Free health screenings, therapeutic massages, Zumba demonstrations, and giveaways drew hundreds to Morristown’s Headquarters Plaza on September 10, 2011, for the 16th annual Community Health Day. Staffed by Morristown Medical Center experts and area health professionals, the day was sponsored by the Foundation for Morristown Medical Center, Toyota of Morristown, Toyota USA, Verizon and NJ SHARES (Statewide Heating Assistance and Referral for Energy Services).

Pictured top to bottom: Joan Wheeler, RN, shares her stethoscope with a young doctor-in-training; Harriet Stambaugh, RN, takes a resident’s blood pressure; Martha Schinbeckler, RN, administers a bone density exam; Sam Wakim, DMD, of the Zufall Dental Clinic does an oral cancer screening and a representative from the N.J. Commission for the Blind conducts an eye exam.

Photos: Becky Bedrosian
We all want healthy, outgoing children with promising futures carved from the solid foundation of a happy home. But navigating the twists and turns of parenthood can prove a bit daunting when you throw into the mix overlapping schedules, internet socializing and the terrifying epidemic of childhood obesity. Here are some answers to questions parents commonly ask:

1. How much exercise does my child really need?

Our children need an average of 60 minutes of vigorous, preferably outdoor exercise every day. The reality is that children aren’t getting exercise in school. Recent studies show that a typical gym class has a child moving for about four minutes. Children also spend an average of four to six hours each day watching television.

2. Can I prevent my teenager from having sex?

Parents, many times, underestimate the impact their words have on influencing their teenagers. When parents speak directly to their children on this subject, studies show a delay in the start of sexual activity and also an increase in condom use.

3. How do I know if I have over-scheduled my child?

Do your children have “dead-eye” syndrome? How often do you see them smile or make a joke? Take a look at their schedules and answer honestly whether you could do it every day. Many kids are on an over-scheduled path and can’t get themselves off. It is our job as parents to give them permission to do less.

4. How can I help my child to be happy?

Studies show that optimistic people are happier overall with life. You can be a role model. Teach your children, though, that life isn’t always rosy. They need tools of coping. For example, if a 5 year old has trouble on the playground, you can talk to him about hurt feelings and help him to feel empowered, even in negative situations.

5. My teen is hanging around with a rough crowd. Should I read his or her texts?

Reading texts could completely erode the trust between parents and their teens. Being engaged in their lives and knowing all of their friends can be critical. If a riff-raff element starts to creep in, discuss these concerns immediately with your teen. Give them parameters and curfews. Remember, a family meal can have a powerful impact on their lives.

6. What is the cause of so many food allergies today?

There are more food allergies most likely because of alterations in the food supply that are priming these allergic responses. New proteins have been genetically modified and can trigger allergic reactions. However, if a child suggests he or she is lactose intolerant or can’t eat gluten, be aware that these claims could signal the beginning of an eating disorder.
To plan an event of your own, call Bronwyn Fraser at 973.593.2440.

Calling All Runners-Up

The Sodhani family expanded its nursing awards program by an additional $2,000 this year. Since 2008, the Sodhani Foundation has given two $2,500 scholarships annually, one for nurses to pursue research and the other for nursing assistants to further their continuing education. To maximize the number of participants, the Nursing Best Practices Award and the Certified Nursing Assistant (CNA) Advancement Scholarship now include second place prizes of $1,000 each.

In 2011, Martha Nunez, RN, and Kristen Luttenberger, RN, were the first and second place award winners, respectively, for nursing. For the certified nursing assistant awards, Conchetta Fullwood took first place and Ashley Johnson was the second place recipient.

(l-r) Kristen Luttenberger, Martha Nunez, Ravi and Vishakha Sodhani, Veena Sodhani Agarwal, Conchetta Fullwood and Ashley Johnson. Photo: Media Services

Getting to the Heart of the Matter

A healthy heart for every baby was the impetus behind a $26,000 gift from Kevin and Joy Cox. The funds are earmarked for a new pediatric echocardiography machine for the Children’s Heart Center at Goryeb Children’s Hospital. This advanced machine will provide improved accuracy in the detection and monitoring of cardiac abnormalities in the fetus and bring potentially lifesaving treatment as a result.

“Twenty six years ago our son was diagnosed with a congenital heart defect,” says Mr. Cox. “The hospital and Dr. Christine Donnelly played a critical role in his ongoing care. We wanted to show our thanks and help this incredible asset – our community hospital – move ahead to the next level.”

