



HEALTH FOUNDATION
Journal

Winter 2007

CRITICAL CARE:
Taking Intensive Measures
for Intensive Stress



Morristown Memorial
HEALTH FOUNDATION

T H E P A S S I O N T O L E A D

the Inner Workings at MMHF

High Quality Care and a Facility to Match

By Joseph Ramieri, M.D., chairman, Department of Obstetrics, Gynecology, and Women's Health, Atlantic Health

Asked recently what my six-year tenure at Atlantic Health was like after having spent 27 years in private practice, I called it a gift. Yes, overseeing a Regional Perinatal Center is an enormous responsibility, but the rewards, I've discovered, are many. That designation, the highest issued by the state, means we care for women with the most complicated pregnancies and infants with the greatest need. It means we operate in service to other hospitals, tackling the most challenging cases.

To meet that responsibility, we've put together an incredible team. We have three board-certified gynecologic oncologists, specially trained to treat cancers of the female reproductive system. We have a nationally renowned urogynecologist, who has started a fellowship training program in this growing subspecialty and

is active in clinical research. These physicians are skilled in the most advanced technologies, including minimally invasive laparoscopic surgery using robotics.

We also have six excellent maternal-fetal medicine specialists—perinatologists—trained in comprehensive diagnostic procedures to monitor fetal health. Our team handles the highest number of first trimester Down Syndrome screenings in the state and the fourth highest in the country. Their expertise means that our patients get the highest level of readings possible and the knowledge to care for a baby with special needs.

Our perinatologists work hand in glove with our own top-notch Neonatal Intensive Care Unit and with an experienced group of reproductive endocrinologists in private practice just across Madison Avenue. Women who have trouble conceiving or who face complicated multiple births are in the best hands here. What's more, these physicians are supported by a staff whose depth of knowledge and caliber of training never fail to impress.

Soon we will have a facility to match the outstanding care given to our patients. When the new Arlene and Kermit Meade Pavilion opens in April, the maternity

center will gain an entire floor, adding 33,900 square feet of space to the existing 58,000 on Jefferson A and Simon A. Ultimately, 54 private rooms will be available for patients. Instead of two operating rooms, we will have space for four—an important addition as more women opt for cesarean sections over vaginal births. Currently, about one-third of approximately 3,600 deliveries each year are cesareans, with trends indicating that it could easily climb to half. The new facility will also provide private recovery room space, ante-partum beds next to nursing stations for patients with medical complications, and dedicated space for educational purposes.

Perhaps most exciting, we're moving toward a paperless labor and delivery system with decision support software built right in. When patients check in, their medical history will be entered into the system. Subsequently, when a medical decision is keyed in, the computer will draw upon its database of world literature and recommendations from the American College of Obstetricians and Gynecologists, and, if warranted, argue why the decision may not be the best approach. For patient safety, there's nothing like it.

In 2007, we also hope to add a free-standing residency in obstetrics and gynecology. Currently, we welcome residents from New Jersey Medical School for eight-week rotations. With a free-standing residency, we would have primary responsibility for residents over the course of four years, training them rigorously in our techniques. Because physicians need a thorough understanding of everything they teach, residencies dramatically improve the quality of medicine at a hospital—and that bodes well for our patients.

Perhaps now you can understand what I mean when I say that my position here is a gift. I head a department of wonderful, capable people. I get to teach medical students and residents, and I have at my disposal the most technologically advanced resources. Could it get any better than this? If so, our patients can rest assured that we'll figure out how.



Faces in Philanthropy

To plan an event of your own, call Eileen Heltzer at (973) 593-2412.

Getting a Tour and an Education

Where do guests invariably end up at a party? In the kitchen—often to their hosts' dismay. But on December 7, the Somerset Hills Kitchen Tour welcomed folks into the heart of 10 homes for a good cause. The event, sponsored by Burgdorff Realtors, raised awareness about diabetes and collected \$52,000 for the BD Diabetes Center for Children and Adolescents at Goryeb Children's Hospital. At each home, guests sampled delectables donated by local restaurants and caterers, while learning about the spiraling threat of this chronic illness. Diabetes educators, doctors, and nurses were on hand at each stop to answer questions.

If you would like to help children and teens living with diabetes, please contact Geraldine Kling, director of major gifts, at (973) 593-2414 or geraldine.kling@atlantichhealth.org.

NYMEX Spells Relief for Pediatric Patients

A \$25,000 grant from the NYMEX Charitable Foundation is offering pediatric patients and their families some relief from the stress of hospitalization and from the pain that can't be managed by medication. The grant is funding mind/body therapies, such as progressive muscle relaxation, guided imagery, and reflexology, which have been demonstrated to improve a patient's psychological functioning and quality of life. When administered before surgery, these therapies also help to improve recovery time and reduce pain afterward.

