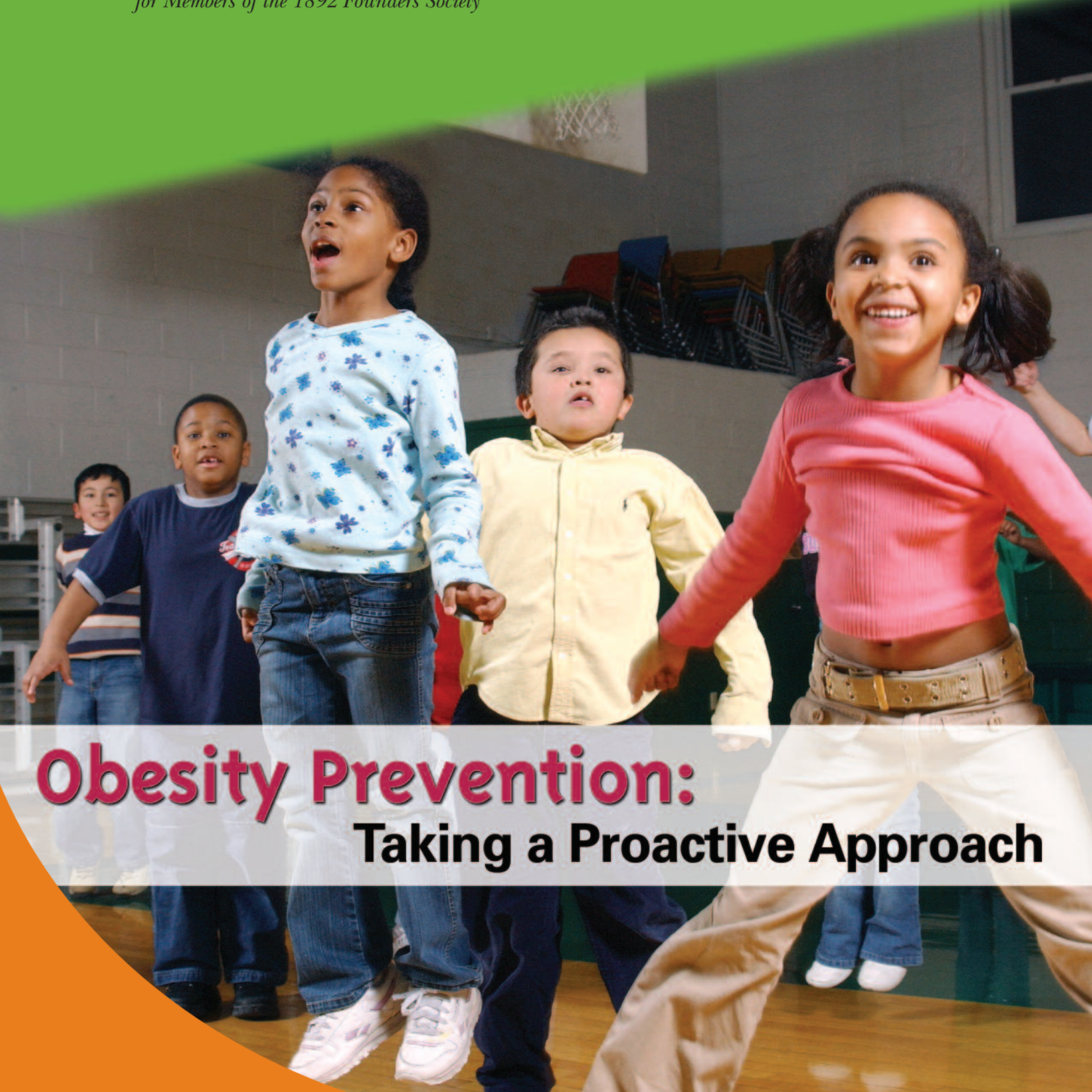


Health Foundation Journal

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for Members of the 1892 Founders Society*



