Genomics:
Revolutionizing Medical Care?
Reveling in Goodwill

Over 225 revelers donned elaborate costumes for a Magical Masquerade benefit, held Oct. 29, 2010, at The Bernards Inn in Bernardsville. The tribute to the late Marge Goryeb raised more than $65,000 toward a new echocardiography machine for the Children’s Heart Center at Goryeb Children’s Hospital. The center conducts approximately 4,500 patient evaluations and performs more than 5,000 echocardiograms and 6,000 EKGs annually. A 15-member committee planned the festivities, which included an 80th birthday celebration for Joe P. Goryeb (pictured left).

Steadfast Supporters

The Health Foundation recognized donors who have supported Morristown Memorial for 10 years or more at the first Loyalty Luncheon, Sept. 22, 2010. The group was thanked for its dedication, particularly during challenging financial times. Morristown Memorial President David Shulkin, MD, discussed the state of the hospital, including recent award recognitions, as well as health care reform and its impact on the hospital.
An Apple a Day Isn’t Enough

As team physician for the New York Jets, I’m charged with caring for world-class athletes and seeing that they’re in the best possible shape to withstand rigorous physical challenges on game day. I help provide these professional football players with high-quality, one-stop-shopping medical care so that they are able to give their team peak performances.

Here at Atlantic Health, we’re forging a similar relationship with people like you who want the convenience of our comprehensive one-stop program. We want to ensure your health and wellness take priority, even in the midst of a demanding schedule. We realize that it can be extremely challenging to juggle the ever-increasing responsibilities of work and family with the time needed to devote to wellness. In fact, research shows that, while many people worry about symptoms, they often put off seeing a doctor.

To help, Atlantic Health has launched an Executive Health Program that provides you with quick and easy access to our first-rate medical specialists, the most advanced diagnostic tools and the latest in evidence-based treatment and preventive medicine – all in one day. We streamline the health care process and eliminate time-consuming obstacles, such as multiple doctor visits at different locations.

Even though other hospitals offer similar services, ours is by far the winner. When stacked up against the competition, Atlantic Health provides more for less cost, including extensive lab and genetic testing, full body imaging, exercise and wellness prescriptions as well as time for one-on-one consultations with our top physicians.

Before the appointment, a nurse visits you to obtain a detailed health assessment, extensive blood work and genetic testing to allow the medical team to identify any particular needs or issues and pre-arrange any necessary testing. On appointment day, you come to our premiere facility at 111 Madison Avenue and consult with a team of health care specialists for convenient, customized care. We conduct a series of tests, advanced imaging studies and preventive screenings based on personal and family history, genetic risk factors and lab work. Afterward, you meet with the appropriate sub-specialist and coordinating physician to review all the results. Our team also develops a personalized wellness plan for you that includes an individualized exercise program, nutrition counseling and a comprehensive integrative medicine program for stress management.

Between consultations and tests, you can relax in our private lounge, complete with media center, phone, fax and wireless service, and take advantage of the Executive Suite exercise equipment, kitchen and shower. You also gain access to a range of hospital services, including Atlantic Sports Health, Women’s Health Services, Gagnon Cardiovascular Institute, Personalized Medicine and Atlantic Integrative Medicine.

Your time is valuable and we’d like to make taking care of yourself a little easier. We want to be your health care partner and help you reach your potential. You may not be dodging tackles while dashing to the end zone, but you can be – and deserve to be – in peak form.
To plan an event of your own, call Eileen Heltzer at 973-593-2412.

The Fun Part of Fundraising

Where can kids enjoy carnival games and experiments by Mad Science® while supporting a good cause? The answer: Family Fun Day.

This year’s annual event on Nov. 13, 2010, drew 150 children to the Hanover Recreation Center in Whippany and raised $7,163 to purchase televisions for Goryeb Children’s Hospital. The festivities were sponsored by the Knights of Columbus and Kids4Kids, the Health Foundation’s Youth Philanthropy Committee.

“From start to finish it was a great day,” says Rob D’Amato, Kids4Kids treasurer. “People loved the event, and we raised awareness about Kids4Kids.” Mr. D’Amato’s sons, Nicholas, 5, Andrew, 8, and Joseph, 10, helped by handing out goody bags. Over 50 volunteers, ages 10 to 18, assisted by selling food and running games.

Grasshopper Goes on the Green for Goryeb

Not only does Grasshopper Off the Green restaurant in Morristown serve hearty fare, it also serves the community – by supporting Morristown Memorial. The restaurant, run by the Fitzpatrick family, held its fifth annual golf outing on May 10, 2010, at Farmstead Golf & Country Club in Lafayette and raised $1,000 for Goryeb Children’s Hospital.

