

HEALTH FOUNDATION Journal

Emergency Department: *In Demand, In Crisis*



Morristown Memorial
HEALTH FOUNDATION

Also inside:
5 Questions Women Should Ask
Hoop-A-Paluzza's Winning Strategy
Healing Hands Honorees
Next Generation Technology
Re-Assessing Life Insurance

Five Questions Women Should Ask Their Doctors

By *Donnica L. Moore, MD, member, Women's Health Philanthropy Council (adapted from a presentation at Morristown Memorial sponsored by the Council)*

We all agree that we have too much to do and too little time – especially in the doctor's office. The average doctor visit is only 17.5 minutes. Improving the use of that time will improve your health care. Because all medical conditions can be discussed in five primary categories: prevention, screening, diagnosis, treatment, and follow-up, I've outlined five basic questions that can guide your conversation with your doctor. I recommend that you write down your questions before your appointment and bring them with you.



Photo: Courtesy of Donnica L. Moore, MD

Dr. Donnica

Specific questions you should ask your doctor include:

1

What screening tests do I need and how often?

While it's easy to think that the more tests you have, the better, there are only five screening tests that have withstood the rigor of outcomes studies to be administered to every adult: height and weight measurements, cholesterol screening, fecal occult blood test (stool sample) for colorectal cancer screening, and blood pressure measurement. For women, there are three additional tests: Pap smear, clinical breast exam, and mammograms.

2

What conditions am I at risk for and how can I reduce my risk?

Your physician will determine whether you are at increased risk for illnesses based upon your medical history, family history, physical exam, and the results of your screening tests. Individuals with certain risk factors or in specific age groups may need additional diagnostic tests. For example, someone with a family history of colon cancer would probably be advised to have a colonoscopy earlier than the recommended age of 50. Another example: all women who are sexually active in a relationship that is not monogamous or with a partner whose sexual history is uncertain must use safe sex practices to prevent sexually transmitted diseases (STDs). In general, all women over 30 should have, along with their Pap smears, the test for human papillomavirus (HPV), which is known to be the leading cause of cervical cancer. All women should also learn how to reduce their risk of heart disease, the number one killer of women and men in the United States. Finally, it's never too early to take steps to prevent bone loss, to reduce your future osteoporosis risk.

3

Do I need additional diagnostic tests or vaccines?

While we are all going to want the flu vaccine this year and women over 26 are not recommended to get the HPV vaccine to reduce the risk of cervical cancer, your doctor can tell you about many other important diagnostic tests and vaccines available to women over 30.

4

Are there any changes I should make in my medications, vitamins, supplements or herbal preparations, based on the results of my screening or diagnostic tests or changes in my medical risks or history?

Remember that things change periodically – your medical status, your other medicines, and even medical information in general – so this is a good opportunity to review all of your medicines with your doctor and to make sure that your medical record is updated.

5

What signs and symptoms do I need to think about as I age?

Women in their 40s, for example, may want to ask about approaching menopause; women in their 30s may want to discuss fertility or contraceptive options, especially as their needs and their choices may have changed.

The most common question women ask me is "How do I find a good doctor?" The answer in our area is easy: Morristown Memorial has a wealth of wonderful physicians. For a list of doctors in different fields, go to atlantichealth.org and select Find a Doctor or call the physician referral hotline at 1-800-247-9580.

Faces in Philanthropy

Members of the Jets Flight Crew help with raffle ticket sales

Employees Rally for Worthy Cause



This year's Employee Basket Raffle on April 30 featured 139 baskets filled with goodies – from dolls to gardening trinkets to deluxe chocolates – drawing \$15,857 to benefit Survivor's Day and the Child Life Program at the Carol G. Simon Cancer Center.

Aside from supporting worthwhile causes, the basket raffle boosts employee morale and instills team spirit throughout the hospital. For Bonnie Weiss, Intensive Care Unit nursing coordinator, who runs the door prize table, the yearly event guarantees she'll see fellow employees whose friendships she's generated from past raffles. "There's a camaraderie; you meet people from other parts of the hospital," she says. Volunteer Marilyn Ilvento, pathology coordinator at Atlantic Health, sums it up succinctly: "It's amazing to see the spirit of volunteerism of all the people at the hospital."

