Building Facilities to Match our Expertise

By Trish O’Keefe, RN, MSN, CNA, chief nursing officer, Morristown Memorial Hospital

If you’ve visited Morristown Memorial’s Emergency Department and the Gagnon Children’s Emergency Center recently you probably won’t need to ask why an expansion is needed. Busy hardly describes us. The existing facilities were built for 60,000 visits a year. Last year alone, 74,400 patients came through our doors for emergency care, 25 percent of them children. The state continue to close and decrease their services, we have become the safety net for other communities.

To meet that demand, the hospital is planning a $22 million expansion that will add 61 bays to the existing 15 by June 2011. Because emergency operations must continue during construction, a four-zone strategy has been devised.

What’s phenomenal is that, even with such constraints, we continue to deliver quality care to our patients as well as scoring in the 90th percentile for patient satisfaction according to independent surveyor Press Ganey. Being as efficient and as responsive as possible isn’t something we take lightly.

But the demand for emergency services is climbing — rapidly. Morristown Memorial is a state-designated Level II Trauma Center and a comprehensive stroke center, which means other hospitals look to us when aggressive treatment is needed. What’s more, with our helicopter transport expanding, more of the most critical cases in the area are coming to us. As we reach beyond our primary service area into those secondary markets and handle their critical care patients, naturally that increases the demand on our facilities and our expertise.

But that’s not all. The areas north and west of Morristown Memorial continue to grow faster than the average, driving the need for accessible health care and emergency services. And honestly, as hospitals in the state continue to close and decrease their services, we have become the safety net for other communities.

Amber Zone work began in March, with construction teams intending to add eight acute care bays and four behavioral health bays by January 2009. The latter is important because those with behavioral health needs in the community have increasingly sought care in the emergency department.

Red Zone construction, essential for critical care, will begin February 2009. When it ends in November 2009, we’ll have 15 more acute care bays, six trauma bays, and additional space for the CAT scanner. Yellow Zone work, scheduled from December 2009 to August 2010, will add 14 acute care beds and two radiology rooms. The final Green Zone project, from September 2010 to June 2011, will add 12 more bays, which will be geared to the treat-and-release patient but have the flexibility of converting to acute care.

Ultimately, the new 49,000-square-foot facility will be able to handle 100,000 visits annually.

To make sure that communication among medical professionals and with patients remains optimal in such a large operation, the Emergency Department team is looking into a state-of-the-art information technology system. The goal is to integrate all areas within the department and to “connect” emergency services with the rest of the hospital since 20 percent of our adult patients and 8 percent of our pediatric patients are admitted each year. We want to be sure all documentation for patients is readily accessible to our physicians, nurses, and staff in every patient care area.

We know emergency departments are places everyone would rather avoid. But we hope you take comfort knowing, first, that our highly skilled medical teams are here if you ever need them and, second, that our facilities will soon match our expertise.

If you would like to help us fund this much-needed expansion, please call 973-593-2400.

Cover: Left to right (front row) Eileen Heltzer, director of annual giving, Health Foundation, and daughter Abigail; Mitzi Szerlip, volunteer in admitting and past president of the Women’s Association; Liz Thomas, nurse practitioner, Medical Step Down Unit; (second row) Rachel Stark, RN, Intensive Care Unit; Latee Layeni, patient engagement coordinator, Health Foundation; (third row) Hyona Revere, director of major gifts, Health Foundation; Carol Jones, RN, MSN, manager, Trauma and Emergency Services, coordinator, bed management; and Jennifer Jaromahum, RN, clinical coordinator, Franklin 4. Cover photo: Becky Bedrosian
For his ninth birthday, Chance Gorman raised $400 for a cause near and dear to his heart — literally. The Stewartsville resident, who underwent heart surgery six years ago to repair a congenital heart defect, asked friends attending his hockey party for contributions to pediatric cardiology at Goryeb Children’s Hospital instead of gifts. “Getting presents feels good, but helping others is better,” says the young philanthropist, pictured on the ice in light blue stripes with his fellow donors.