Obesity Prevention: Taking a Proactive Approach

A Distinctive Edge in Cancer Care

By Steven Papish, M.D., medical director of the Carol G. Simon Cancer Center



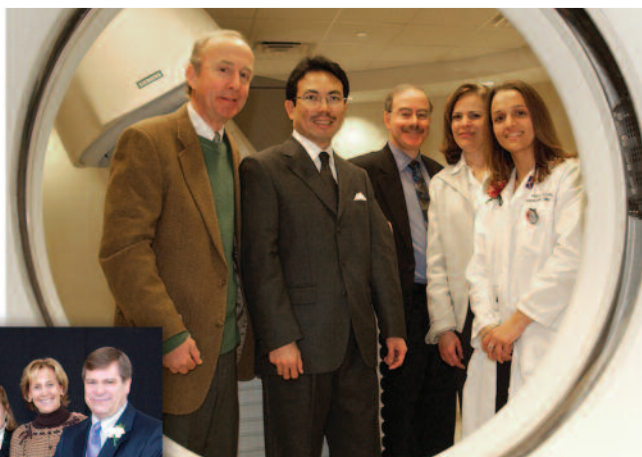
This past fall we celebrated the opening of our expanded Carol G. Simon Cancer Center. The addition was built literally and figuratively on the foundation of our oncology program and the first two floors of the existing center.

To appreciate its importance, consider the history of our oncology program. When my partners arrived at Morristown Memorial over 27 years ago, oncology was vastly different. Office-based chemotherapy was in its infancy, and most complicated chemotherapy treatments were given in the hospital. Radiation Oncology had a cobalt machine, no linear accelerator and certainly no sophisticated image-guided radiation. Laparoscopic and robotic surgery had not been developed, and in breast cancer, the trend toward lumpectomy and radiation rather than mastectomy had only just begun. When I arrived just over 22 years ago, we began to see the trend toward complex outpatient chemotherapy and greater technical advances in surgery and radiation oncology. Communication between oncology specialists became mandatory for good patient care.

The opening of the Carol G. Simon Cancer Center seven years ago took our program to the next level. With oncology specialties under one roof, our physicians began to truly practice multi-modality therapy. Multidisciplinary panels established treatment protocols. We gave the new women's cancer center a permanent home and launched the Peter B. Doherty men's cancer program. We relocated and expanded the transfusion room to include an outpatient oncology facility. Our tumor registry and clinical research offices moved in,

allowing greater participation in clinical research and better access to registry data. With the needs of the total patient in mind, we established the mind body program, nutritional support services and a patient resource room. Our volunteer program flourished; we began offering music in the atrium and music therapy. We brought in a patient liaison on Franklin 4 and renovated the family areas to improve the inpatient experience.

Now, with this expansion, we've gained a new dimension. We've added a third linear accelerator with CT scan accuracy for image-guided radiation. The Carol W. and Julius A. Rippel Breast Center has opened, with local newspapers noting it feels more like a spa than a medical facility. The men's cancer center has attained permanent space, and we've established offices for Allied Surgical Associates, Oncology and Hematology Specialists, and our thoracic oncology program. Medical Oncology's enlarged office allows for more complex outpatient chemotherapy for the almost 200 patients seen daily. The expansion also houses our oncopathology laboratory and allocates more space for the mind body program, social services, and clinical research, helping us to better treat the whole patient.



For people with cancer, it's comforting to know they can turn to one place for all their needs. Are there other options? Sure. In fact, Sloan-Kettering is building a comprehensive cancer center in Basking Ridge. However, it will be an outpatient facility so patients with medical problems that cannot be handled there will have to be transported elsewhere. At the Carol G. Simon Cancer Center, if there's an emergency, we have our full service hospital right here. By providing everything from inpatient and outpatient care to home care, support services and preventative screenings, we give our patients the ability to stay in their own community, close to family and friends. To the thousands of patients who come to us annually, it's an important distinction.