Dr. Christine Donnelly and pediatric technician Alexis Harrison conduct a pediatric echocardiogram for patient Sam Prince. Photo: Becky Bedrosian

IM Touched

The Boye Foundation – at the request of Bob and Nancy Boye – recently gave $20,000 to integrative medicine (IM) for Carol G. Simon Cancer Center. The foundation is a longstanding donor to both oncology and cardiovascular services. The Boyes were grateful for the care their daughter, Whitney, received from Jean Marie Rosone, LCSW, IM coordinator at the cancer center. Whitney passed away from breast cancer in 2011.

“I was able to do both therapeutic acupressure and counseling with her,” says Ms. Rosone, who also holds a degree in social work. “She was able to process how to deal with her illness. There was a time for crying and laughing.”

The gift will fund an ongoing spirituality retreat for patients and new T’ai Chi Chih and strength-building classes.
Community Support for Hospital Thrives

From paper pumpkin sales to extravagant golf outings and grand wine tastings, creative fundraising efforts on the hospital’s behalf were plentiful this past year thanks to local business and service organizations.

In June, the Morristown Rotary Club teamed up with Dr. Marc Benton for the third annual Morristown Rotary Golf Outing, held in Basking Ridge, which raised more than $10,000 for expansion of the operating rooms at Morristown Medical Center.

Also in June, the Mendham Recreation Department sponsored a 5K/10K race and children’s fun run, with help from the Foundation’s Kids4Kids Committee, that raised $500 for Goryeb.

For the second year in a row, Tons of Toys sold paper pumpkins in October and dressed up the windows and walls of the Madison-based store. Proceeds of more than $1,000 were given to Goryeb Children’s Hospital.

“Many of the kids in this area go there for bumps and bruises,” says Chris Brinkofski, owner of the Main Street toy shop. “Since children are our business, it makes sense to donate there.”

Gary’s Wine and Marketplace chalked up another $3,900 during its 20th annual wine tasting event. The 2011 Grand Tasting was held at The Park Avenue Club in Florham Park this past October.

Also, a $2,000 grant from the Kiwanis Club of Greater Parsippany Foundation, Inc., allowed the Child Life program at Carol G. Simon Cancer Center to roll out its new At Home Services program, which brings child life services to the homes of families coping with cancer.

Keeping Them Smiling

Delta Dental of New Jersey Foundation has given many patients of the Leonard Szerlip Dental Center at Morristown Medical Center a reason to smile. For almost 10 years, Parsippany-based Delta Dental has contributed more than $348,000 — including $75,000 in 2011 — to the dental clinic for refurbishing equipment; supporting “Senior Smiles,” which brings free dental services to the elderly; and extending free dental care to the developmentally disabled in the area.

“We take great joy in giving back to the community by helping these two groups who would otherwise see visiting the dentist as a luxury that may not happen in their life,” says Diane Belle, Delta Dental’s vice president of corporate communications.

A Mile of Memories

More than 200 neighbors, friends and family members of the late Sherry (Bock) Flanagan laced up their sneakers and took Strides for Sherry around her beloved Sunset Lake in Bridgewater. The 1.5 mile walk, held in August, was part of a day of fun, music and friendship celebrating Ms. Flanagan’s life and raising more than $10,000 for Carol G. Simon Cancer Center.

“Sherry was a warrior in the way she continued to positively affect those whose paths she crossed,” says sister-in-law and walk organizer Cheryl Beneduce Bock. “She lived her life to the fullest with peace and grace. Her sons say she earned her wings.”

Courageous for Kids

Firefighters and police officers have always sparked admiration in a child’s eyes and now more than ever. Two recent fundraisers by these local heroes raised more than $5,500 for Goryeb Children’s Hospital.

In August, the Morris Township Fire Department sponsored a 5K race and 1-mile Kid Fun Run at Ginty Park in Morristown with proceeds benefiting the Kid-FIT fitness program at Goryeb.

The Scotch Plains Police Children’s Charity Golf Outing in September brought more than 150 golfers to the Shackamaxon Country Club for its 26th annual fundraiser for children’s charities.

“It gives us satisfaction knowing we’re helping people, especially kids,” says Scotch Plains Police Sergeant Jeff Briel, who co-chaired the event.

All suited up: Firefighter Michael Wilson tackles the 5K
Yes to Yoga

Children suffering with inflammatory bowel disease (IBD) now have a chance to relieve uncomfortable symptoms simply by breathing and stretching their way through an innovative new yoga study launched at Goryeb Children’s Hospital.