"This gift is so wonderful because it helps with relaxation and pain control," says Liz DuBois,

R.N., manager of the Goryeb Children's Hospital. "Relaxation therapy takes kids' minds off being hospitalized, and the pressure point techniques relieve their head and stomach aches."

Prior to receiving this grant, patients' families had to pay for mind/body interventions out of pocket because insurance companies do not cover this type of therapy. Now, for the next year or so, patients will receive the services they need regardless of their families' ability to pay.

If you would like to join NYMEX in supporting the pediatric mind/body program, please contact Geraldine Kling, director of major gifts, at (973) 593-2414.

Cancer Survivors Donate Artwork

Breast cancer survivor Kathy Solu and her husband, John, of Madison commissioned five pieces of high relief sculpture by Virginia artist Christine Harris for the Carol W. and Julius A. Rippel Breast Center this fall. Ms. Harris, also a cancer survivor, added a sixth piece to the stunning collection that now graces the center's dressing rooms in the Carol G. Simon Cancer Center. Pictured (l-r) Jean Schwartz, M.D., Paul Friedman, M.D., Ms. Harris, and the Solus.



Paying Tribute with Action

Have you ever wanted to bring about change but you wondered what one person could possibly accomplish? Not Cheryl Calello. Determined to bring attention to melanoma, the skin cancer that claimed her mother's life in February, she and her sister-in-law, Fran Calello, set up an information table at the ShopRite of Parsippany in November. Shoppers responded with over \$1,000 in donations to The Gloria Goldberg Memorial Melanoma Research Fund, started at the Health Foundation in July in memory of Mrs. Calello's mother. While her goal is a cure for the devastating disease, Mrs. Calello adds, "I want people to see what one day of volunteering can do. I hope it inspires others to get involved."

Nurturing Extends to Patients' Families

Critical Care Units Seek to Reduce Anxiety

The team in the adult Intensive Care Unit (ICU) at Morristown Memorial has always appreciated good literature. We're not talking about Hemingway and Hawthorne. This group gravitates to the American Journal of Critical Care and other clinically relevant publications, staying current on the latest information to make the ICU the best it can be.

When research showed that families with an ICU experience suffer symptoms of acute post-traumatic stress disorder at a higher rate than those who had a regular inpatient experience, the team knew it had to act.

boxes in the renovated waiting room and had clergy make daily rounds. They began notifying families personally when loved ones were transferred out of intensive care. And they developed a wish list of measures they would put in place, if only they had the funding.

Their efforts led to the 2006 Annual Fund Special Project: the Family Enhancement Program for Critical Care Units, which covers all ICUs, the Cardiac Post-Anesthesia Unit, the Neuro Special Care Unit, and the Medical Step-Down Unit. Although the final amount raised had not yet been tallied at press time, the response throughout the year has been so encouraging that Ms. Fochesto anticipates families will get everything on the wish list.

To address their desire to be more informed, computers loaded with software from the Society for Critical Care Medicine will be installed in the waiting rooms of critical care units. When family members log on, they can "meet the team" in their



"Emotional stress has a tremendous impact on physiological response and reserve," says ICU manager Denise Fochesto, M.S.N., R.N. "People have only so much reserve, and they depend on it to get through stressful times. Families with loved ones in ICUs don't sleep, eat, or rest well. They have increased heart rates and anxiety. They deplete their reserve and don't give their bodies a chance to recover.

"Research indicates that family education and stress exploration decrease those symptoms," she says, "So we asked ourselves, what can we put in place for our families?"

They began with a survey and then set about tackling the "top dissatisfiers" pinpointed by respondents. They reduced noise levels, instituting quiet time for all patients. They placed prayer



specific unit; get details on medications, procedures, and diagnoses; learn questions to ask and tips to help children adjust; and get links to sites for in-depth information on medical problems or even legal issues. Online, families can tour a sample ICU room and click on everything in it for an explanation in layman's terms. The site also contains the Critical Care Family Satisfaction Survey that the units will use to measure what's

Above left: Social worker Jeannine Lynch, L.S.W., with ICU visitor Jeremy Ellermeyer. Above right: ICU manager Denise Fochesto, M.S.N., R.N. (left) and customer satisfaction manager Fatima Alves, M.H.A., reviewing the new family-centered software

working and what isn't.

