

14370 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

THERMAL INJURIES: MEDICAL, SURGICAL, AND PSYCHIATRIC CARE, with an introduction by T. G. Blocker, Jr., M.D., Professor of Surgery and President Emeritus, The University of Texas Medical Branch at Galveston. The following three programs were produced under the supervision of Stephen R. Lewis, M.D., Chief of Plastic Surgery and Director of Continuing Education, UTMB-Galveston.

KEEPING THE BURN PATIENT ALIVE, with Duane L. Larson, M.D., Professor of Plastic Surgery, UTMB-Galveston, and Director, Shriners Burns Institute, Galveston. A 1-2-3 approach to emergency care for critically-burned patients plus the steps to take in assuring the patient's survival during transportation to a hospital.
(16 minutes) (in color) **1122205**

HOSPITAL BURN CARE: MINIMIZING DEFORMITIES AND OTHER COMPLICATIONS, with Hugo Carvajal, M.D., Pediatric Nephrologist, Shriners Burns Institute, and Assistant Professor of Pediatrics, UTMB-Galveston; and Duane L. Larson, M.D., Director, Shriners Burns Institute, and Professor of Plastic Surgery, UTMB-Galveston. The definitive care of burn patients. Emphasis is placed on daily wound care, fluid replacement and nutrition, and procedures to minimize contracture and hypertrophic scarring before and after grafting.
(22 minutes) (in color) **0822239**

THERMAL INJURY: EMOTIONAL AND PHYSICAL STRESS, with Mary S. Knudson, Ph.D., Chief, Division of Behavioral Sciences, Shriners Burns Institute; Duane L. Larson, M.D., Professor of Plastic Surgery, UTMB-Galveston, and Director, Shriners Burns Institute; and Robert B. White, M.D., Professor of Psychiatry, UTMB-Galveston. Practical methods to combat the physical pain, toxic delirium, helplessness, and regression seen in patients with major burns.
(12 minutes) (in color) **2022240**

TRANSACTIONAL ANALYSIS: A CLUE TO WHAT'S HAPPENING. Transactional Analysis, as popularized by "I'm OK . . . You're OK", and other books, is useful in opening doctor-patient communications and influencing patient response to medical instructions. William Holloway, M.D., Ass't Clinical Professor of Psychiatry at Case Western Reserve University School of Medicine and head of the Midwest Institute of Human Understanding, Medina, Ohio, gives an introduction to this informal system of analyzing and improving communication patterns.
(20 minutes) (in color) **SAMA 2811372**

TREATING THE DEPRESSED PATIENT, with F. Theodore Reid, Jr., M.D., Associate Professor, Department of Neurology and Psychiatry, Michael Reese Hospital, Chicago, Illinois. Dr. Reid will demonstrate, with three patients, how normal and some neurotic depressions can be treated by the family physician. He will also describe the approach to take with the patient and his family, when the patient requires hospitalization.
(19 minutes) (in color) **2014223**

WHAT GOES ON AT SEX THERAPY CLINICS, with Harold Lear, M.D., Director of the Human Sexuality Program, Mount Sinai Hospital, New York City. What really happens in those Masters and Johnson-type sessions? Dr. Lear and co-therapist Ann Welbourne, R.N., show you — in a counseling session with a couple whose problem is the husband's premature ejaculation.
(22 minutes) (in color) **2317006**

Frontiers of Psychiatry on Camera: 10 film programs from a special series produced by Roche Laboratories. Helical Scan Videotape copies are now available for two-week periods at no cost.
BUILDING A DRUG ABUSE PROGRAM. Dr. Jerome H. Jaffe, formerly of the University of Chicago, Department of Psychiatry, and later Director, Special Action Office for Drug Abuse Prevention, Executive Office of the President, describes the drug abuse program in Illinois, which uses three geographically separated treatment modalities: therapeutic communities, outpatient methadone maintenance and standard hospital abstinence therapy.
(50 minutes) **FP 2800033**

CHANGING THE BOUNDARIES OF THE MENTAL HOSPITAL. An interview with Dr. Israel Zwelling, Director of the Bronx State Hospital, and Professor of Psychiatry at the Albert Einstein College of Medicine, New York City, explores the interrelationships between the State Mental Hospital and the community mental health centers. These centers, staffed by specially trained personnel, are shown actively fulfilling important roles in the mental health services of the community.
(29 minutes) **FP 2800031**

COMMUNICATIONS PROBLEMS AND PROGRESS. Henry W. Brosin, M.D., past president of the American Psychiatric Association, examines the basis of scientific interest in the communication of emotional expression in this interview. He discusses Darwin's photographic recording of facial expressions of psychotic patients made 100 years ago, and points to the present day use of inexpensive sound film for permanently recording a patient's history and treatment. And finally, the use of the computer, a tool that will enable "psychiatry to meet the canons of science," is examined by Dr. Brosin.
(20 minutes) **FP 2800029**