Grateful Patients Say THANKS



Dr. Isaac Starker and Carol Pariso, manager of physician relations

When physicians came to work on April 1, balloon trees with the message "Thank you, doctors" greeted them at hospital entrances, hallways were adorned with stars bearing hand-written notes from grateful patients and employees, and a complimentary breakfast and lunch awaited. The annual Doctor's Day celebration also prompted more than 69 patients to donate over \$4,000 in honor of their favorite doctors. Clearly patients' appreciation for excellent care remained long after some had left the area.

Texas resident Concezione Halsey, a former patient of Ken Adler, MD, writes, "I still have not found anybody that compares to Dr. Adler and his hand-picked team."

Cabaret Raises Spirits and Funds

A bevy of talented performers, from jazz trumpeters and modern guitarists to Broadway singers and opera soloists, entertained over 250 guests at the musical event, "Come Back to Our Cabaret," on April 23, 2009. Proceeds from the evening raised \$48,000 to benefit the Jeffrey F. Wacks Music Therapy Program at Carol G. Simon Cancer Center at Morristown Memorial, which offers clinical music therapy and musical performances to promote healing and relaxation for patients and their caregivers. The Jeffrey Wacks Memorial Fund was established in 1996 in memory of Jeffrey Wacks, a talented musician and artist, who succumbed to non-Hodgkin's lymphoma at age 27.

"The enthusiasm for the cabaret was an enormous tribute to our son and to the efforts of so many people who understand the importance of music therapy," says Linda Wacks. "Host Bob Egan and the cabaret performers provided outstanding entertainment."



(l-r) Steve Freeman, Laura Hull, and Gary Oleyar

Nursing Excellence Spurs Gift



Vimal, Pappu and Ravi Sodhani with Nursing Assistant Award winner Junita Grenada

The Sodhani family of Montville was so pleased with Morristown Memorial's care over the years, that they established two scholarships, one for nurses to conduct research and one for nursing assistants to pursue continuing education.

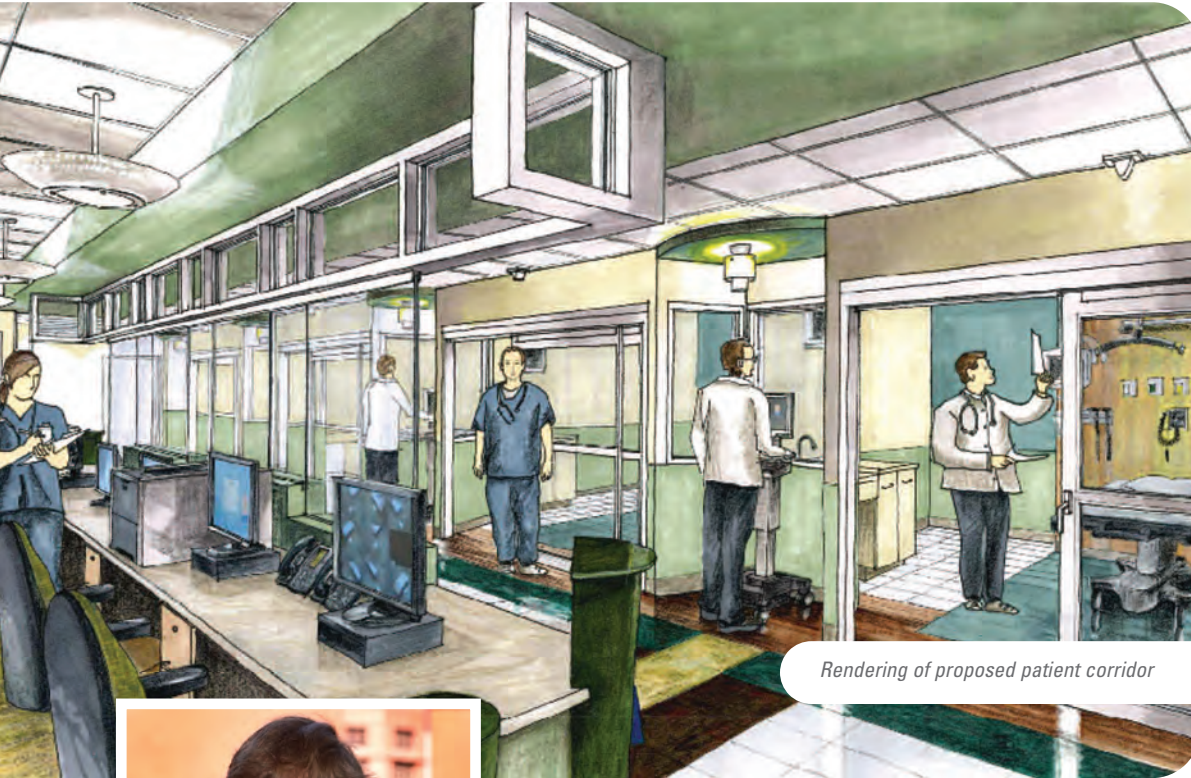
"The nurses are devoting their blood, sweat and tears," says Vimal Sodhani, founder of the Sodhani Foundation.