Using the computers, family members will also be able to access www.thestatus.com, where they can follow the template to create a personal web site to keep extended family and friends up-to-date on the patient's condition, apprise them of whether calls or visits are welcome, and invite them to send messages. Each personal web page, which can be created in English, Spanish, German, French, or Arabic, can be accessed only by password to ensure privacy.

To help alleviate anxiety, the critical care units are teaming up with the hospital's Mind/Body Center to provide chair massages, meditation, relaxation and music therapy, and support groups—all free of charge. Ms. Fochesto has also reached out to an Atlantic Health dietitian who will conduct sessions for families and staff on which foods contribute to stress.

While the enhancement program is directed at families, Ms. Fochesto points out, staff well-being is vitally important, too. "Every week when families under stress lash out from the pain and suffering, the nurses and residents take that backlash," she says. "It's human nature to get defensive, and the outcome is not therapeutic for anyone. If we can relieve some of that stress, maybe interactions will be calmer."

To that end, the units will offer monthly education sessions to staff to increase their knowledge base and address their own stress

responses. They also hope to institute an annual trauma survivors' picnic, modeled after the one already in place in the Neonatal Intensive Care Unit. Patients can connect with others who have been through the critical care experience and reunite with the medical team that cared for them. "It's good for patients and very therapeutic for the staff, who often never know what happens to patients after they transfer out."

The effectiveness of the entire program will be measured by speaking directly with families and through surveys. Adjustments will be made, Ms. Fochesto says, until the units see reduced anxiety for all and improved satisfaction among patients and families.

"I'd love for our family liaison to ask family members, 'What are we missing?' and have the answer be, 'Not a thing.'"



Music Therapy Gains Renewed Support

The Jeffrey Frank Wacks Music Therapy Program has become such a valued, integral part of the care extended to adult oncology patients at the Carol G. Simon Cancer Center and on the inpatient unit at Morristown Memorial that it's hard to imagine doing without it. Happily, such troubling thoughts were laid to rest with a recent commitment from the Jeffrey Frank Wacks Memorial Fund that doubles its previous support of the program.

The fund's \$500,000 pledge has provided for the continuity of the music therapy program and its expansion into new areas of the hospital. The gift enables certified music therapist Leah Oswanski to devote herself full time to patients in need, provides funding to launch a music therapy internship program, and continues support of the popular Music in the Atrium program.

"Our hope is that music therapy will be brought hospital-wide in much greater depth than it is now and expand to other oncology centers within Atlantic Health," says Linda

Wacks, mother of the program's namesake.

If her son could see the good that has come from his love of music, he would no doubt be pleased. Mr. Wacks, an artist and musician, died of non-Hodgkins lymphoma, 10 years ago at the age of 27. In his memory and in appreciation of the doctors and staff at Morristown Memorial, his family established the fund to "provide emotional support and comfort for cancer patients and their caregivers that extend beyond normal boundaries."

"Music soothes, and it was very important to Jeffrey," says Mrs. Wacks. "This program, which is such a fitting way to honor our son, has made enormous strides over the last five years. We want to make sure it goes forward."

An evening of food and music to benefit the Jeffrey Frank Wacks Music Therapy Program is scheduled for April 12, 2007. For information, contact Eileen Heltzer, director of annual giving, at (973) 593-2412 or eileen.heltzer@atlantichhealth.org.

Helping Children Cope

Child Life Expert to Join Simon Cancer Center

The world, at times, may seem frightening to children, particularly when a parent is being treated for cancer. The Nadler family experienced that firsthand when the late Scott Nadler, D.O., was fighting gastroesophageal cancer at the Carol G. Simon Cancer Center in 2004. He and his wife, Jodi, had two young daughters struggling to understand their dad's illness.

"In situations like that, we would call pediatrics to help," says Lydia Tarta, R.N., director of oncology services. "We met the families' needs, but we felt we could do better. We want dedicated resources in this area, not just someone coming in on an as-needed basis."

That wish is coming true, in large part because of the Nadlers, who established The Nadler Cancer Fund "to give back to those in need" and to support the Simon Cancer Center, "a model center for cancer care

nationwide." For the last two years, the fund has grown through donations raised during an Annual Family Celebration day. This year, the event generated over \$45,000, bringing the total monies raised to \$154,000—more than enough to hire a child life specialist specifically for oncology.

This specialist, Ms. Tarta says, "will help parents talk with their children when illness strikes their family and provide an outlet for children to express their thoughts, feelings, and concerns."

The Nadler Fund will also continue to cover miscellaneous expenses for needy patients, such as prescriptions, special medical devices, and cab fare. If you would like to support the Nadler Fund, please contact Eileen Heltzer, director of annual giving, at (973) 593-2412.

