

# news THE UNIVERSITY OF TEXAS HEALTH SCIENCE CENTER AT DALLAS

southwestern medical school ■ graduate school of biomedical sciences ■ school of allied health sciences

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Contact: John Weeks  
Work: 688-3404  
Home: 348-6555

*\*\*\*\*\*Well known Texas physician named  
to direct Southwestern Med School's  
Family Practice teaching program.*

DALLAS--A prominent Rio Grande Valley medical practitioner has been chosen to direct the Southwest's largest family practice training program, it was announced today.

At the same time, plans were for told for further expansion of the program designed to provide more family doctors for inadequately served areas.

Dr. William F. Ross of San Benito, Tex., will assume chairmanship of the Division of Family Practice at The University of Texas Southwestern Medical School on July 1. Dr. Ross currently is senior partner in San Benito Medical Associates, a family practice group. He has been in private practice there since 1955.

Announcement of Dr. Ross' appointment and plans to train more family physicians was made by Dr. Winfrey W. Goldman Jr., recently named as chairman of UT Southwestern's reorganized Department of Family Practice & Community Medicine. He described Dr. Ross as "one of the most knowledgeable and prominent figures in the specialty, not only in practice but in development and improvement of the concept of family practice."

Dr. Ross is active in many professional organizations at the local, state and national levels. He is president-elect of the Texas Institute for Medical Assessment and is chairman of the Texas Medical Association's Council on Medical Education and Hospitals and committee on hospital accreditation.

He is past president of the San Benito school board and is a member of the American Academy of Family Physicians. He has been chief of staff and currently is chief of medicine at San Benito's Dolly Vinsant Memorial Hospital. Dr. Ross is a consultant to the outreach program of the M.D. Anderson Hospital and Tumor Institute and is an advisor to the Texas Medical Foundation.

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first add ross appointment

Southwestern family practice training is centered around a three-year residency program at Fort Worth's John Peter Smith Hospital. With 57 young physicians currently enrolled, it is the largest such program in the Southwest and one of the biggest in the nation, according to Dr. Fred Bonte, medical school dean.

A plan to extend the program through addition of a satellite training program at Wichita General Hospital in Wichita Falls has just been approved by the national Liaison Committee on Graduate Medical Education, Dr. Goldman said. Dr. Roger Moore has been named program director for the new teaching effort, tentatively scheduled to get under way within a year. Twelve additional FP residents will be placed in this program, spending their last two years of advanced training at Wichita General.

Dr. Goldman said other expansion plans are in process of development which could add family practice teaching programs to one or more Dallas hospitals. A time-frame for these has not evolved, he said.

With Dr. Goldman's recent appointment as chairman, the SMS Department of Family Practice & Community Medicine was restructured into two divisions. Dr. Marion Zetzman, former acting department head, has been named chairman of the Division of Community Medicine. This division will concentrate on a spectrum of community-based activities and expanded teaching of undergraduate and postgraduate students, Dr. Zetzman said.

Dr. Bruce Jacobson, associate professor of family practice & community medicine, is program director for John Peter Smith residency training. This program, under way since 1973, has graduated 30 family practitioners to engage in this rapidly growing field of medicine.

Southwestern dean Bonte said the school is expanding its efforts in this area in response to a recognized need for more physicians broadly trained to meet basic medical needs for all members of a family. "As a public institution," he commented, "we are charged with filling this need."

Dr. Ross, the new division chairman, is a 1954 graduate of Southwestern. A native of Mt. Enterprise, Tex., he graduated from Stephen F. Austin University, Nacogdoches, in 1950 after serving in the U.S. Navy during World War II.

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