Local Boy’s Birthday Wish

For his birthday party, Keaton Tom asked his friends to forgo gifts and contribute instead to help youngsters at Goryeb Children’s Hospital, a cause the 7-year-old selected himself. “He wanted to help other kids out, and he was way more excited doing this than receiving gifts,” says Karen Tom, Keaton’s mom.

At the backyard party, fellow first graders and sports enthusiasts from Torey J. Sabatini School in Madison ran relay races, darted through obstacle courses and slammed hockey pucks. The birthday collection – which Keaton’s parents, Kevin and Karen, matched – brought $225 to Goryeb.

Toy Shoppers Turn to Pumpkin Picking

With all of the dolls, trucks and puzzles at Tons of Toys in Madison, who would have thought that the best seller this fall would have been paper pumpkins? Through a fundraiser for Goryeb Children’s Hospital, the shop sold 1,000 paper orange pumpkins for $1 each and displayed every one. “We wanted to give back to the community. We haven’t been here long, and the town has been so supportive,” says Chris Brinkofski, Tons of Toys manager and part owner. “The store was covered in orange – it was awesome!”

Photos: Becky Bedrosian
Walkers Boost Outreach Services

Despite the rain, over 250 people converged on Lake Parsippany, Sept. 12, 2010, for the 1.5-mile BAPS Charities Walk that raised $1,800 for a community outreach program at Carol G. Simon Cancer Center.

BAPS, a social service charity, helps needy families locally and throughout the world. Funds from the walk support the New Jersey Cancer Education and Early Detection (NJCEED) Program, which provides free or low-cost services for cancer screening, education, outreach and care for Morris County residents with breast, prostate, colon and cervical cancer.

“We’re so appreciative of this gift because the men and women we help don’t have insurance,” says Jigisha Kothari, South Asian outreach coordinator. “We don’t want people to fall through the cracks.”

How Healthy Are You?

Health assessments will soon be available from a holistic nurse through Gagnon Cardiovascular Institute’s Changing Lifestyles Program thanks to a $10,000 grant from Bayer Healthcare in Morristown. Open to the community, Changing Lifestyle offerings include health screenings and nominally priced classes – including healthy cooking, tango and meditation – that are geared to prevent heart disease.

“Bayer shares Gagnon’s mission of promoting cardiovascular health and wellness,” says Reese Fitzpatrick, director of marketing for Bayer® aspirin and Midol®. “By supporting Changing Lifestyles, we can ensure patients will receive a health assessment to help control their cardiac risk factors, which are critical to determining appropriate lifestyle changes.”

Getting Hearts Pumping for Gagnon

Over 250 athletes ran, walked and sprinted in Gagnon Cardiovascular Institute’s Race for the Heart 5K and 2-Mile Health Walk on Oct. 24, 2010. The event, spearheaded by volunteer Stacey Marotta, a Cardiovascular Philanthropy Council member, raised over $8,000 for cardiac equipment. Other Gagnon 5K Race Committee members include Cheryl DeVleeschouwer, Elizabeth Kolesar and Diane Butler.

Score for the Cure

No obstructions for the Morristown High School field hockey team. These girls raised more than $2,000 to advance breast health at the Carol W. and Julius A. Rippel Breast Center at Morristown Memorial. At an October home game, the team accessorized with pink – hair ribbons, cleat laces, wrist bands and tee shirts – and even hit a pink game ball to help raise funds. Parents and fans who attended games during October generously contributed. “The Morristown High School Field Hockey program is proud of its contribution to help find a cure for cancer,” says Coach Diane DeSalvo. “Our three captains, Lauren Levine, Kaitlyn Porada and Emily Goss, all seniors, organized the special day.”

The Health Foundation’s Eileen Heltzer with the Morristown Field Hockey Team.
Daisy Toy Drive Spreads Cheer

From action figures and Legos to baby dolls and bubbles, the toy assortment at Goryeb Children’s Hospital has grown, thanks to the kindergarten and first grade Daisy troops from Tuscan Elementary School in Maplewood. The Daisies raided their piggy banks to purchase goodies with their parents, and more toys were funded through a group offering.

“The girls wanted to gear our service project toward children,” says Dana Cavanaugh, troop leader and mom of Maggie. “We picked Goryeb because my nephew was treated there as a premature infant, and we knew what the hospital had done for our family.”