Discovering Planned Giving's Great Rewards

As two families recently learned, planned gifts can offer tax advantages while benefiting institutions the donor holds in high regard.

Claude and Gloria Offray, longtime benefactors of Morristown Memorial, chose a charitable gift annuity as their latest act of generosity. This planned giving vehicle will provide the couple with regular payments for life and an income tax deduction, while helping to build Morristown Memorial's Arthritis Education and Training Suite.

"I give where I think it's necessary," says Mr. Offray. "I chose the arthritis suite because I have arthritis, and it's bad enough that I'd like to see it cured. But I'm lucky; I'm tough enough to take it. Some people may not be as lucky. Those are the people I want to help."

For Calvin Shen, M.D. and his wife, Lucy Chen,

M.D., the deferred gift annuity they recently selected is not just a smart estate-planning vehicle, it's also their way of saying thank you to Atlantic Health and Morristown Memorial, which they agree have "been integral to the success of our professional careers."

Like a regular charitable gift annuity, a deferred gift annuity can be established with cash, securities, or other property, and donors receive fixed payments for life and a tax deduction for the year in which the gift is made. Payments from a deferred gift annuity, however, do not begin immediately but at a future date of the donors' choosing.

For more information on planned gifts like these, contact Cynthia W. O'Donnell, J.D., director of major and planned gifts, at (973) 593-2418 or cynthia.odonnell@atlanticehealth.org.

Living Better, Living Longer

A capacity crowd of over 300 people attended the 13th Annual Wellness Lecture, featuring Mehmet Oz, M.D., vice chair and professor of surgery at Columbia University. The best-selling author spoke in layman's terms about our bodies and the healthy choices we can make to live a life of optimum health. Dr. Oz, who directs the Cardiovascular Institute and Complementary Medicine Program at New York Presbyterian Hospital, also acknowledged the innovative cardiovascular program at Morristown Memorial and thanked one of his mentors, Grant V. S. Parr, physician-in-chief of the Gagnon Heart Hospital. Pictured (l-r) Dr. Parr, Dr. Oz, Frank Smart, M.D., chair, cardiovascular medicine, and John Brown III, M.D., chief, cardiovascular surgery.



Photo: Sal Benedetto

New Trustees Join Foundation Board

In November, the Health Foundation board grew stronger with the addition of six new trustees: Jerome and Lorraine Aresty, Dan Harding, Cathy Markey Huff, Esq., Adrienne DZ Kern, and Karen Kirby.



Mr. Aresty, a retired executive vice president of Parsippany-based Alfred Dunner, Inc., and his wife were named honorary trustees for their uncommon generosity to Morristown

Memorial. The Radiation Oncology Center in the Carol G. Simon Cancer Center is named for the pair, and the Aresty Day Hospital in the Goryeb Children's Hospital is named for them and other family members. The Arestys have supported the Campaign for Encompassing Care, the Campaign for Children, and the first Carol G. Simon Cancer Center campaign, as well as the Library Fund and the Annual Fund. The Morristown couple has two children.



Mr. Harding, a senior advisor with Harding Loevner Management, has volunteered on the Health Foundation's Financial Oversight Committee and Investment Sub-Committee and has taken on the role of primary investment contact for the Charitable Gift Annuity Program.

Active in the Campaign for Encompassing Care, he has also supported the Annual Fund and the Cancer Center of Excellence. A board member of the Nature Conservancy of New Jersey and the Great Swamp Watershed Association, Mr. Harding and his wife, Pamela, live in Basking Ridge and have two children.

Ms. Markey Huff, an attorney with W.R. Huff Asset Management and a generous donor to the Campaign for the Heart, has supported the Arrhythmia Research Fund,



the Annual Fund, and the Neonatology Fund. She is a trustee of The Peck School and First Presbyterian Church of New Vernon. Previously, she served on the board for e.spire Communications and was an observer to the board of the New York Law Journal. She and her husband, William Huff, live in New Vernon and have three children. The Electrophysiology Laboratory in the cardiovascular area on the D-Level is named for the Huffs.



Mrs. Kern, a champion of quality pediatric care, has supported the Pediatric Emergency Room Fund, the Pediatric Center of Excellence, and the Campaign for Children with her husband, David, and their two children. The Madison resident serves on the vestry for Grace Episcopal Church and is a member of the Junior League of Morristown and a volunteer for Family Services of Morris County.