Established last year by the Sodhani Foundation, the scholarships provide \$2,500 each to a nurse and a nursing assistant who exhibit competency, compassion, creativity, caring and communication.

Emergency Department

*Increasing Patient Volumes
Demand More Space*

in CRISIS



Rendering of proposed patient corridor

Before surgery, neurosurgeon Jonathan Baskin, MD, carefully manipulated Mrs. Groisser's vertebrae into correct position, and during the operation performed with Brian Beyerl, MD, her spine was stabilized with rods and pins. Afterward, she wiggled her fingers and toes and breathed unassisted. Five days later, she underwent a second surgery and then was rehabilitated to make a full recovery.

"It was a miracle; the trauma team, working with the neurosurgeons, saved my life," she says. "Had I gone to any other hospital, I probably would have died. The doctors saved my life, and beyond that, they saved my quality of life."

Stories like this demonstrate the importance of Morristown Memorial's ED. The team must quickly assess every emergency, make a snap diagnosis and start treatment. Yet responding to crisis situations has become more difficult as patient levels rise and space is at a premium.

"We're running out of room to treat seriously ill patients," says Mark Mandell, chairman, Department of Emergency Medicine at Morristown Memorial. "We have 47 beds and it's not uncommon to have as many as 90 patients in the ED at one time. Patients are lying on stretchers in the hall, sitting on chairs waiting to be seen because of a lack of room to examine them."

Last renovated in 1993 with a capacity to serve 50,000 patients annually, the ED is approaching an annualized rate of 85,000 visits with a 4 percent yearly growth rate. "We clearly need more room in order to give everyone prompt, compassionate care in a private and pleasant environment," says Dr. Mandell.



**"It was a miracle —
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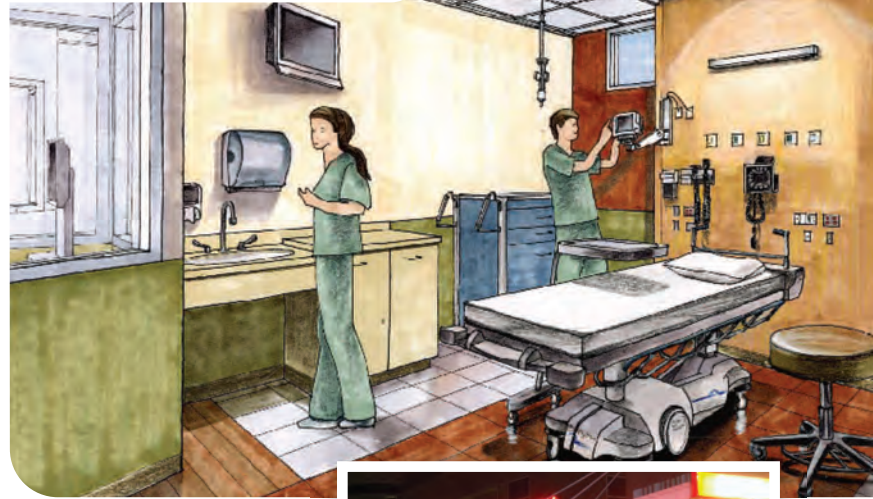
—Carolyn Groisser

It was two years ago, around midnight, and an exhausted Carolyn Groisser couldn't wait to go to sleep. Disoriented by her darkened room, she misjudged the bed and crashed to the floor, head first. The impact caused a fracture dislocation of her cervical spine, leaving her a quadriplegic.