Carol G. Simon Cancer Center rededication activities: bottom, Deepak Chopra, M.D., signs Nancy and Nelson Schaenen's books; center, (l-r) Timothy Simon, Katy Morris, Janet Simon, Cameron Simon, Aimee Bloom, Leigh Porges, and Peter Simon cut the ribbon; top, Rep. Rodney Frelinghuysen, James Wong, M.D., chair of Department of Radiation Oncology, Steven Papish, M.D., medical director of the cancer center, Lydia Tarta, director of Oncology Service Line, and Paula Selaggi, radiation technician therapist, look through the CT scanner.

Faces in Philanthropy

Sam's Fund Benefits NICU

Steve Salzberg lost his newborn daughter, Samantha, in 1987 when she caught an infection during a transfer from Morristown Memorial's then small Neonatal Intensive Care Unit (NICU) to a better-equipped New York hospital. Determined that others be spared this tragedy, he and his current wife, Doris, have devoted themselves to Sam's Fund, raising over \$150,000 over the last several years to benefit the NICU.

"We want to ensure that others won't need to transfer their children elsewhere for life-saving

care," the East Hanover resident says. "Samantha would have been fine if she didn't have to leave Morristown's sterile environment."

With Sam's Fund growing annually thanks to a golf tournament fund-raiser held alternately in Sandestin, FL, and Basking Ridge, the Salzbergs hope to earmark some monies to "ease parents' burdens so they are comfortable while taking care of their children." The 2006 event is in Sandestin on June 6 and 7. For more information, contact Doris Salzberg at 1-888-276-5969.

From One Neighbor to Another

Welcoming old friends and new to its annual charity fund-raiser on May 13, 2005, the Chatham Newcomers and Neighbors Club raised over \$17,000 for a neighbor just down the road — the Goryeb Children's Hospital (GCH). The social event at the Fairmount Country Club featured a silent auction and tricky tray, as well as a talk by Mary Ann Lofrumento, M.D., an attending physician at GCH, a Health Foundation trustee, and Pediatric Philanthropic Leadership Council co-chair (shown here receiving a check from club members Jessica Thorne and Christine Berkson with 5-year-old Jackson Thorne looking on).



Fighting Cancer Is a Family Affair



With moon walks, spin art and casino games, the Nadler Cancer Fund's First Annual Family Celebration offered something for every one of the 200 guests in attendance, including a very worthwhile reason to come together. The September 17, 2005, event, sponsored by Bob's Discount Furniture Foundation and held at the Black River Barn in Randolph, raised more than \$45,000 for the Nadler Cancer Fund, which provides financial support to patients at the Carol G. Simon Cancer Center and

underwriting for nursing education. Started in 2004 by Scott and Jodi Nadler, the fund was the late Dr. Nadler's way to "give to those in need and support a center that had helped him so much." Currently, the fund is raising money to hire a child life specialist to help children cope when a parent or loved one has cancer. For more information, contact Eileen Heltzer, director of annual giving, 973/971-7013.

Never Too Young for FUN Raising

The children bouncing, jumping and climbing at Time In Interactive Play and Party Center on October 12, 2005, were also helping their peers at GCH. The Randolph business donated all proceeds raised from the 100 families in attendance at its first annual FUN Raiser — a total of \$1,301 — to the hospital. "It was a great way to show young children that they could help other children and have fun doing it," says Karl Lens, owner and operator of Time In, LLC.

Promoting Healthier Lifestyles

Donors, Health Care Providers, and Community Leaders Tackle Obesity

“Mom, we can’t buy that milk with the red label anymore; it has too much fat.” That wise deduction, overheard at Neighborhood House’s after school program, came from a second grader who had clearly been paying attention during a weekly nutrition class.

That class, taught by Debra Freschl, a Morristown Memorial registered dietitian, supplements a twice-weekly exercise session in the after school program conducted by Morris Center YMCA exercise physiologists. Both are part of the Children with Healthy Attitudes and Minds Positioned for Success (CHAMPS) project. CHAMPS was developed in response to the frightening statistics on obesity in Morris County, which mirror those nationwide. Donald Hoelzel, M.D., a Morristown Memorial pediatrician and medical director of the Family Health Center’s Pediatric Clinic, knew firsthand that 20 percent of Morristown’s children were obese and an additional 15 percent overweight. Yet no formal programs existed to prevent obesity in local grade school children, the age group in which obesity rates have tripled over the last three decades.