Blanketing Laps with Love

Volunteers who create colorful lap blankets for the hospital not only knit and crochet on their own time, but also purchase their own wool. These designers received a welcome donation when a local woman bequeathed a room full of yarn to Morristown Memorial.

Karen Dexter, a volunteer courier, sorted and distributed the numerous skeins to her fellow knitters to make more blankets. “The patients are happy to receive the blankets, and we’re so happy they enjoy them,” says the Madison resident. “I’ve seen one of my blankets on a child’s hospital bed; it’s a wonderful feeling.”

MXers Gear Up for Goryeb

At the MX for Children Charity Auction, racing enthusiasts snagged one-of-a-kind racing gear – including a jersey autographed by motocross professional Ryan Villopoto – while supporting the Hydrocephalus Support Group at Goryeb Children’s Hospital. The auction, held at the Kawasaki Race of Champions at Raceway Park in Englishtown on Oct. 2 and 3, 2010, drew $1,440. MX for Children supports children’s hospitals across the country.

Manny Alvelo of the Alvelo Law Firm planned the auction with his cousin, former professional racer Marc Grossman. “I’ve always had a soft spot for sick children,” says Mr. Alvelo, whose wife, Melissa, is a radiation therapist at Carol G. Simon Cancer Center. Hydrocephalus, a build-up of fluid in the skull, is the leading cause for brain surgery in children.

Couldn’t Have Said It Better

In the summer of 2008, little Nicholas Tarabokia had been battling leukemia for over two years. He was frustrated – with chemotherapy, his leg braces and the intense physical therapy. One day at the kitchen table, he wrote the word “cancer” and asked his mom how to spell “stinks.” Then he drew a flower.

“It was his 6-year-old way of telling the world how he felt having cancer,” says Amy Tarabokia, Nicholas’ mom. Now his sketch decorates shirts, bags, blankets and hats that are for sale on the website www.cancer-stinks.com. A portion of proceeds will benefit Valerie Fund Children’s Center at Goryeb Children’s Hospital, where Nicholas was treated. Today, he’s cancer free and serves as president and CEO of his own business, Cancer Stinks.
Warming Hearts and Bodies

As part of her Girl Scout Gold Award project, Tara Elkadi made an assortment of fleece blankets for the young patients at Goryeb Children’s Hospital. The comfy collection includes colorful designs of football helmets, soccer balls, ducks and monkeys.

The idea came to Ms. Elkadi after visiting a friend in the hospital and seeing all the kids. “I wanted to make them feel that someone they don’t know is rooting for them,” she says. The Chester resident, who now attends Clemson University, also ran a bake sale to offset material costs and held a workshop for younger Girl Scouts to help assemble the blankets.

Rotary Golfers Boost ED

Golfers who teed off at New Jersey National Golf Club for the Morristown Rotary Club’s last two annual golf outings raised $24,000 for the Emergency Department (ED) Expansion Campaign at Morristown Memorial.

Atlantic Health served as a supporting sponsor for the June 28, 2010, event, which was co-chaired by Marc Benton, MD, medical director of the SleepWell Center at Madison, a subsidiary of Atlantic Sleep & Pulmonary Associates.

“Not a day goes by that we do not hear sirens of emergency vehicles taking patients to our hospital or the rumbling helicopter motors transporting an accident victim with life-threatening injuries to Morristown Memorial,” says Denny Morrison, Morristown Rotary president. “The ED is the first stop for life-saving assistance.”

Drew’s Goal: Support for Simon

In the midst of a busy soccer season, the men’s and women’s teams at Drew University kicked up support for Carol G. Simon Cancer Center. The Rangers sold panels on an “honor banner” to recognize or memorialize a survivor or victim of breast cancer. Displayed at both teams’ games on Oct. 17, 2010, the banner – along with other donations – drew $640.

“We chose the cancer center because we wanted to contribute locally, a place we could keep in touch with,” says Christa Racine, head women’s soccer coach.

Fighting Foes Real and Imagined

In his new epic fantasy, The Silver Talon, 18-year-old author A.J. Cunder introduces the magical realm of Farahdin and its dragons, sorcerers and elves. The Whippany resident is holding book signings at local stores, libraries and civic groups and is donating selected sales to the BD Diabetes Center at Goryeb Children’s Hospital.