When the ambulance arrived at her West Orange home, she and her husband, Victor, a physician, assumed she'd be taken to one of the two closest hospitals. But the emergency medical technician was adamant: Morristown Memorial has the best Neurosurgery Department in the area.

Upon entering the Emergency Department (ED), the trauma unit instantly mobilized. "The Emergency Department doctors realized how quickly I had to be taken care of and immediately called in the right doctors," she says. Physicians from Atlantic NeuroSurgical Specialists braced the family: they predicted a 95 percent chance of permanent paralysis and a high likelihood of death.

Rendering of proposed patient exam room



To that end, Morristown Memorial has completed the first phase of a \$25 million expansion project and construction is expected to continue next year. The Health Foundation has committed to raise \$4.5 million toward the project, and this campaign, chaired by Marc Robinson of Short Hills, has already attracted generous community support from trustee John Gerson, and his wife, Jean, of Madison; honorary trustees Neil and Lois Gagnon of Mendham; former trustee Robert Luciano and his wife, Barbara, of Morristown; trustee Leigh Porges, and her husband, Randy, of Short Hills; Tom and Susan Fuller of Green Village; the Woman's Association and Emergency Medical Associates.

Once complete, the ED will nearly double in size to 94,000 square feet. Highlights of the project include 30 additional beds; private examination and trauma rooms; a full-service trauma center with 15 critical care beds and four trauma surgical rooms; an expanded Behavioral Health Division; a fast track area for minor injuries and illnesses; centralized nursing stations; dedicated CAT scan and radiology suites; new diagnostic equipment; and four additional beds in the Gagnon Pediatric Emergency Department.

Morristown Memorial needs an expanded ED now more than ever, says Michael Gerardi MD, director of pediatric emergency medicine for Atlantic Health and a general emergency physician. The ED is facing an unrelenting increase in the volume of patients, contributed to by an aging population that requires more complicated medical care; an insufficient supply of primary care physicians; and patient expectations that any and all diagnostic tests will be performed quickly, at any time of day.

"The Emergency Department has become the most efficient center in the health care system for acute diagnosis and treatment," he says. "Due to limited inpatient beds and full hospitals, it now falls to the ED to perform diagnostic work-ups. Whether a patient thinks they are having a heart attack, appendicitis, asthma, a fractured limb, a stroke, a leg clot or a pulmonary embolism," he says, "patients flock to the ED for prompt diagnosis and treatment."

Morristown Memorial's ED manages to deftly navigate these challenges as it delivers first-rate

medical care, day after day and night after night. Just ask Kelly Cross of Port Murray, whose 10-month-old daughter, Kaitlyn, was brought in without a heartbeat three years ago. Christopher S. Amato, MD, director of pediatric emergency medical fellowship, and his team performed CPR. Later, he delivered dire news.

"Dr. Amato came in with the nurses – they all had somber faces – and said they'd tried everything, that it had been 30 minutes," says Mrs. Cross. He then paged an internist who attempted a fluid resuscitation. Dr. Amato's next update: Kaitlyn had come back. After a lengthy recovery and a transplanted kidney given by her mom, the preschooler continues to develop normally. Morristown Memorial is the family's hospital of choice.

"We have a hospital not 15 minutes from our house, but we go all the way to Morristown," she says, of the 40-mile trip.

Lois and Richard Wnek of Morristown share this sentiment. When their daughter, Justine, then 15, was slashed in the wrist playing ice hockey in Princeton, they drove an hour for treatment. "We knew Morristown Memorial would give her the best care; we didn't want anyone else examining her," says Mrs. Wnek.

Her steadfast belief in the ED came from her own experience, a year ago, after being diagnosed with breast cancer. She came in after fainting and received encouraging diagnostic tests. Ready to go home, she was waylaid by Christopher McCarthy, MD, who insisted upon a CAT scan. A brain aneurysm requiring emergency surgery was detected.

"Had he not taken that extra step, I wouldn't be alive today," she says. "Morristown Memorial isn't just the place I gave birth to my three children, but also the place where an ED doctor made a simple decision that saved my life."

Once complete, the ED will nearly double in size to 94,000 square feet. Highlights of the project include 30 additional beds; private examination and trauma rooms; a full-service trauma center with 15 critical care beds and four trauma surgical rooms; and more.