Anonymous donors, whose son suffered throughout childhood with IBD, made a generous $50,000 gift toward this study. Knowing firsthand the pain their son withstood and forever indebted to Joel Rosh, MD, and his entire team for the quality care they provided, the donors want to help other kids exhibiting these unpredictable and sometimes embarrassing onset symptoms.

The study will determine if a structured yoga program, in addition to standard medical therapy, will improve patients’ quality of life.

Photo: Shelley Kusnetz

Two-Fold Gift Helps Many

Longtime donors Dan and Mary Carroll are continuing their support of cardiovascular services but, with two sons who are EMTs, they also wanted to build up the resources available in the Emergency Department (ED).

So now, thanks to their $30,000 gift, physicians overseeing complicated valve procedures will soon have a new three-dimensional transesophageal echocardiography probe with advanced imaging capabilities, and the ED can train more personnel for the Family Assistance & Support Team (FAST).

“FAST volunteers manage the practical needs of patients’ families in crisis, such as contacting clergy and updating loved ones on the medical progress of the patient,” says FAST coordinator KJ Feury, RN, certified advanced practice nurse.

Pictured (l-r) David, Dan, Mary Lou and Douglas Carroll

Not Until You Eat Your Veggies

Pinnacle Foods’ Birds Eye brand put its money where kids’ mouths are by donating $25,000 to the Family Health Center’s H2O program. Standing for “Health, Happiness, Opportunities,” H2O is seeking to educate Morris County’s youth on healthy eating habits.

“We’re excited to partner with H2O to help children discover the wonder of vegetables,” says Amanda Bhalla, Birds Eye brand manager. “Bird’s Eye is on a mission to feed kids better, and we are proud to have reached children in our community through the Family Health Center.”

The Family Health Center is a full-service health clinic that provides charity health care for the community in collaboration with Morristown Medical Center.

Pictured left: At a healthy foods tasting, kids grade the offerings on a score card and vie to answer questions about healthier alternatives.

Spinning a Story of Hope

About 75 cyclists imagined climbing mountains and racing down hills on their stationary bikes at the recent spin extravaganza, Pedal for a Cure, held at the Parisi Fitness Center in Morris Plains.

The three-hour Oct. 2 event raised more than $3,500 to benefit Carol G. Simon Cancer Center, while paying tribute to William Diehl, MD, an oncologist at the cancer center.

“We wanted to honor Dr. Diehl, a revered clinician, for his dedication in the fight against cancer,” says race organizer Cheryl Beneduce Bock, founder and president of Pedal for a Cure, Inc. (pedalforacure.com). “He has impacted many lives.”

Pictured above: Pedal for a Cure participants dedicate their rides to Jennifer Geraghty.

Faces in Philanthropy
To plan an event of your own, call Bronwyn Fraser at 973.593.2440.
King Zachary

Games, mini-golf, an appearance by Scooby-Doo, a bounce house and a tumble bus would make any five-year-old beam with joy. For Zachary Decker, a Sussex County kindergartener in remission with acute lymphoblastic leukemia, this day, organized for his benefit, made him feel like a king.

About 1,000 supporters turned out for the Second Annual Zachary Decker Mini Golf Outing and Tricky Tray, which was held on September 10 in Vernon and raised close to $14,000. The proceeds will offset the family’s medical costs and support the Valerie Fund Children’s Center at Goryeb where he is undergoing maintenance chemotherapy treatments once a month.

Remembering Mary

Married for more than 40 years, Robert Keenan had many conversations with his wife, Mary, but not one on how she wanted to be remembered when she was gone. When the sudden diagnosis of lung cancer caught her by surprise last year, that conversation never took place.

Mr. Keenan couldn’t help but take note of the way she was cared for by the nurses, technicians and social workers at the hospital.

“The care was outstanding by everyone,” he says.

After her passing, he knew without a doubt that part of her legacy would remain at Morristown Medical Center.

“Mary was made to feel very comfortable during her long three-month stay,” says Mr. Keenan, who gave $25,000 to name a room for his late wife in the newly renovated Simon 5 oncology unit. “The entire staff made the best of a situation that was difficult for all of us. I knew this was the right thing to do. It’s that simple, I wanted to give to this.”

Skeins of Service

Hand-knit blankets, baby booties and fingerless texting gloves were the end-product of a recent extravaganza with yarn that included both an author’s luncheon and knit-a-thon sponsored by the Women’s Association of Morristown Medical Center (WAMMC).

The two events raised funds toward the purchase of 20 wheelchairs for Goryeb Children’s Hospital and the Emergency Department.

