

News

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****Ginsburg named chairman of Pediatrics at Southwestern Medical School

DALLAS -- Dr. Charles M. Ginsburg has been appointed chairman of the Department of Pediatrics at The University of Texas Southwestern Medical School. Ginsburg has been serving as acting chairman of the department and medical director of Children's Medical Center.

"I am both excited and honored to be given the opportunity to become chairman of pediatrics at one of the major medical schools and at what I hope will become one of the major departments of pediatrics in the country," he said.

Ginsburg said his primary goal is "to sustain the momentum the department has already established and to strengthen this foundation and build on it--and to do it with a chuckle and have a good time."

The pediatrician, who holds the Robert L. Moore Chair in Pediatrics, has been acting head of the department since 1987 and has served as CMC medical director since 1982. He has also been in charge of the pediatric residency program since 1986 as well as being assistant dean for clinical affairs at UT Southwestern.

Dr. Kern Wildenthal, president of UT Southwestern Medical Center at Dallas, expressed his pleasure at Ginsburg's acceptance of the position. "I am extremely pleased and gratified that Chuck Ginsburg has agreed to accept the chairmanship of the Department of Pediatrics. He has proved himself an able administrator, a master teacher and an outstanding educator and researcher," he said.

Ginsburg came to UT Southwestern as an instructor in pediatrics in 1975 from Tulane University Medical School, where he had been an assistant clinical professor in that field. He has also served as director of the Pediatric Infectious Disease Service and director of the Cystic Fibrosis Clinic at Keesler Air Force Base Medical Center at Biloxi, Miss. A graduate of the University of Nebraska, he graduated from its medical school with honors in 1970. His internship and residency years were spent at CMC, and he also did a fellowship in academic pediatrics there and at UT Southwestern in 1975.

The author of numerous papers in his field and the recipient of honors such as the Josephine Kugel Memorial Award for Proficiency in Pediatrics, the Roche Award

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and the Lange Book Publishers Award, he is also well-known for his teaching. Ginsburg received awards for teaching excellence from the CMC housestaff in 1979 and 1981 as well as from Southwestern's senior class in 1982. And much of his effort as chairman, he said, will continue to be spent in involvement in the educational process.

"I think we have to find a way to propagate the species," he quipped. "First and foremost we must make certain that bright young kids know medicine is fun--and once we've done that we must show them that pediatrics is an unlimited specialty."

"We have a commitment and responsibility to teach people that there is a direct link between the bench and the bed--that discoveries in basic science labs have direct application to the care of patients . . . that pediatric advances are always based on science. That is an integral part of our mission at Southwestern."

The pediatrician said that now is an exciting time for the department as well as the pediatric hospital. "We have made significant strides in the relationship between the hospital (CMC) and the school as well as among Parkland (Memorial Hospital), the private community and the school," he stated.

"Right now Children's is on the verge of a \$50 million expansion," he pointed out. Ginsburg said that, with the expansion in the hospital and the new chairmanship in the department, it's time to look at some changes. "There are talks about restructuring going on now," he said.

"Our goal is excellence in all areas. And that includes research, teaching and clinical care. My role will change (in the hospital). I will probably find myself becoming an ombudsman for children." He said that this role will be needed because of the impact of the current economy on both scientific investigation and clinical care.

However, he believes that the future is bright. Besides a dedicated faculty in the department, "We have terrific medical graduates who are young and energetic and are a plus factor. And we have a wonderful relationship with the community--including a wonderful relationship with the pediatric community--and we want to continue these strong ties."

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Note: The University of Texas Southwestern Medical Center at Dallas comprises Southwestern Medical School, Southwestern Graduate School of Biomedical Sciences and Southwestern Allied Health Sciences School.