Recognizing that overweight and obese children face health and social problems and that society as a

whole bears the cost, Dr. Hoelzel and Marianne Spiegel, R.N., M.H.A., the nurse manager of the Family Health Center and Specialty Clinics, teamed up with the Health Foundation to bring about change.

With the help of two forward-thinking foundations and a concerned corporation, the CHAMPS project was born. Johnson and Johnson contributed \$30,000 to bring the program to second graders in the Neighborhood House’s after school program in September 2005; Kraft Foods added \$20,000 and the Geraldine R. Dodge Foundation \$10,000 to expand the program to third graders in 2006. “Our problem is sustainability,” Ms. Spiegel says. “Without this outside funding, we don’t have a program. We hope to prove it’s successful with quantitative reporting so that maybe we will be able to obtain additional funding to continue and perhaps expand it.”

Before beginning the program, the children were tested on their knowledge of food. At the end of the school year, they will be retested

to see if the program has made a difference. To help them retain what they learn from week to week, each nutrition class begins with a trivia game that reinforces the previous lesson. The classes, which are arranged by Ms. Freschl, Overlook Hospital dietitian Gale Reed, and CHAMPS project coordinator Sibi Sáenz-Williams, include monthly tasting sessions so the children can explore healthy foods they may not have been exposed to at home. Lessons also teach them how to be more media savvy and

Dietitian Debra Freschl leads a weekly nutrition class at Neighborhood House’s after school program with help from CHAMPS coordinator Sibi Sáenz-Williams (background).



Children in the Neighborhood House's after school program share ideas for making more nutritional snack choices and catch some air in the bi-weekly exercise program.

recognize, for example, when an advertiser is stretching the truth to sell a sugary product.

CHAMPS also coaches Neighborhood House staff so they can emphasize good nutrition while the children are in their care. Soon after the program began, the vending machine on the premises underwent a transformation, with fried snacks and candy bars giving way to baked chips, pretzels and trail mix.

Making headway with parents has been more difficult, Ms. Spiegel says, despite the creative efforts of Ms. Sáenz-Williams, who leads the parent and caregiver education sessions. She provides CHAMPS parents with shopping tips, cooking methods, and ways to adjust ethnic recipes to healthier versions. The challenge has been coaxing parents to attend the group sessions.

A parent educator at the Family Health Center, Ms. Sáenz-Williams was hired in 2005 to implement its Family Education Project, which was funded by Johnson and Johnson with gifts totaling \$65,000 and smaller grants from The Fred C. Rummel Foundation and the Citigroup Foundation. The Family Education Project is larger in scope than CHAMPS—it teaches parents and caregivers about everything from child safety to hygiene—but it also strives to reinforce good nutrition and obesity prevention. Increasing numbers of people have enrolled in counseling sessions at the center thanks to referrals from pediatricians and attending physicians. As more health care providers, social service agencies and daycare centers in the community learn of the Family Education Project, Ms. Spiegel expects more referrals and more families taking advantage of all it has to offer.

Raising awareness of resources available to the community is one of the goals of the Morris Area Obesity Summit, which Morristown Memorial's Community Health Committee is planning for February 13, 2006, at the Morris County Fire and



Police Academy, Morris Plains. The summit is being organized in response to a comprehensive report from the Institute of Medicine of the National Academies. That report suggested steps to take in promoting healthier lifestyles. Summit organizers are inviting representatives from health care, business, advertising, government, schools, and community programs to hear experts on obesity prevention and to brainstorm strategies to implement community-based initiatives to prevent obesity.



“It’ll be good for people to learn what’s being done, where the gaps are, and what we can do to effect change,” says Vicki Hughes, manager of Community Health.

Certainly CHAMPS and the Family Education Project, along with Project TeenFit, an online obesity prevention program targeted to teenagers (see the Fall 2005 *Health Foundation Journal* for details), are steps in the right direction.