As an infant, Mr. Cunder was diagnosed with Type 1 diabetes, and Harold Starkman, MD, has been his physician ever since. “Dr. Starkman has made a lot of good suggestions on how to control my diabetes; he does a great job,” says the first-year student at Seton Hall University. To purchase the novel and benefit Goryeb, select “Make Your Book Purchase Count” at www.thesilvertalon.com.
Focus on... Genomics

In 2007, Dr. Gulcher, co-founder of deCODE Genetics, used his firm’s newly launched personal genomics service to obtain a sampling of his own genetic code. The results: a 30-percent risk for prostate cancer. Even though the standard PSA screen was normal, a biopsy revealed an aggressive form of cancer. Had the scientist not taken advantage of genetic testing, he wouldn’t have discovered the fast-growing tumor. Instead, he underwent a radical prostatectomy before the cancer could metastasize to the bone.

“All because he spat in a cup,” said Kevin Davies, PhD, who related this anecdote and more to over 200 local residents, ranging from high school students to senior citizens, at Morristown Memorial’s 18th Annual Wellness Lecture. Dr. Davies, author of The $1,000 Genome, pointed out that not all experiences of the 100,000 people who have had their genetic information sampled to date are as dramatic and life-changing as Dr. Gulcher’s. They are, however, an increasingly important piece of the health care puzzle.

The story of sequencing one’s own genome goes back to 1990, when the international Human Genome Project was launched. This project, coordinated by the U.S. Department of Energy and the National Institutes of Health, sought to identify the genes in human DNA. Thirteen years and $2.7 billion later – with the help of the private sector – the first genome was sequenced. By 2007, the cost for a complete genome sequencing had dropped to $1 million. Today, it’s under $20,000. As the price tag becomes more affordable, Dr. Davies predicts that genomics will become the standard of medical care and revolutionize the way medicine is practiced.

“At a time in the not-too-distant future, to read a sequence of a personal genome will be about a grand – the price of an MRI,” said Dr. Davies. “In the next three to four years, you will be able to get a complete genome sequenced in the time it takes to fill a prescription.” Then, he added, personalized medicine will be unstoppable. Already, corporations such as 23andMe have offered an inexpensive genomic service directly to consumers to determine risks for diseases like diabetes, Alzheimer’s and cancer.

Atlantic Health (AH) is poised to ride the crest of the genomics wave, having established a new service and a 10-member cross-discipline committee headed by Michael Otera, MBA, director of Laboratory Services at AH. “Our physicians and service lines have begun to integrate genomics or personalized medicine into their practices as an initiative to improve patient care,” he said. “To broaden our services to the community, AH has partnered with DNA Direct, a national provider of genomic information, to provide access to genomic and personalized medicine information via the AH web site.” By selecting Personalized Medicine under Patient Care Services on the atlantichealth.org site, patients can find expert advice and information on how and where to get tested and even possible insurance reimbursement. Physicians can glean information on various genetic tests and learn how to counsel patients as this new medical frontier expands.

Genetic testing has been tapped frequently by individual departments, such as maternal-fetal medicine, and at Carol G. Simon Cancer Center. “Oncologists are using the Oncotype DX Assay test for women with early-stage breast cancer to determine the likelihood of recurrence,” said Arnold Pallay, MD, director of Primary Care Genomics at AH. “If there’s a low likelihood of recurrence, chemotherapy will probably not be recommended.” Such tests are now being employed for colorectal cancer patients as well.

The use of genetic testing at the cancer center may even change the way people regard the disease. “In the future, we may not think of cancer as coming from the colon or stomach,” said the center’s Medical Director Steven Papish, MD. “We’re looking at the unique aspects of individual tumors for colon, lung and breast cancer. We’re not looking at these diseases as one disease but a subset of diseases, based on the genetic makeup of the tumor.” Already, the cancer center is using a new class of drugs called Parp inhibitors for breast, prostate and ovarian cancers that impairs a tumor’s ability to grow. Other new drugs, Dr. Papish added, are targeting the genes that create the tumors.

At Gagnon Cardiovascular Institute, cardiologists still select medications to prescribe in the traditional way, but some have started to employ genetic testing to tailor pharmacological therapy for individual patients. “If your dad comes in and his cholesterol is high, I have a handful of cholesterol drugs and I’ll try one and see how he does,” said Frank Smart, MD, Dorothy and Lloyd Huck Chair, Cardiovascular Medicine at AH. “If there are side effects, I’d stop that medicine and try another – trial and error. Personalized medicine says this approach may not be a great idea.” Instead, based on a patient’s genes, physicians can determine who will do better with a specific medication, be it heart drugs, beta blockers or blood thinners.