Lisa Bogart, who wrote Knit with Love: Stories to Warm a Knitter’s Heart, spoke to a luncheon audience at The Bernard’s Inn in Bernardsville. That evening, needles were clacking as 30 women, ages 20 to 70, participated in the first annual Girls Knit Out.

Co-chairs Nancy Alfano and Diane Carr, board members of WAMMC, donated the knitted items to the hospital.

Banner Up For Breast Cancer

The Second Annual Breast Cancer Awareness Campaign led by Drew University athletes raised $800 for the hospital’s Breast Cancer Fund. Team players in men’s and women’s field hockey and soccer had patrons, friends and family donate $10 for a space on the Honor Banner. Messages and pictures of loved ones affected by the disease were memorialized in each space.

“We hope to make the banner bigger each year,” says Christa Racine, Drew’s head women’s soccer coach.
In centuries past, dying was tethered to a set of honored customs. Last words were often elevated to a level of memorial, which helped loved ones with closure and making sense of the life cycle.

Fast forward to the 21st century and encounter a system gone awry. While trying to fight death, our medical practices have escalated costs by the billions. Most patients die with more pain and unanswered questions about end-of-life issues than necessary. Families often spin into a cycle of depression, knowing that their loved one’s last days were not planned well.

“By 2030, the number of people in the United States over the age of 85 is expected to double to 8.5 million,” says Karen Knops, MD, medical director of Palliative Care at Morristown Medical Center. “At that age, chronic medical conditions abound. People should have every option available to receive individualized care.”

One answer is to step-up the ability to deliver palliative care and hospice care to a population that needs other options. Palliative care provides pain and symptom management for people who have serious, life-long chronic illness but who are not necessarily facing death. In fact, they may be seeking curative treatment at the same time. Hospice more specifically targets those with terminal diagnoses who have stopped curative treatment and are closer to the end of life. For both palliative care and hospice care, pain and symptom management are key factors along with emotional support from family, friends and, oftentimes, clergy.

“Palliative care is the art and science of relieving suffering with hospice as one aspect of that,” explains Dr. Knops, who is leading an interdisciplinary team spearheading the plan for an 11-bed Inpatient Hospice and Palliative Care Center at the hospital.

“We need to create a place for very sick patients who are at an inpatient level of hospice care with symptoms that are out of control and who are close to death,” says Dr. Knops. “To allow them to transfer to an in-house hospice center is an amazing thing to do. Also, seriously ill patients not on hospice can be admitted to the new center strictly for symptom management.”

Slated to break ground in late 2012, the $5 million center will have the look and feel of an elegant private home. Its location in the main hospital will provide each patient with convenient access to staff and services. Each suite will have a private bath and space to accommodate overnight visitors.

“Often patients with life-limiting illness are more concerned about their families’ needs than their own,” says Dr. Knops. “Caring for family would be a critical part of this new center.”

The center’s focus will be on quality of life. It will specifically target those patients who need an acute care setting, for example, those with a great deal of agitation, a difficult wound that requires 24-hour skilled nursing care or respiratory problems that need frequent physician assessments.

“Acute care patients need a plan,” says Florence McAlvanah, manager of hospice and supportive care, Atlantic Home Care and Hospice. “You don’t want these folks spending time in the Emergency Department and the ICU. A few days spent at the new center may allow a proper medication evaluation and physical therapy plan to take place so they can maintain life once they are back at home at their highest level of functioning.”

Many of the patients in the new unit will be at the end of their life, and Dr. Knops believes that this is a critical population to serve: “You can’t measure the gratitude that families feel when they are affected by this. It’s the right thing to do. Dying is a life event. We want those special last moments to happen here. We need to acknowledge that this is a human being we are caring for.”

The hospital now employs a “scatter bed” approach, placing hospice patients wherever a bed is available. Unfortunately, with this approach, an overall plan for symptom management usually doesn’t take place. These individuals end up in and out of the ED or ICU many times over, often experiencing horrible pain. Many of their questions about other options are left unanswered and no end-of-life plans are considered or, for that matter, put into place.

“Doctors find it very difficult to have end-of-life discussions with their patients,” says Mary Pradilla, director of Atlantic Home Care and Hospice. “It’s often difficult for them to say there isn’t anything more they can do.”

Families, too, need to be coached in end-of-life options and understand their loved ones will not be abandoned. It’s just a different focus.

“A unit like this reminds us that there is always something we can do,” says Dr. Knops. “We can bring the same intensity to treating suffering as we do to treating disease.”

To offer your support, contact Hyona Revere, director of major gifts, at 973.593.2429.
“To cure sometimes, to relieve often, to comfort always.”