Mrs. Kirby, a supporter of and volunteer solicitor for the Campaign for Children, has also donated to the Campaign for the Heart, the Annual Fund, and the Pediatric Center of Excellence. The New Vernon resident has served on the boards of St. Philip's Academy in Newark and the Junior League of the Oranges and Short Hills. She also served as president and as a member of the Council of Lafayette Women for Lafayette College. The mother of four is married to Jeff Kirby, a director of the F.M. Kirby Foundation, which has committed more than \$5.5 million to Morristown Memorial over the years. The Walker Kirby Floor in the Simon Cancer Center is named for Mr. Kirby's mother.

Campaign and Construction Move Forward

As the foundation for the Gagnon Heart Hospital was being poured and the Arlene and Kermit Meade Pavilion neared completion, repeat gifts from devoted friends and corporations brought the Campaign for the Heart to over \$40 million at press time.

The Schering-Plough Corporation added \$250,000 to its previous pledge of \$50,000. Pfizer Inc., which has already given \$75,000 to the Cardiac Health Center and \$50,000 for the creation of two educational DVDs for cardiac patients to take home, contributed another \$50,000 to produce two additional DVDs.

Gary and Liz Fisch, the owners of Gary's Wine and Marketplace of Madison, Bernardsville, and Chester, once again designated \$15,000 in proceeds from their Grand Annual Walk-Around Tasting at the Madison Hotel to the Campaign for the Heart, bringing their total gift to \$30,000.

Lastly, two solid supporters of Health Foundation projects, The Chubb Corporation and The Willits Foundation, each contributed \$25,000, which has been designated for the new heart hospital.

We've Moved!

The Health Foundation relocated in November to first floor offices at 475 South Street, Morristown. Our new main office number is (973) 593-2400. Please visit www.mmhf.org for individual staff extensions. Our fax number, (973) 290-7561, and mailing address, 100 Madison Avenue, Morristown, New Jersey 07962-1956, remain the same, but please note that our email address domain has changed from ahsys.org to atlantichealth.org.

Donor Wall Update Delayed

Due to construction in the hospital's main lobby at the Madison Avenue entrance, the 1892 Founders Society Donor Wall was not updated in 2006. A new donor wall that includes the 2005/2006 donors will be unveiled in the fall of 2007 when the new lobby is completed.

CALENDAR OF EVENTS

For a complete list of events please visit our web site at www.mmhf.org.

Arlene and Kermit Meade Pavilion Dedication

March 29, 2007 (by invitation only)

For information, contact Adrienne Bini, campaign coordinator, at (973) 593-2403 or adrienne.bini@atlantichealth.org

"Come to Our Cabaret"

April 12, 2007

An evening of food and music to benefit the Jeffrey Frank Wacks Music Therapy Program at the Carol G. Simon Cancer Center. Malcolm Forbes Amphitheatre, 5:30 – 8:30 p.m. For information, contact Eileen Heltzer, director of annual giving, at (973) 593-2412 or eileen.heltzer@atlantichealth.org.

New Maternity Center Week-Long Celebration

April 15 – 21, 2007

Free public events held daily in the Arlene and Kermit Meade Pavilion; festivities conclude Saturday with a brunch and lecture in the Malcolm Forbes Amphitheatre. For more information, contact Atlantic Health's call center at (800) 247-9580.

Cinco de Mayo

April 28, 2007

Short Hills Hilton
Dinner, dancing, mariachi, silent auction, and raffle to benefit the Neonatal Intensive Care Unit. For information, contact Karen Johnson of the Women's Association of Morristown Memorial Hospital at (973) 971-5480 or kjohnson@atlantichealth.org.

Jefferson Associates Celebrated

Donors contributing \$1,000 to \$2,499, trustees, and special friends were feted at the 1st Annual Jefferson Associates Reception, held October 4, 2006, at the Madison Hotel. Special recognition went to those who have supported the hospital 15 consecutive years or more. Guests received an overview of the cardiovascular program from Frank Smart, M.D., the new chair of cardiovascular medicine, and an update on the state of the hospital from Joanne Conroy, M.D., executive vice president, Atlantic Health, and chief operating officer, Morristown Memorial.

Pictured (l-r): William Rooke and William and Susan Bruen.



About the Staff

Please feel free to contact MMHF staff at (973) 593-2400. For a full staff listing, log on to www.mmhf.org and select Who We Are > Our Staff

Written and edited by Regina Diverio

Morristown Memorial Health Foundation is a nonprofit public foundation whose mission is to inspire community philanthropy to advance exceptional healthcare for patients at Morristown Memorial Hospital. Our objective is to utilize philanthropy to preserve and expand the hospital's programs and services in direct patient care, clinical research, medical and public health education, and preventive medicine.



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