While genomics is heralding an exciting new era for health care, AH must move carefully and deliberately, cautioned Donald Casey, Jr., MD, chief medical officer for AH. “We don’t want to set false expectations that human genomics will magically save the day for every health problem,” he said. “The question going forward is: How can we better help our patients make more effective diagnostic and treatment decisions based on evolving genetic information? There are some great success stories, but genetic medicine is still in the early stages of discovery.”
Clockwise from left: Personalized Medicine Physician Advisory Committee members Drs. David Shulkin, Donald Casey, Walter Rosenfeld, and Arnold Pallay with Kevin Davies (center)

Dr. Davies signing books after the lecture

Pictured above: Dr. Kevin Davies
Pictured below: Donors Susan Landmesser, David Powell, and Susan and Richard Diegnan at the VIP reception before the Wellness Lecture

Photos: Sal Benedetto
Expediting Care for Psychiatric Patients

As hospitals and psychiatric units across the state continue to close, the number of psychiatric patients seeking treatment at Morristown Memorial’s Emergency Department (ED) is rising rapidly. This surge has increased the time that psychiatric patients wait in the ED for placement, often exacerbating patients’ symptoms.

In response, The Healthcare Foundation of New Jersey (HFNJ) provided Morristown Memorial with a $119,950 grant to implement a support program for psychiatric patients in the ED.

“It’s important to care for psychiatric patients quickly in the ED, and this program starts a care plan so the patient gets treated right away,” says Marsha Atkind, executive director of HFNJ, which is an independent, endowed grant-making organization that works to reduce healthcare disparities and provide quality healthcare to vulnerable populations in the greater Newark area and the MetroWest Jewish community.

The program aims to stabilize symptoms, provide faster treatment and move psychiatric patients out of the ED more quickly. The funds will be used to hire a clinician and mental health technicians and to purchase supplies for activities therapy.

Cardiac Fellowship Program Launched

Gagnon Cardiovascular Institute is taking the next step in its evolution as one of the most active cardiac centers on the East Coast by establishing a cardiac fellowship program.

“We have a state-of-the-art hospital that provides care to a diverse patient population and a highly sophisticated staff, both of which will allow us to do this in a first-class manner,” says Frank Smart, MD, Dorothy and Lloyd Huck Chair, Cardiovascular Medicine at Atlantic Health. “We’re providing cutting-edge treatment and doing clinical research so this is a natural progression.”

Currently, Gagnon is developing the three-year program through the American College of Graduate Medical Education. Through community philanthropy, the Health Foundation seeks funding to support up to six fellows at $100,000 each per year.

“We’re very enthusiastic about the program; it will help in the recruitment of resident staff and improve patient care,” Dr. Smart says. “The challenges and questions that make you a better teacher also make you a better physician.”

To support this program, call Hyona Revere, director of major gifts, at 973-593-2429.

$3.7M for Struggling Families and Oncology Unit

In keeping with the legacy of its namesake, the William E. Simon Foundation has generously pledged $3.7 million over five years to support Project Independence and the new Inpatient Oncology Unit on Simon 5.

Project Independence, started by the late Mr. Simon, has become a lifeline for patients and families struggling with financial burdens stemming from an extended illness. Since its inception in 1989, it has served over 1,300 families. This initiative will receive $3.1 million.

“The struggles people encounter through illness are heart-wrenching,” says Aimee Bloom. “My dad was passionate about this program and helping people who needed to get back on their feet.”

The Simon Foundation has earmarked $600,000 for Simon 5 renovations, which will foster family-centered care while providing patients a healing environment.

“Morristown Memorial holds a special place in our hearts because it’s where my mom was treated,” says Leigh Porges, who chairs the Oncology Philanthropy Council. “By updating the rooms, a much warmer and more serene atmosphere will be created for patients.”
The Health Foundation topped its $4.5 million goal for the ED campaign by raising $4.7 million—a feat made possible by the community’s generosity and support. The Women’s Association donated $1 million—double its original pledge—following the success of its Mansion in May. The Health Foundation extends its gratitude to all donors, particularly the following who contributed substantial gifts:

Debbie and Steven Adler  
The Bedminster Fund  
Mary and William Blanchard  
Kip and Bill Carey  
Karen and Peter Chan  
Annette and Mitch Eichen  
Emergency Medical Associates  
Noel and Kim Foley  
The Frelinghuysen Foundation  
Tom and Susan Fuller  
Neil and Lois Gagnon  
John and Jean Gerson  
Abbie and Carl Giordano  
The Healthcare Foundation of New Jersey  
Jeff and Karen Kirby  
The K.M. Kirby Foundation  
The Blanche and Irving Laurie Foundation

Barbara Ridder Irwin  
Patti and Daniel Lehrhoff  
Bob and Barbara Luciano  
Eileen Matt and family  
Bob Mims and Grace Mims-Petti and family  
Cynthia “Suzy” Moran  
Pat and Peter Muratore  
Leigh and Randy Porges  
Lori and Nick Rizzo  
Marc and Lori Robinson  
Rotary Club of Morristown  
Diane and Ted Ryan  
Bob and Susan Sameth  
Bob and Francine Shaw  
Karen and Michael Valentino  
Women’s Association

By the campaign’s end in the spring, the Health Foundation hopes to reach $5 million to help the hospital further with the $22 million project. To contribute, call Susan Johns, major gifts officer, at 973-593-2413.

