<td>Mon</td>
<td>2:00 p.m.</td>
</tr>
<tr>
<td>Pharmacy Journal Club</td>
<td>Mo</td>
<td>2nd Thu</td>
<td>9:00 a.m.</td>
</tr>
<tr>
<td>Medical Librarianship</td>
<td>Mo</td>
<td>2nd Thu</td>
<td>11:30 a.m.</td>
</tr>
</tbody>
</table>

*Sp = Special Series - see specific lecture schedules

Anesthesia - 3 programs
Food Service - 18 programs
The actual transference of knowledge between the acts of listening and learning is a cognitive process that can be termed interpretation. The learning process needs room for the controversy of exchange. Communicating a fact or an idea necessitates its juxtaposition with other ideas which may be opposing or interrelated. This requires a contact or, more appropriately, a dialogue. That is why the Telephone Lecture Network provides two-way communications. That is why questions, answers, and opinions are essential to the program structure.

Each lecture is followed by a minimum of thirty minutes discussion. This allows the lecturers to direct their knowledge toward the individualized considerations of the audience. It is also a confrontation for the lecturer who must respond to the questions and diverse prejudices of an audience of unlimited numbers. This confrontation constitutes the most productive potential of regional sharing — the mutual exchange of ideas and information. It is the controversy of active dialogue.

More people of diverse opinion and situation, but of similar educational need, are becoming part of this dialogue. The Telephone Lecture Network provides a unique opportunity for health professionals to keep pace with the most recent advances in knowledge and techniques. The lectures offer old and new considerations of health care problems and practices. They offer opinion and they require response. Whether response through a telephone between a widespread audience causes or dispells inhibition, it inevitably creates and directs thought.
Modern communications is a multi-faceted term that has worked its way into the consciousness of most societies throughout the world. The Telephone Lecture Network offers a new concept of continuing education to the health communities throughout the lakes area region. It is the beginning of an age that has arrived in which the health professions can harness a potential and expand it into progress.

Future efforts will be directed toward the use of additional communications technology at hand:

Controlled access radio broadcast of selected lectures, either in unison with or independent of ongoing Telephone Lecture Network programming, is now a reality in the metropolitan area of Buffalo. Direct dial telephone service will permit listeners of this service to call in questions and comments following each presentation.

“Dial Access” telephone capabilities have been developed to store fundamental medical and health information on audio tapes to be played back upon direct request from the professional or public communities.

An auxiliary telephone conference mechanism will be employed to meet the communication needs not fulfilled by the aforementioned systems. The latter mechanism would provide indiscriminate intra and extra regional conferencing capability.

Each network presentation is recorded by audio visual specialists to see that professional and technical quality is maintained and cataloged according to National Library of Medicine classification for non-print materials. Recordings are available for distribution in audio cassette format along with accompanying visuals following presentation on the network.

Tele-communications is no longer a concept. In Western New York and Northwestern Pennsylvania, it is a reality. The shape of that reality will never be a set or singular phenomenon. It will reflect the multiple and changing roles, needs, and methods of the region’s health care spectrum.
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