—Dr. Edward Livingston Trudeau
Inroads for Ovarian Cancer

September marked Ovarian Cancer Awareness Month and a visit from Karen Lu, MD, principal investigator of the groundbreaking MD Anderson Ovarian Cancer Study. Dr. Lu spoke to a group of physicians, donors and community members to announce the kick-off of the new ovarian cancer screening trial at Carol G. Simon Cancer Center in conjunction with MD Anderson Cancer Center at the University of Texas.

The Women’s Health Philanthropy Council, Oncology Philanthropy Council and Women’s Cancer Center have raised $295,000 for the new clinical trial and 100 women have been enrolled. The research results may change the standard of care in screening for ovarian cancer by making it possible to identify the disease at an earlier stage when cure rates are close to 95 percent.

To offer your support, call Mary Ellen Graf, major gifts officer, at 973.593.2405.

$1.3M Endows Fellowship at Breast Center

A former New Jersey resident, who wishes to remain anonymous, permanently endowed the Lois A. Reid Fellowship in Breast Imaging by generously giving $1.3 million to The Carol W. and Julius A. Rippel Breast Center.
The new endowment will fund one fellow each year to initiate new trials and medical advances in breast cancer detection and care.

For the past five years, the donor also funded a new digital mammography machine, making Morristown Medical Center one of the first all digital centers in Morris County.

“The donor was aware of the importance of state-of-the-art equipment,” says Dr. Paul Friedman, medical director of the Rippel Breast Center. “But he even saw beyond the equipment needs to also invest in training.”

Both the hospital and the donor recognized the shortage in skilled radiologists who perform breast imaging. Thus the idea was born of creating a fellowship in breast imaging.

“If you don’t have the proper manpower, then all the machines in the world won’t find cancer,” says Dr. Friedman. “You need the brain power to interpret and analyze the mammograms.”

Breaking Ground – Again – in Radiation Oncology

A generous $115,000 gift from the Steven and Beverly Rubenstein Charitable Foundation will upgrade a cutting-edge technology pioneered this fall in the Department of Radiation Oncology. Real Time Treatment Planning, which allows radiation oncologists to change the direction, shape and intensity of radiation beams in real time, was begun in October with prostate cancer patients. It enhances the standard treatment, image-guided radiation therapy, which was pioneered here in 2000, by adjusting radiation dosage to match the changing size of tumors and organs at risk.

The Rubenstein gift will shorten patient’s treatment sessions by enabling radiation oncologists to use an automated drawing process instead of drawing the tumors manually. The upgrade allows more complicated head, neck, lung, liver and breast cancer tumors to be treated.

“I am very proud of what our team has achieved,” says Dr. James Wong, chairman of Radiation Oncology, who has been fine-tuning radiation treatment techniques for more than a decade. “This would not be possible without our donors, who selflessly give for the good of humanity.”

The drawing of tumors for treatment will soon shift from manual to automatic.

Donors and volunteers Jane and Kevin Kilcullen, Dr. Brian Slomovitz and Dr. Karen Lu
Grateful patients who have been treated with expert care at Morristown Medical Center become our most generous donors. Such was the case recently, with Robert “Stretch” Gardiner and his grandson, Winston Walker Valentine.

The Symptoms

Mr. Gardiner was huffing and puffing, experiencing extreme shortness of breath. Just walking up stairs became an unpleasant chore. Frustrated, he visited his cardiologist for some answers. The Far Hills resident was immediately sent to the hospital.

Glynn Valentine was two months before her due date. Because she was 41, her physicians had been closely monitoring her pregnancy. Though she was scheduled to deliver at a New York City hospital, when her water broke, the Far Hills resident was quickly diverted closer to home.

The Expert Treatment

Mr. Gardiner’s first test was an angiogram to see if he had any blockages in his arteries. This condition was quickly ruled out. He was then examined by Dr. Jay Curwin, a specialist in electrophysiology, who determined the best route was to implant a defibrillator.

“This was a whole new world to me,” says Mr. Gardiner. “I am amazed at the doctors Morristown Medical Center has acquired. They must provide a superb atmosphere for them to come here.”

Winston Walker Valentine was delivered by emergency C-section at Morristown Medical Center and rushed into Sam’s Neonatal Intensive Care Unit with complications. Dr. Eric Lazar performed surgery for a rare condition called TE Fistula, an abnormal connection between the esophagus and the trachea.

“I was in very good hands,” says Ms. Valentine. “This was ultimately the place I was meant to be. Everyone was well-equipped to deal with all the problems that Winston presented.”