No Penalties for These Hockey Checks

Cancer Center Gains Soothing Space

It’s the goal of interior designer Janet Simon that when cancer patients and their families step into the newly renovated Mind-Body Room at the Carol G. Simon Cancer Center, they will feel one sensation: tranquility.

“The room is geared toward serenity and peacefulness, which is very important when undergoing cancer treatments,” says Mrs. Simon, of Janet Simon Interiors, Inc. “We’ve turned it into an oasis for cancer patients and their families. They can go in and exhale.”

The room, dedicated to Mrs. Simon’s late sister, Lynda Mauriello Franklin, originally served as a conference room. When the Mind-Body Center needed a space for massage, yoga and Reiki, Mrs. Simon put her design team to work converting the space. The conference tables were wheeled out and the massage tables installed. Rippling water now cascades through the glass wall, offset by sheer curtains. Inspirational messages adorn the walls and sea foam blue carpeting softens the floor.

“She was a great believer in exercise and all kinds of mind/body work,” says Mrs. Simon of her sister, who died of ovarian cancer six years ago. “She was a fit and active woman who loved the spa life — it’s fitting that this beautiful room is dedicated in her name.” Mrs. Simon says that the space also reflects her mother-in-law, Carol G. Simon, for whom the cancer center is named.

The Simon, Mauriello and Franklin families offset all major project costs, and Mrs. Simon donated her design services and the materials.

BEARing Gifts for Goryeb

It was a cover charge of the cuddliest kind. When Meaghan Moriarty of Far Hills threw a Dec. 21 bash at her home for the freshman class of Gill St. Bernard’s School, she had more in mind than music and munchies. The charitable-minded 9th grader asked guests to bring teddy bears, which ultimately ended up in the arms of patients at Goryeb Children’s Hospital.

Karing Neighbors

Who says college kids are complacent these days? That’s certainly not the case at Fairleigh Dickinson University in Madison, where a group of civic-minded students started FDU Kares for Kids. The group raised $1,300 for the Goryeb Children’s Hospital by selling custom-designed wrist bands engraved with “FDU Kares for Kids,” holding bake sales and hosting a charity dinner cruise.
Maternal Fetal Medicine

How’s this for startling news? Fifteen to 20 years ago only 7 percent of women were over 35 when pregnant; today that percentage has soared to 25 percent nationwide and 40 percent at Morristown Memorial. These “older women,” reproductively speaking of course, tend to have multiple births, a phenomenon related both to age and to the use of fertility drugs. With twins and triplets come multiple medical concerns and that’s where Allan Fisher, MD, and his team come in.

“We’ve got the whole package here: prenatal diagnosis, a top-notch NICU and a children’s hospital,” says Dr. Fisher, director of Maternal-Fetal Medicine. “We work well as a team.”

In his division, he notes, the sonographers are the “best I’ve ever worked with,” highly specialized in their training, and the attending physicians have a combined 75 years of experience. Dr. Fisher is a rare find himself: board certified in obstetrics/gynecology, maternal fetal medicine and genetics. The entire MFM group meets every other week to review unusual cases and new techniques.

Having delivered 23 sets of triplets in the last two years and accepting special-needs patients around the clock, this division needs to stay on its collective toes. Regional physicians rely on the group’s expertise for their pregnant patients who have medical problems like lupus, diabetes, or high blood pressure; inherited disorders: heart or kidney transplants; or a history of preterm delivery.

“We advise the generalist or take over the case if it’s too complicated,” says Dr. Fisher.

Clinical care dominates the group’s time, but research to improve patient care is of key interest. A trial has been completed on a new labor and delivery medication and another is being reviewed that will examine fetal cells in maternal blood for indications of Down Syndrome.

Urogynecology and Reconstructive Pelvic Surgery

Pelvic floor dysfunction isn’t a common topic at cocktail parties even in this age of no-holds-barred conversation. But the fact remains urinary or fecal incontinence and prolapse, the bulging or falling of the vagina, bladder and/or uterus, plague women of all ages. Sadly, many quietly endure it.