Caring Hearts Are the Best Medicine

Caregiver Award Created

People come to Morristown Memorial for outstanding medical expertise, but they truly appreciate the compassionate way in which it is delivered. To give patients a meaningful way to say thank you for that old-fashioned nurturing, the Health Foundation recently created the Healing Hands Award.

Grateful patients or their family members can now make a gift to the Health Foundation in honor of one – or more – of the staff members whose care they appreciated and include a personal message of thanks. That message and a healing hands lapel pin are then delivered to the honorees, who are further recognized at management meetings and on the Health Foundation website.

At press time, 87 caregivers had been singled out for appreciation and \$3,500 raised through the Healing Hands program. To see the list of honorees, visit our website at www.mmhf.org.

Life Insurance: A Charitable Gift?

Life insurance can be a versatile and powerful asset to give to the Health Foundation because it allows a more substantial contribution than is otherwise possible.

Did you know the gift of life insurance has the following advantages?

- When transferring an existing insurance policy to the Health Foundation, a charitable tax deduction is earned. An existing policy can be gifted to the Health Foundation by making a simple change of ownership.
- If you pay for existing premiums on a policy or purchase a new policy, your cash outlay can be deducted as a charitable donation.
- The Health Foundation can also be named as a full or partial policy beneficiary very easily by contacting an insurance agent and faxing a form to the Health Foundation with the change of beneficiary. However, there is no tax advantage and proceeds may still be included in the estate.

To learn how you and your family can benefit by a gift of life insurance to the Morristown Memorial Health Foundation, please contact Cynthia W. O'Donnell, JD, director of gift planning at 973-593-2418 or cynthia.odonnell@atlantichhealth.org.

Fitting Memorial to Mom

Rippel Breast Center receives MRI table

After Eve Back passed away last December at age 86, her daughter, Patti Aresty, searched for the perfect gift to make in her honor. Because Mrs. Back's mother, brother and daughter battled breast cancer, Mrs. Aresty and her husband, David, thought that donating a \$200,000 breast MRI table for The Carol W. and Julius A. Rippel Breast Center would be a fitting commemoration.

"This is the perfect gift to give in her memory," says Mrs. Aresty. "Even though she died cancer-free, her life was affected by the disease." The contribution also serves as a testament to the Breast Center.

"I'm so proud of the Breast Center," she says. "Dr. Paul Friedman is phenomenal; the center is run beautifully, and the staff is compassionate."

Mrs. Aresty, a Far Hills resident, finds the current MRI table confining – only opened at the breast site – and uncomfortable, like a hardwood floor.

"The new table has a cushioned indentation for your head and there are soft cushions wherever your body touches, much like a massage table," she says. "I'm so happy to know that every patient at the Breast Center will be comfortable during a stressful time in their lives."

Breast MRIs provide enhanced imaging of breast tissue for patients with abnormal mammograms, positive cases of breast cancer or a high risk of developing the disease. The new machine's open design makes it possible to conduct image-guided biopsies. Approximately 50 breast MRIs and 20 MRI biopsies a month are conducted at the Breast Center.



No Black Ties at This Fundraiser

Hoop-A-Paluzá's Event to Benefit BD Diabetes Center

SAFETY:

Always in Season

Photos: Courtesy of Hoop-A-Paluzá



Julia White and Dylan Levitt

Back in 2002, Ed and Betsy Zimmerman of Short Hills were looking for a way to give back to their community while teaching their children, Becca and Benny, about philanthropy. The options were limited: "All the charitable events I was invited to took me away from my kids," says Mr. Zimmerman.

One day, after shooting baskets in his driveway, he had an idea for a charity that involved the whole family. He called six friends,

formed a board and set up the nonprofit Hoop-A-Paluzá, Inc. At the first event, over 200 guests attended, many of them children. The foul shot contest at the Zimmerman's home court raised \$60,000 for kids with cancer.

Since then, Hoop-A-Paluzá has raised \$2 million to support local charities that promote the health and well being of children, primarily through its annual basketball-centered fundraising event. The next one, scheduled for Dec. 6, 2009, at Millburn High School, will feature basketball as well as family-gearred activities such as arts and crafts, carnival-themed games and a moonwalk. The BD Diabetes Center for Children and Adolescents at Goryeb Children's Hospital was selected again as a beneficiary. To date, Hoop-A-Paluzá has donated \$135,000 to the center, directed by Harold Starkman, MD.