The Results

Mr. Gardiner was relieved of his shortness of breath, and he blew out the candles on his 89th birthday cake last fall, with help from Winston, who is now a happy and healthy four-year-old boy.

The Gift

“The specialists here are the best of the best,” says Mr. Gardiner, who gave a generous gift to both cardiology and neonatology. “It’s up to the people who benefit to help those who are doing an unbelievable job for the community. These services don’t just grow on trees.”

Philanthropic Physicians Support the ED

Two physicians recently went above and beyond the call of duty to donate funds to the Emergency Department (ED) at the hospital.

Peter Roytman, MD, gave $30,000 toward nursing education in the ED in memory of his mom, Ida Roytman.

“Many practical points about patient care I acquired from communicating with the nurses in the ED over the years,” says Dr. Roytman, who came to Morristown in 1996. “I know from experience that a great nursing staff is extremely important, and nursing education is just one of the steps in building this.”

There are currently 140 ED nurses on staff, and each nurse is required to fulfill 72 hours of continuing education annually.

“The ED is unique in that the nursing expertise required covers the gamut for all injuries and illnesses, spanning every field of medicine from cradle to grave,” says Gayle Walker-Cillo, ED clinical specialist. “This need for a broad knowledge base dictates that continuing education has to be extensive, including the ability to treat victims of stroke, trauma and domestic violence, to name a few.”

Peter Chan, MD, orthopedic hand surgeon, recently gave $30,000 toward the ED’s expansion.

“Morristown has a fantastic ED,” says Dr. Chan. “The ED is equipped so that I am able to do procedures there versus having to go to the operating room, which is the case at many of the other hospitals I attend. There is a mini fluoroscopy unit and equipment usually found only in ORs.”

Dr. Chan often sees patients in the ED’s green zone or fast track area where he tends acute injuries to the hand. “It’s the most user-friendly ED I have ever worked in,” he says. “From staffing and equipment to supplies, they do a really good job in everything.”
Vivid Memories Spur Multiple Gifts

The impetus behind the Thebault family’s support for Sam’s Neonatal Intensive Care Unit (NICU) and Obstetrics and Gynecology resident education began in 1986. When Lisa and Brian Thebault’s first born, Philip, arrived four weeks premature, he was sent immediately to the NICU. He spent several days being treated for underdeveloped lungs by the NICU team.

“It was a tense time, with tubes, beeping monitors and many tears,” recalls Mrs. Thebault, who has actively served on the Foundation’s Women’s Health Philanthropy Council since 2008. “The sense of caring from everyone was tremendous. It has stayed with me all these years.”

The Thebaults gave $25,000 first for neonatology and then designated additional gifts totaling $50,000 for OB/GYN resident education.

“Every time I turn around, I feel like there’s something new and exciting happening at the medical center,” says the New Vernon resident.

Donors Invest In Medical Staff Education

Achieving high standards in patient care requires a medical staff that embraces the latest treatment techniques. The upcoming Distinguished Lecture Series is working toward that end by bringing in experts to share their knowledge with the medical staff.

The series kicked off in November with Dr. Howard Reber, director of the Pancreatic Cancer Program at UCLA, who shared innovations in surgery for pancreatic cancer patients as the Eugene Watkins, MD, Visiting Professor. Dr. Watkins began his career in 1950 and later became chief of surgery at what is now Morristown Medical Center. The two-day event, including a dinner, lecture and Grand Rounds for the surgical staff and residents, was funded by generous donors, principally Dr. Watkins’ daughter, Priscilla Welles.

In February, Dr. Anthony Comerota, director of the Jobst Vascular Center at Toledo Hospital, discussed current advances in the management of venous disease as the Rolf Bessin, MD, Visiting Professor. Dr. Bessin was one of the first surgeons at the hospital to do a significant body of work in the field of peripheral vascular surgery. Mrs. Bessin and other donors funded the program in her husband’s memory.

To donate to a lecture for physician education, please contact Eileen Heltzer, director of annual giving, at 973.593.2412.

Healing Kids at CAMP

When a child suffers, it also takes a toll on parents. The Center for Advanced Medicine in Pediatrics (CAMP) is a new approach to treating a host of complicated childhood conditions, including chronic diseases, by sharing services and expertise across many pediatric specialties. Coordinating care in one setting alleviates the added stress of driving sick children from one specialist to the next in search of answers.

An anonymous donor recently contributed $100,000 toward the $4 million projected expense to build this new state-of-the-art center.

“The patient-centricity of the unit is what made it very attractive to both me and my wife,” says the donor. “Typically, when children are in the hospital, it is a very anxious time for them and their parents. The idea of getting care in one place is revolutionary and something I want to be a part of.”

