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# NEWS

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\*\*Eisenberg named to Southland Financial Corporation Chair in Geriatrics.

DALLAS--Dr. Seymour Eisenberg, head of the Geriatrics Unit at The University of Texas Southwestern Medical School at Dallas, has been named the first holder of the newly established Southland Financial Corporation Chair in Geriatrics. Eisenberg, who was named to the chair by the UT Board of Regents at their April meeting, has been on the faculty since 1950 and has headed the Geriatrics Unit of the Department of Internal Medicine since it was organized in September 1980.

In announcing the new geriatrics chair, Dr. Kern Wildenthal, dean of Southwestern Medical School, said: "Dr. Eisenberg has already made impressive progress in mobilizing the school's talent and resources to create an exciting educational, clinical and research endeavor in this too-often neglected area. He is the ideal individual to be first occupant of the Southland chair."

Before Eisenberg organized the Geriatrics Unit, he was head of the Medical Service at Dallas Veterans Administration Medical Center from 1966 till 1980. He was appointed full professor of Internal Medicine in 1965.

After receiving his M.D. from Bowman-Gray School of Medicine in Winston-Salem, N.C., in 1944, the geriatrics specialist did his internship at Boston City Hospital followed by a medicine residency at Parkland Memorial Hospital.

Eisenberg is well-known for his love of teaching. "I'm a bedside clinician who listens. That's what I do best. And I train young physicians to do that and enjoy what they do," he says. Listening to the patient is an important part of geriatric medicine, and Eisenberg is looking forward to his first full-time resident in geriatric medicine this July.

Wildenthal anticipates a growing interest in the field by young physicians who may decide to take on the challenge of health care for the elderly. He expressed appreciation to the donors -- Southland Foundation, The Mandalay Four Seasons Hotel and others -- for enabling the health science center to focus greater attention on this relatively new medical specialty. He also praised Dallas civic leader Annette Strauss for initiating the idea of a geriatrics chair and actively assisting in the fund-raising.

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