"It's great to be doing charity work that doesn't require a black tie," says Mr. Zimmerman.

Every dollar Hoop-A-Paluzá raises goes directly to charity because its board covers all operating expenses, says Lori Robinson, executive director of Hoop-A-Paluzá. For more information on the fall family fundraiser, visit www.hoopapaluzá.org.

To keep children safer year round – whether riding in a car, pedaling a bike or swimming at the lake – Morristown Memorial Hospital Trauma Service established Northern NJ Safe Kids/Safe Communities in 1998. Since then, the organization's educational programs have benefitted thousands of area residents.

"For people to change their behavior, they need a local champion in their community," says KJ Feury, nurse practitioner and injury prevention coordinator. "We work with community members to provide education and interactive programs."

To that end, the injury prevention coalition runs two car seat inspection stations, where a technician assists families installing car seats correctly. Since 2007, the Morris-Essex Car Seat Inspection Station has operated from the Atlantic Health Ambulance building in Livingston, each Wednesday from 9am to 3:30pm. This station assists nearly 70 families per week and has inspected about 4,000 car seats. Another station, housed in the Chester First Aid Squad, is open the first Tuesday of the month from 2 to 6pm and the third Thursday of the month from 7am to 12pm.

Other programs focus on water safety, bike helmets, teen driving and concussions in young athletes.

Major programming support comes from public donations and mini grants through the Health Foundation as well as grants from N.J. Highway Traffic Safety and Safe Kids Worldwide. The Emergency Services Coalition of Chester also contributed \$1,690 collected during a recent softball tournament.



Healing Arts

On June 22, Goryeb Children's Hospital hosted an art show in the Great Room to display paintings and drawings created by young patients through the Intensive Creative Artists in Residence program. Funded by Francine and John Downing, the art initiative brings Michelle Burke, a specially trained artist from ArtWorks, to the hospital each week to engage pediatric patients in creative activities to reduce stress and anxiety.





Calendar of Events For upcoming events, log on to www.mmhf.org and select **What's Happening**>Calendar of Events

Golfers Boost Robot Campaign



Threesome from Francis Cauffman Foley Hoffmann Architects and, on right, Richard Shih, MD of the Emergency Department

Photo: Sal Benedetto

Golf enthusiasts had a welcome reprieve from the spring rain at this year's 20th Annual Morristown Memorial Golf Classic. The 156 golfers who teed off under sunny skies at Baltusrol on June 1, raised \$285,755.

All proceeds of the event, sponsored by Automatic Switch Company, helped purchase a da Vinci® Surgical System (see adjacent story).

We thank our golfers, our volunteers and our generous sponsors: ARMDS; Francis Cauffman Foley Hoffmann Architects; Genesis HealthCare; MetLife Resources; Maintaining Direct Communications Co., LLC; and Verizon Business. We extend our gratitude to Tri-State Lincoln Mercury Dealers for sponsoring the "Hole in One" contests, Yukon Graphics for the signage and all who donated raffle prizes.

We extend our sincerest apology for the following omission in the 2008 Report on Gifts: Centennial Club Member William Bruen III.

Next Generation Robot Now in Operation

A new da Vinci® Si HD Surgical System has been installed in an operating room at Morristown Memorial, thanks to a successful fundraising campaign that raised \$1.1 million. Donations surpassed the \$900,000 goal, which Atlantic Health matched. Securing this latest technology would not have been possible without the generosity and efforts of the robot campaign committee, the Women's Health Philanthropy Council, physicians and Golf Classic supporters.

In Memoriam

With sadness we note the passing this spring of two dedicated volunteers and generous donors.

Jerome Joseph Aresty died June 5. The father of two and grandfather of four was 79. An honorary trustee of the Health Foundation, he is survived by his high school sweetheart and wife of 57 years, Lorraine Aresty.

F. Douglas Lawrason, MD, passed away on June 9 at age 89. He served as a lieutenant in the US Navy Medical Corps during World War II. The father of three, grandfather of nine and great-grandfather of two served as chairman of the Morristown Memorial Hospital Board. He is survived by his wife, Elaine Wilson Lawrason.

About the Staff

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