Drawing on the expertise of Goryeb Children’s Hospital experts, CAMP and its unique sharing of information is expected to trigger insights to illnesses that may not have surfaced in traditional settings.

To support CAMP, please contact Geraldine Kling, major gifts officer, at 973.593.2414.
New Trustees Join Foundation Board

New Trustees

2. Richard P. "Rick" Goryeb, retired president of Champion Mortgage Company
3. William "Bill" Greenblatt, founder and CEO of Sterling Infosystems Inc.
4. Damion A. Martins, MD, director of Atlantic Sports Health and Orthopedics; director of Executive Health and Corporate Health for Atlantic Health System; director of Internal Medicine for New York Jets
5. Daniel Pyo, MD, FACS, FCCWS, Department of Surgery, Morristown Medical Center
6. Walter D. Rosenfeld, MD, chairman of pediatrics for Goryeb Children’s Hospital
7. Gil Santaliz, founder of 4Connections
8. Paul Sturman, president of Pfizer Consumer Healthcare

Honorary Trustees

Noel K. and Edward J. “Kim” Foley III were elected honorary trustees. Mr. Foley is chairman of Foley, Inc., and Mrs. Foley is a hospital volunteer and former member of the Women’s Association of Morristown Medical Center.

Emeritus Trustees

William D. “Denny” Baird, Jr., hospital donor and volunteer, and Nancy S. Schaenen, vice president of the Cornpaw Foundation and trustee emeritus at Drew University, were elected emeritus trustees.

Funding Art Therapy and Elder Care

Introducing art therapy to behavioral health patients in the Emergency Department (ED) and helping elderly patients combat disorientation during their hospital stay are two key objectives of the Healthcare Foundation of New Jersey (HFNJ).

An art therapy grant for $116,000 will give behavioral health patients an effective, non-verbal way to communicate while being diagnosed in the ED. Last year, HFNJ also funded a behavioral health program in the ED, specifically for crisis intervention.

“The ED is a critical time to provide therapeutic intervention,” says Joseph Jaworek, art therapist in the ED. “Art making engages the senses, pulling our patients out of ruminating on the past and future and bringing them into the present. Often while conducting a drawing assessment, we can engage conversation, which many times brings them into an active involvement in the treatment process.”

HFNJ also gave $99,000 to the Hospital Elder Life Program (HELP), developed at Yale University and proven highly effective, HELP offers cognitive activities for the elderly. These therapeutic exercises help to prevent delirium, a common occurrence when older patients are admitted to the hospital.

Donating Insurance Brings Hidden Benefits

Life insurance policies are becoming popular vehicles of giving to an institution. Some donors, however, still remain unaware of this option. By donating a policy, a donor can often make a larger contribution than otherwise possible and benefit from significant tax deductions. The charity, as owner, can access the cash value of the policy through loans or withdrawals. And all can be done without the tiniest blip in a donor’s daily cash flow.

Donors can also take an income tax deduction on the cash surrender value after subtracting the total cost of premiums already paid on the policy. This year, Grant V. S. Parr, MD, physician-in-chief of Gagnon Cardiovascular Institute, opted to sign over three insurance policies.

“Our three whole life policies would have been heavily taxed, especially in New Jersey,” says Dr. Parr. “To get these policies into the insurance trust, there would have been complicated gift calculations, and it would have taken a rather expensive consultant to calculate the value. It seemed simpler and quite effective to go this route.”

For more information, contact Cynthia O’Donnell, director of gift planning, at 973.593.2418.
Christopher Young was born with arthrogryposis. The five-year-old’s bicep muscles are missing, which has permanently bent his wrists, making it difficult for him to move his arms on his own. He comes to Atlantic Rehabilitation Institute (ARI) every other week for a one-hour occupational therapy session.

The therapy sessions that would otherwise be an arduous time of working on repetitive exercises are surprisingly a highlight of Christopher’s day. All because of one dedicated volunteer named Larry.

“Larry has a very goofy personality until he starts his work for the day,” says Donna Waliky, manager of outpatient rehabilitation at ARI. “The minute he puts his vest on to volunteer, his whole personality changes; he gets very calm and knows he’s doing something important.”

Larry is a six-year-old 75 lb. black Labrador with soulful eyes, a tail that wags exuberantly and plenty of scratchy licks to go around. He has volunteered in the hospital’s pet therapy program for the past four years.