A Clinical Trial’s Great Promise

No early-detection tool currently exists to identify ovarian cancer in women. But a clinical trial to be unveiled in early 2011 at Carol G. Simon Cancer Center will likely change the standard of care for this silent disease and lead to routine screening for all women.

“It’s easier to treat ovarian cancer if identified at an early stage, but over 75 percent of women are diagnosed with advanced stage disease,” says Brian Slomovitz, MD, director of research for Carol G. Simon Cancer Center and associate director of the Women’s Cancer Center. “This clinical trial is the best study available to screen low-risk women for this deadly disease.”

Morristown Memorial and Overlook will be the only regional hospitals included in this innovative study with MD Anderson Cancer Center at the University of Texas that employs a new Risk of Ovarian Cancer Algorithm (ROCA) – a mathematical model using a woman’s age and CA-125 score. Based on preliminary results, investigators believe this study will yield an effective tool for early detection of ovarian cancer. To support this research, the Women’s Cancer Center is seeking $500,000. Recently, the Women’s Association of Morristown Memorial contributed $110,000 to complete funding for a data manager for the center’s research team.

Funding for women’s cancer has been spotlighted thanks to the support of Janet Simon, co-chair of the Women’s Health Philanthropy Council, and Peter Simon, chair of the Health Foundation’s board of trustees.

To offer your support, call Noelle Deihl-Harteveld, major gifts officer, at 973-593-2409.

ED Campaign Tops Goal

GARY’S WINE BY THE NUMBERS

- Annual Grand Tastings: 19
- Years of support for the hospital: 6
- Total gifts: $78,000
- 2010 attendees: 500
- Wines poured: 550
- This year’s proceeds: $3,000
Late Benefactor Gives One Last Gift … and Receives a Fitting Tribute

During her lifetime, Marguerite “Marge” Goryeb was instrumental in the creation of Goryeb Children’s Hospital and in providing support to ensure its continued success. The legacy of this beloved benefactor lives on through a generous bequest she left to the facility that bears her name.

“She loved the hospital and loved making sure kids were well taken care of and made more comfortable in their surroundings,” says her daughter, Lynne Goryeb-Porfido.

Visitors to the children’s hospital will be subtly reminded of Mrs. Goryeb as they enter the lobby. A mural was commissioned by Lois Gagnon, who sought to honor her dear friend. The colorful spread by artist Caren Frost Olmsted depicts a children’s playground with Mrs. Goryeb and her husband, Joseph, sitting off to the side on a park bench with their yellow Labrador, Pita.

“She was taken from us so quickly, and I wanted something to commemorate her so that anyone who walks into Goryeb will be reminded of Marge and what she did,” says Mrs. Gagnon. “She was a kind person, and she just loved children.”

Ready for Anything
Lifelike Simulators Train Medical Team

While rare, extreme medical emergencies in obstetrics have the potential for disaster. How then to train the medical team in responding to one?

One answer has been provided by Barry and Jan Zubrow of Far Hills, who contributed to the Obstetrics Quality and Safety Initiative for the purchase of a mother and baby birthing simulator called NOELLE® with Newborn Hal®. Now the entire labor and delivery team undergoes extensive regular training using these simulators so they’re prepared in case one of these infrequent birthing emergencies does occur.

“We create a series of emergency situations so the medical team can learn the proper steps to take, how to communicate most effectively and how to keep the patient safe,” says Pam Mellin, RNC, MSN, perinatal clinical specialist. “For example, there’s a whole simulation for shoulder dystocia – doctors are delivering the baby, it gets stuck and the simulator shows the correct maneuvers. It’s great for training residents, obstetricians, nurses and midwives.”

Other exercises using the simulators include the monitoring of maternal and neonatal signs, patient hemorrhage, and breech and cesarean section deliveries.