To make a donation to any of these programs or to the Morris Area Obesity Summit, please contact Eileen Heltzer, director of annual giving, at 973/971-7013.

Powells Advance Geriatric Care

David and Joan Powell made a gift in June 2005 that is both groundbreaking and much-needed. The Bernardsville couple pledged \$1 million to establish the David and Joan Powell Fellowship in Geriatrics. This annual fellowship will be the first funded through philanthropy at Morristown Memorial and throughout the Atlantic Health System if approved for July 2006 as planned.

Candidates for this graduate position must have completed an internal medicine or family practice residency. The yearlong fellowship will cover all aspects of geriatric care. Upon completion of the program, the fellow will be a board-certified geriatrician.

“We recognize that the fastest growing demographic group is people over 65,” says Mr. Powell, retired senior vice president for Allied Signal (now Honeywell). “Therefore, it seems important that the branch of medicine taking care of this group’s needs be part of Morristown Memorial.”

For over 25 years, the Powells have worked to make the hospital the best it can be. A longstanding

trustee for Morristown Memorial and Atlantic Health System, Mr. Powell also chairs the hospital’s Advisory Board and serves on a host of committees. Mrs. Powell is a member and past president of the Women’s Association of Morristown Memorial.

“The Powells should be lauded for their interest in growing geriatric services and education,” says Joseph Ryan, M.D., medical director of the geriatrics program, which is part of the Department of Medicine, chaired by Stanley Fiel, M.D.

“It’s critical that special attention be paid to the health care needs of our aging population,” adds Dr. Fiel. “Our trainees and professionals need expertise in this area.”

As Dr. Ryan explains, most residents get a skewed view of older patients, seeing them at their most debilitated in the hospital. The expanding geriatrics program will broaden that experience, introducing residents to seniors living independent lives in the community and being rehabilitated in outpatient facilities. “It will change their expectations for geriatric patients in their care,” he says.



Memorial Park Relocated

The Stacy Berger Coulson Park, which had been displaced by the Goryeb Children’s Hospital, was rededicated at the front of the hospital on June 11, 2005. The park pays tribute to Mrs. Coulson, who suffered from a degenerative disease of the bone marrow and died in 1987. A blood drive in her honor is held each June. For a more detailed story, please log on to www.mmhf.org. Pictured: Mrs. Coulson’s mother Janet Kahn and Chief Development Officer Jim Quinn of the Health Foundation.

Launching a Palliative Care Program

“How many of us, if given a choice, would want to die in the ICU?”

Karen Knops, M.D., poses an uncomfortable question, but it’s an easy one to answer. No one wants to spend their last days in the hospital if they don’t have to. That’s where palliative care comes in.

Palliative care, which reaches across all medical fields, aims to relieve suffering and improve the quality of life for patients with advanced illness and their families. An important resource for the patient, family and physician, a palliative care practitioner helps reconcile the medical goals of care with the patient and family’s wishes, providing emotional support, pain management and, when needed, the coordination of care from hospital to hospice or home.

Aware of the growing need for such a program, Morristown Memorial hired Dr. Knops in September to direct and initiate it. She is now seeking funding for a nurse practitioner to assist with patient consultations and for a social worker to provide one-on-one counseling. “My goal is to identify the patients and families suffering the most in the hospital and offer the additional support they need,” she says.

Palliative care intervention will not only assist patients dealing with mortality or loss of function, it will also help the hospital better allocate its resources by moving those who don’t require hospitalization into more appropriate settings, like the new Atlantic Hospice Inpatient Unit at 151 Madison Avenue. Just opened in October with Dr. Knops as the medical director, the facility offers “a home away from home” for those too ill to remain with family but without need for more intensive care.

To support the palliative care program, please call Eileen Heltzer, director of annual giving, at 973/971-7013.

Your Gift Dollars at Work

Heart Hospital Gains Increasing Support

Support for the new heart hospital at Morristown Memorial continues to mount: the Campaign for the Heart topped \$27 million at press time and over 350 members of the Morristown community flocked to the facility's groundbreaking ceremony this past fall. Held in a tent on the west side of the hospital grounds, the October 27 event featured a live band and a video presentation of the technological advances that will be featured in the heart hospital.