As he trots into a room to say hello, Larry can sense if a child is shy or outgoing and will react accordingly. “If they are quiet, he is slow to approach,” says Ms. Waliky, his boss and beloved owner, who brings Larry to work two to three times a week. “He has an incredible sense about him and can feel the energy in a room. If a patient is loud, he will get all excited and wiggly with his tail banging on everything.”

The therapy dogs are certified through St. Hubert’s Animal Welfare Center. A dog must be two years old and attend two training sessions. The animal and their handler are taught how to deal with children, crowds, loud noises and distractions, such as a patient navigating the hallway in a wheelchair. The trainers will simulate various incidents that the dogs will likely encounter on a hospital visit.

During the certification process, the dogs and their handlers also go on three site visits with people who are already certified. These mentorship sessions allow the trainees to learn the nuts and bolts of a hospital visit, from signing in to becoming familiar with the departments and interacting with many different kinds of patients.

Pet therapy’s first volunteers began padding down the halls of pediatrics in July of 1996. Now, the dogs also visit the Department of Psychiatry and Behavioral Health, various oncology units, ARI and, most recently, the Emergency Department. With 31 certified animals, the hospital has recently formed a Pet Therapy/Healing Culture Committee to research additional funding and expansion for this much-sought-after interaction.

Back in Christopher’s regular session, he moves his arms by throwing a ball back and forth to Larry. He strengthens his muscles by brushing and patting the dog. Stretching his wrists for improved flexibility, Christopher places pretend bandages all over Larry’s paws.

“This is very cooperative, and Christopher just loves the company,” says Christopher’s mom, Laura. “Larry is like a new best friend for him.”

If you would like to support the Pet Therapy Program at Morristown Medical Center or ARI, please call the Foundation at 973.593.2400.
Recognizing Dedicated Donors

On October 4, 2011, the second annual Loyalty Luncheon was held at Morris County Golf Club for donors who have supported Morristown Medical for a decade or longer. The 70 attendees were treated to lunch, a personal update on the medical center from President David Shulkin, MD, and a chocolate presentation and tasting by Enjou Chocolat proprietor and former pharmacist Wendy Taffet (pictured).

In Memoriam

With sadness, we reflect upon the passing of a renowned hospital physician and a longtime volunteer.

Morton A. Beer, MD, died August 12. The father of two and grandfather of three was 91. He is survived by his beloved wife, Norma, of 68 years. An obstetrician and gynecologist, Dr. Beer was affiliated with Morristown Medical Center for 56 years, including his tenure as chair of the Department of Obstetrics and Gynecology. He also served as a clinical assistant professor of obstetrics and gynecology at UMDNJ – Robert Wood Johnson Medical School.

Peter J. Hollitscher, 76, passed away on August 23 with Helena, his devoted wife of 44 years, by his side. He leaves behind two sons, two granddaughters and many nieces and nephews. A captain in the U.S. Air Force, Mr. Hollitscher then went on to a 40-plus year career in the financial industry. After retiring, he devoted his time to gardening, spending time with his grandchildren and volunteering at the Foundation for Morristown Medical Center.

Membership Has Its Privileges

The 18th Annual Brookfield Society Luncheon, held October 5, 2011, at Morris County Golf Club, drew over 90 guests, who enjoyed featured presentations by Dr. David Shulkin, hospital president, and Dr. Thomas Zaubler, chairman of the Department of Psychiatry. The Brookfield Society honors the spirit of Myra Brookfield, the Morristown resident who gave her home to start what is now Morristown Medical Center. Its members have established planned gifts to help the medical center. To enjoy the benefits of membership in the Society, contact Cynthia O’Donnell, director of gift planning, at 973.593.2418.

Pictured clockwise from top: Dr. Anthony Zangara, Mireille Bessin and Robert Pearlman; Dr. Thomas Zaubler; Joe Goryeb, Dick Oths and Dr. Gaines Mimms.
Four Weddings, a Funeral and One Mansion in May

Glynallyn, a Convent Station ‘country home’ built by George Marshall Allen in 1917, is the setting for the Women’s Association’s 16th Mansion in May Designer Show House and Gardens. This mansion, which housed road map publisher General Drafting Company for 40 years before returning to private ownership in 1992, was modeled after the English Tudor castle Compton Wynyates in Warwickshire, UK. Boasting gargoyles, rosettes and stained glass windows with religious, historical and whimsical images, the home has been the setting for two silent films, four weddings and one funeral. Proceeds from the month-long fundraiser will benefit a new Inpatient Hospice and Palliative Care Center at Morristown Medical Center. Visit mansioninmay.com or facebook.com/WAMMC for details.