Widower Extends Memorial Gift
Social Worker Post Funded for Seven More Years

Lung cancer patients and their families will continue to receive psychosocial support from Lisa Picciuti, LCSW, oncology social worker, thanks to Peter Grimm of Mendham, who will fund the lung cancer social worker position for the next seven years. Mr. Grimm’s late wife, Leslie, was treated at Carol G. Simon Cancer Center by Kenneth Adler, MD, and Mark Widmann, MD.

“This is a response to the care Les received and the way people treated her at the cancer center,” says Mr. Grimm. “It’s the right thing to do; we think she’s smiling.”

Mr. Grimm and sons Peter Jr. and Brian established the Leslie R. Grimm Lung Cancer Patient and Family Support Program, which funded the social worker position for the past two years. In addition to offering short-term counseling, a support group, educational opportunities and smoking cessation programs, the lung cancer social worker assists patients and their families with practical needs by making appropriate referrals.

“It’s an amazing service,” says Catherine Owens, LCSW, coordinator of oncology psychosocial support services. “She reaches patients in different areas – Franklin 4 and surgical units – and follows them through the continuum of care.”
Moving Toward 100% Certified Nurses

Morristown Memorial recognizes that the foundation of an excellent hospital starts with its nursing staff. To that end, it established the Nursing Certification Review Program to ensure that bedside nurses further their education and obtain or maintain certification to improve patient care. Generous community support is helping the hospital achieve its goal: certification of all its bedside nurses within the next two years.

Many thanks to Austin and Meg Buck of Bernardsville, the Walter and Louise Sutcliffe Foundation and Robert and Audrey Lien of Chester, who requested their contributions fund medical and surgical nurses training.

“These gifts are crucial to the continued success of our nursing program,” says Trish O’Keeffe, RN, chief nursing officer. “Nursing certification and the continuing education required assures patients and their families that the nurses caring for them have sufficient experience, knowledge and skills in their specialty.”

Although the national average is 10 to 15 percent of certified nurses per hospital, Morristown Memorial — a Magnet Award for Nursing Excellence recipient — has 43 percent of its 1,400 bedside nurses currently certified.

When a Little Goes a Long Way

Suppose physical therapists want a skeleton model for outpatient education or Home Care and Hospice wants waffle seat cushions for patient comfort? If there’s no money budgeted for items that can make a difference in patient care, departments throughout Morristown Memorial can apply to the Health Foundation for mini-grants. Mini-grants can range up to $10,000 for specific needs not covered in the budget line.

Thanks to donors who give money without restrictions, many requests are being fulfilled. The needs vary: bringing Integrative Medicine to palliative care patients; educating bereavement and crisis intervention counselors or purchasing a car transfer simulator for acute rehabilitation patients. Last year, the Health Foundation distributed $94,185 among 21 grants. Since 2008, 42 grants have been funded totaling $301,305.

“We use the skeleton on a daily basis to give patients a better understanding of their diagnosis,” says physical therapist Mansi Patel, pictured with patient Andres Castaño. “We can show them which joints, nerves and muscles may be involved in the injury that’s causing their pain.”

Photo: Becky Bedrosian
**In Memoriam**

With sadness, we note the passing of Rolf Bessin, MD, 71, on Oct. 6, 2010. Born in Hamburg, Germany, Dr. Bessin was the first vascular surgeon to join the hospital’s medical staff, where he practiced from 1971 to 1999. While serving as medical staff president (1983-1985), he founded the Medical Ethics Committee, chairing it for 22 years.

“He encouraged all employees to see themselves as important members of the medical team,” says Mireille Bessin, his wife of 49 years. “He thought the success of the hospital depended on everyone working together. He had many friends; he knew the painters, the janitors, the nurses and the doctors.”

After retiring, Dr. Bessin consulted in care management, served on the Advisory Board and joined the Health Foundation’s Brookfield Society by including the hospital in his estate plans. He is survived by his wife, children Susan, Karen and James, and six grandchildren. Memorial gifts were directed to the Health Foundation’s Rolf Bessin Medical Education Fund.

**Oscar Kruesi, MD**, age 86, died June 27, 2010, shortly after he and wife Elizabeth celebrated their 62nd wedding anniversary. Sons Markus, Hugo and Konrad and daughters Charlotte Tarr and Katherine Lincoln were also by his side.

Dr. Kruesi began his distinguished medical career in 1955 as an internist in Bernardsville. He soon shifted his medical philosophy to emphasize preventive care, a ground-breaking approach at the time. Advocating nutrition and annual preventive exams, he established a devoted patient base and continued to make home visits until retiring at age 80.