The 230,000-square-foot facility, which is scheduled to open in the summer of 2008, will consolidate all cardiovascular services at Morristown Memorial. It will include 148 private rooms with in-room access to digital imaging;

four cardiac operating rooms, one of which will be equipped for robotic surgery; and another electrophysiology lab, complementing the Huff Electrophysiology Lab, which came online in 2005. Additionally, space will be provided for the Cardiac Health Center, a chest pain observation center, and the latest noninvasive cardiac imaging, including Cardiac MRI and Rapid Multislice CT.

"The heart hospital will give us the physical plant to fulfill our goal to deliver excellent patient care with the latest in cutting-edge technology," says Charisse Fizer, R.N., M.S.N., director of cardiac services. "It will give us the ability to perform our procedures and techniques in a patient-friendly way with minimal discomfort and quickly return patients to optimal lifestyles."



Breaking ground: Joseph Trunfio, Ph.D., Atlantic Health System president and CEO; Joanne Conroy, M.D., Atlantic Health System executive vice president and Morristown Memorial chief operating officer; Grant Parr, M.D., the Dorothy and Lloyd Huck chair, Department of Cardiovascular Medicine; Charisse Fizer, R.N., M.S.N., director of cardiovascular services; Dexter Earle, Health Foundation board chair; and Les Quick III, Campaign for the Heart chair

A Dynamic Nurse Leaves a Fitting Legacy

Lolita Navarro-Iqbal, an advanced practice R.N., may have retired in December, but she will continue to make an impact in the field to which she dedicated herself for 37 years. She has pledged \$25,000, with the support of her husband, Zafar Iqbal, a New Jersey Institute of Technology professor, to establish the Lolita Navarro-Iqbal Psychiatric Nursing Continuing Education Fund. Beginning this year, the fund will enable at least two nurses annually to attend a one-day conference or seminar to advance their knowledge of psychiatric disorders.

"I find there's a need for all nurses to pursue ongoing education in psychiatric mental health issues," says the Morristown resident, who is board-certified in psychopharmacology. "If they have a good understanding of what a patient goes through, with postpartum depression or addiction, for example, they can be more empathetic and provide better care for their patients."

Ms. Navarro-Iqbal's skill at helping patients with psychiatric disorders has been valued across the

Morristown Memorial campus and beyond. Years ago, she developed a nonmedical emergency code to control violent behavior; Code White is now in use at all hospitals in the Atlantic Health System. A clinical resource for the staff, she has provided crisis intervention services to the Emergency Department, to inpatients on Franklin 5 and those headed into outpatient facilities, including the mental health program at Atlantic Rehabilitation Institute. She has also evaluated, prescribed medication for and monitored patients at the Family Health Center and at halfway houses and shelters throughout the community.

"Morristown Memorial has been a second home to me," she says. "This fund will be my legacy, my way of making a difference."



Photo: Susan Johns

Calendar

Mansion in May 2006

April 30–May 31, 2006

Ross Family Farm, Basking Ridge, N.J.
For more information, call the
Women's Association of Morristown
Memorial at 973/971-5480

17th Annual Golf Classic at Baltusrol

June 5, 2006

Baltusrol Golf Club, Springfield, N.J.
For more information or to register,
visit www.mmhf.org

Sam's Fund Annual Golf Tournament

June 6-7, 2006

Sandestin, Florida
For more information, call Doris
Salzberg at 1-888-276-5969.

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Brookfield Society members

gathered at Rod's 1890's Restaurant,

October 11, for a luncheon honoring

their commitment to Morristown

Memorial. Pictured: Dr. Stephen

Wang, retired vice president of

academic affairs for Atlantic Health

System, and his wife, Sherry.

About the Staff

■ Please feel free to contact MMHF staff at 973/971-7240. For a full staff listing, log on to www.mmhf.org and select Who We Are > Our Staff

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