

Local hospitals study health care attitudes

by Leslie Yoder
Battalion Reporter

Three local hospitals are paying the Texas A&M Department of Urban and Regional Planning almost \$11,000 to investigate the health needs of Brazos Valley citizens.

Donald Sweeney, associate professor of the department, says Greenleaf, Humana and St. Joseph hospitals are becoming more aggressive in their marketing approaches because people in the community aren't utilizing the available health care services.

The department mailed several thousand questionnaires to Texas A&M students, physicians and other residents of Brazos, Burleson, Grimes, Leon, Madison, Robertson and Washington counties.

Of the 500 surveys returned, Sweeney said some respondents seek health care services outside the Brazos

Valley region. Respondants gave several reasons for this including the following:

- They were advised to do so by a physician.
 - The service needed was not available in the seven county region.
 - They wanted to return to a previously used physician or hospital.
 - The needed service was available in the area, but the waiting time was too long.
 - They receive financial assistance from an institution outside the area.
 - Need for care occurred when they were outside of the area.
 - Better care could be obtained from outside the area.
 - Residence is closer to a physician or hospital outside of the area.
 - Personal privacy.
- "Out-migration can be explained in part by people's lack of confidence in the

health care system itself," Sweeney said. "Although this lack of confidence means a lack of awareness as to what health services exist."

Research assistant Russel Clarke said the purpose of the project is to identify the gaps between the health services available and the services wanted by people in the community.

"This involves looking at the health status of individuals," he said. There is an unusually large proportion of students (one person to every six) in the seven county region which is in a healthy age bracket, he said.

Studies indicate, however, that health care services in the area wouldn't be utilized to capacity even without the large student population, Sweeney said.

"A significant number of the questionnaires from the general population, excluding students, show that they

perceive a lack of quality toward health care in the seven counties," he said. "The area may have been typified in the past as not having good health care, but this is not certain."

"If people perceive a lack of quality in health care services for whatever reason, they know there is an alternative to go somewhere else."

Nearly 400 student questionnaires have been completed and returned to the Department of Urban and Regional Planning while fewer than 100 have been received from residents in the community.

"More response to the survey will of course help the validity of the health planning project," Clarke said.

A summary report of the information will be sent to the three hospitals funding the project, the Brazos Valley Development Council, health and social service agencies as well as to all physicians.

Retailers to hold symposium at A&M

by Shawn Behlen
Battalion Reporter

Retailers and academicians will evaluate retailing strategies at the Symposium on Profitably Serving the Value Conscious Consumer at Texas A&M Wednesday through Friday.

Dr. George Lucas, symposium chairman, says consumers now are realizing that price advantage alone is not enough when buying merchandise.

Retailers must respond to the new, more aware consumer, he said.

The symposium will follow a two-part format.

The first part will consist of lectures on successful retailing strategies. Speakers include Ira Cohen, executive vice president of merchandising for Mervyn's; Carmen Lovell, consumer affairs specialist for The Kroger Company; Dennis Reaves, regional vice president for Sanger-Harris; Ronald Stampfl, consumer science and business professor from the University of Wisconsin; John Drake, marketing development manager for The Southland Corporation; and Gary Klein, senior vice president and director of stores for Palais Royal.

The second part will consist of

six workshops at which retailing ideas will be discussed and possible solutions evaluated. The participants will work on how to sell when not on sale, store brand strategy, the role of service, convenience and emerging technologies in value retailing and how to get beyond scrambled merchandising.

"We're going to learn from each other instead of being talked at for a day and a half," Lucas said. "In the workshops, we're going to roll up our sleeves

and get to work."

Lucas said a great deal of interest has been shown in the symposium and that most of the registrants have been high level executives.

"This is an opportunity for retailers to sit down together and share information about possible solutions to dealing with the value conscious consumer," Gresham said.

Gresham said about 40 to 50 participants are expected.

A&M lawyers keep busy

by Kimberly Daulton
Battalion Reporter

The lawsuit concerning the of Texas A&M logos is one many cases that General Counsel Ted J. Hajovsky Jr. and associate General Counsel Jerry Cain have encountered while working in the Office of Legal Affairs for Texas A&M.

Hajovsky, promoted to general counsel for the Texas A&M system in September, says he has and his new position very challenging.

"We have about 15 new cases coming into the office every month, so the work load is very heavy," Hajovsky said. "There are four staff attorneys in addition to Jerry and myself, and the of us do all the legal work for Texas A&M, Prairie View, Tarleton State and Texas A&M at Gal-

veston."

Many of the cases concern land transactions, such as gas and oil wells, Hajovsky said. The office does not handle cases that directly involve students unless it involves the University as a whole, he said.

Hajovsky, 35, said one of the most interesting cases he has handled was one last summer involving the Milwaukee Brewer's and a Texas A&M athlete.

Hajovsky, Class of '70, said he joined the Texas A&M system as a senior staff attorney in 1981 when former general counsel James B. Bond contacted him in El Campo.

"I had a law practice there and was serving as mayor of the city of El Campo when Jimmy called and told me about the position," Hajovsky said. "I had always wanted to come back to

area someday and the opportunity seemed very challenging."

After earning his jurisprudence degree at the University of Houston's Bates College of Law in 1974, Hajovsky had his own law practice in El Campo. He also served as a city councilman and mayor pro-tem there.

Hajovsky, who served as associate general counsel last year, said he was pleased to have someone as qualified as Cain join the staff as the new associate general counsel.

Cain, who has served as assistant attorney general of Texas since 1979, said he is very familiar with state university systems.

"While working in the attorney general's office, I handled many cases concerning state universities," Cain said. "As a matter of fact, I was working on a

case involving A&M when I was appointed to my position here — the Giovanni case, about the lion that was attacking one of the vet students at the vet school.

"It is a serious case, but I found it rather ironic that the student's name was Daniel."

Cain said he also handled litigation, civil rights cases and various other education related cases while serving in the attorney general's office.

Cain earned his bachelor's degree from the University of Texas at Austin and his jurisprudence degree at Southern Methodist University Law School in 1965, he said.

After serving as county attorney for Lynn County in 1966 to 1967, Cain practiced partnership law in San Angelo until 1977. He had his own practice for two years before joining the attorney general's office.

Police beat

The following incidents were reported to the University Police Department through Monday:

- BURGLARY:**
- University Police found a lock had been pryed off the wooden doors on the east side of DeWare Field House. Nothing was discovered stolen.
- INDECENT EXPOSURE:**
- Two women were jogging the track when a man exposed himself to them. The women said they saw the man before reporting the incident, University Police said.
- OTHER:**
- A student reported that the back windshield of his 1977

Chevrolet Camero had been broken. The vehicle was parked in the student lot north of KAMU-TV.

• University Police found a pistol in a 1982 Chevrolet pickup while inspecting the vehicle before it was towed.

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