“My father emphasized that medicine is about the individual,” says Mrs. Lincoln. “He came from the standpoint: What does this person need and how can I help them?”

Morristown Memorial enjoyed a long relationship with Dr. Kruesi, who started the hospital’s Cardiac Care Unit and alcohol counseling services. A long-time trustee, he was instrumental in fundraising efforts, including the building of the Malcolm Forbes Amphitheater.

“His gentleness and professionalism caused his patients to have infinite confidence in him,” says former patient Ray Chambers. “He was an extraordinary physician.”
As one of the busiest emergency response teams in Morris County, the Morris Minute Men log nearly 3,000 calls a year. Most, if not all, of these cases are routed to Morristown Memorial, and that’s just fine with Andy Grabis, assistant captain of the squad.

“I reassure patients — and squad members talk amongst ourselves — that we’re very lucky to have this fantastic facility in our backyard,” he says. “A lot of squads aren’t as close and don’t have access to such an excellent Emergency Department.”

Just over three miles from the hospital, the Morris Minute Men is nestled in a residential area on Mill Street in Morris Township. The all-volunteer, 100-member crew provides free 24-hour emergency medical services to Morris Plains and Morris Township. Recently, the squad gained national recognition when it was named 2010 Volunteer EMS Service of the Year by the National Association of Emergency Medical Technicians. In addition, the state named it the Outstanding Volunteer EMS Agency.

Like most squad members, Mr. Grabis keeps up his continuing education training — 48 credits every three years — at Atlantic Training Center. “The state recently cut its funding for volunteer EMT education, and Atlantic Health stepped in to provide classes for free,” he says. “This is a huge help for the volunteers.”

An EMT for 16 years, Mr. Grabis started with the New Vernon Volunteer First Aid Squad, when he was a junior at Delbarton High School. “I was attracted by the lights and sirens and excitement,” he says. “Once I started, I got hooked.” He then served on Villanova University’s emergency squad and, after graduation, joined the Morris Minute Men.

Every Monday, he works a 12-hour night shift, but drops in most days for other duties. He’s also on the Morristown Memorial Area EMS Council, where local squad leadership meets regularly with hospital representatives. What keeps Mr. Grabis engaged, though, are the relationships he has built with the crew. “It’s been a great experience, not only the calls but the wide range of volunteers; from high school students to retirees, we’re family,” says the commercial real estate broker.

Last summer, Mr. Grabis experienced the flip side of an emergency when his younger brother was critically injured in a car accident and brought to Morristown Memorial. “It was reassuring to know where my brother was and to see familiar faces,” he says. “I was confident he was in the best place to deal with his injuries.” Not only was his family impressed with the medical care provided in the Intensive Care Unit and in Orthopedics, but with the “extras,” like the pastoral care counselors, the holistic practitioners and the patient liaisons, who kept his family updated.

This harrowing experience has reinforced his commitment to the Morris Minute Men: “It’s a desire to help people; we’re there at their worst moments — illness, accident. I know, at the end of the day, I’ve done something good.”
Planned Givers Get the ‘Inside’ Story

Dr. Ames Filippone, Jr., former chief of surgery at Morristown Memorial, and Dr. John Salaki, chair of the Infectious Disease Department, educated over 65 Brookfield Society members with their presentation “Your Body, The Inside Job” at the Society’s 17th annual luncheon. This year’s event was hosted by the Health Foundation on Oct. 19, 2010, at the Morris County Country Club. For more information on the Brookfield Society, call Cynthia O’Donnell, JD, director of gift planning, at 973-593-2418.

A Fitting Tribute

On Oct. 13, 2010, friends and families of Finn and Kim Wentworth gathered at the Maternity Center for the dedication of the Education Conference Room honoring Mr. Wentworth’s mother, Peggy. The Mendham couple contributed a lead gift for the OB/GYN Clinic and sought to celebrate Mrs. Wentworth, an educator and mother of 10. The newly appointed conference room is used as a meeting space for residents and obstetricians and a training center for new moms.

Timeless Generosity

The 1892 Founders Society’s 18th Chairman’s Dinner took 180 guests back in time with a slideshow and keepsake booklet of hospital milestones – many a result of philanthropy. At the Oct. 28, 2010, event, which was held at the Sheraton Parsippany Hotel, devoted donor and volunteer Anne S. Rooke, RN, MSN, received the 2010 Augusta Stone Award and John M. Brown III, MD, was presented the first Healing Hands Gold Award. Capt. John Kruse of the Morristown Police Department gave a moving talk about Dr. Brown’s life-saving efforts on his behalf.