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DALLAS--Dr. Winfrey W. Goldman, Jr., former director of Medical Education for the Tarrant County Hospital District, has been appointed Assistant Dean for Regional and Hospital Medical Programs at The University of Texas Southwestern Medical School.

The 39-year-old physician has been an instructor and assistant professor of medicine on the clinical staff of Southwestern and is a 1953 graduate of that institution. He received his internship and residency training in internal medicine at Parkland Hospital.

Dr. Goldman is one of nine medical leaders who have been appointed for planning and implementation of the Regional Medical Program in Texas. These programs were created nation-wide in 1966 to combat the three greatest killers--heart disease, cancer and stroke.

Dr. Goldman explains that the programs seek to develop and assist the transmission and application of current knowledge to the patient with heart disease, cancer, stroke and related diseases. Dr. Goldman succeeds Dr. Howard Coggeshall, who completed the initial phase of the program July 1 and who is now returning to private practice.

"The program was designed to define needs, develop plans and fulfill these needs in a coordinated manner--working with physicians, research centers, medical schools, teaching hospitals, community hospitals and other organizations who will be an integral part of the regional program," Dr. Goldman said.

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Specific measures already have been taken.

"A Stroke Program will be activated within the next few months," said Dr. Goldman. "A demonstration unit will serve as a model and will provide essential ingredients for development of similar units for improved care throughout the area."

Patients admitted to the unit will gain benefits of an optimal care facility, while it will also be used to train physicians and allied health personnel.

"Working from this basis, we hope to develop knowledge for further improvements in care and to assist other hospitals to provide such care," said Dr. Goldman.

Programs for cancer and heart disease are still in the planning stage in this area.

Another of Dr. Goldman's activities will be to coordinate medical school relationships with educational programs in affiliated teaching hospitals. He will be a member of the Department of Internal Medicine at Southwestern.

Dr. Goldman has been a member of the Board of Directors and Executive Committees of the Fort Worth-Tarrant County Cancer Society, American Cancer Society, Medical Library Association, Phi Beta Pi Medical Fraternity, and Alpha Omega Alpha Honor Medical Society.

He currently serves on the Texas Medical Association's committee on Liaison with Medical Schools.

A graduate of Highland Park High School and Southern Methodist University, Dr. Goldman currently resides in Arlington. His wife is the former Barbara Sue Brewer and the couple has two children.

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