“It’s a quality of life issue,” says Patrick Culligan, MD, director of Urogynecology and Reconstructive Pelvic Surgery. “That’s why I like my job. We take people who feel like they’re falling apart and make them feel better in a short time.”

Prolapse and incontinence frequently occur together, brought on by damage to the pelvic floor after delivering a baby, doing heavy lifting on a daily basis, chronic coughing, severe constipation and obesity. Many women are reluctant to seek help, Dr. Culligan notes, because they fear surgery is the only answer. In truth, medication, medical devices and exercise may be effective alternatives.

Patients who do require surgery may be surprised to learn that almost all procedures are minimally invasive and done on an outpatient basis. An expert in state-of-the-art surgical techniques, Dr. Culligan is now training fellows from around the country to perform robotic urogynecologic surgery. Training is important, he says, because available statistics report that 300,000 surgeries are performed each year and that number is expected to grow by 50 percent over the next two decades.

Ever the teacher, Dr. Culligan is passing his expertise on in other ways: an annual conference, a three-year...
fellowship program, and a practical guide, *Urogynecology in Primary Care* (co-editor Roger P. Goldberg), so primary care providers can begin to manage their patients’ conditions early on.

He has funneled his teaching honorariums into research that investigates the most effective way women can strengthen their pelvic floor muscles and is involved in other studies — all exploring ways to improve women’s quality of life.

“In my field, the Holy Grail is to predict who will have these problems and how to prevent them,” he says.

---

**Gynecologic Oncology**

When a malignancy is suspected, easing your worries may be difficult but finding the right medical care isn’t. The Women’s Cancer Center specializes in cancers unique to women, such as ovarian, uterine, and cervical.

“We set the standard for care and direct it,” says Daniel Tobias, MD, director of Gynecologic Oncology.

Commonly, OB/GYNs send to his division any patients with suspicious abnormalities, or those who have had an organ transplant, which makes them susceptible to malignancies. If a malignancy is found, Dr. Tobias’s team will take over the patient’s care, perform surgery and decide on chemotherapy and radiation treatments. That course of action, however, is not always necessary.

“Before you develop cervical cancer, for example, you may have a lesion that’s a precursor to the disease,” he explains. "If a screening detects an abnormality, the treatment for that is less invasive. In prevention, we’re able to spare people from a diagnosis of cancer and more aggressive treatment.”

Patients also gain from the group’s affiliation with the national Gynecologic Oncology Group, which offers access to national research trials. Plus, Gynecologic Oncology meets monthly with other disciplines, such as Radiation Oncology or Pathology, to review the latest research and set the standard for treatment going forward. Technologically advanced, the division commonly performs robotic surgery and uses high-tech harmonic scalpels that employ ultrasound waves to cut and seal vessels. “We’re always trying to change and improve what we do in the OR,” Dr. Tobias says.

---

**Safety and Education**

“One minute you’re dealing with those cute questions: Will it be a boy or a girl? How big? And suddenly someone’s life is in jeopardy.”

Preparing for those situations, the department has launched the Obstetrics Quality and Safety Initiative. Led by Christine Ganitsch, MD, director of Labor and Delivery, the initiative focuses on training and best practices for the entire medical staff. Its teaching modules cover the five most frequent and serious obstetrical emergencies: hemorrhage, eclampsia, shoulder dystocia, fetal heart rate tracing, and neonatal resuscitation. The initiative will also eventually require not just knowledge but also demonstrated proficiency in areas for which medical professionals are credentialed.

An OB/GYN residency program has also been established, the benefits of which are threefold. “Part of our mission is to teach,” Dr. Ramieri says. “It imparts medical knowledge to the next generation, and it’s a retention tool, because residents who train here often end up practicing here. But it’s also the best way to elevate quality of care. If you’re teaching residents, you have to be at the top of your game.”

Support for these initiatives is being sought, as well as funding to ramp up research, to purchase specialized equipment, and to hire more medical professionals, such as genetic counselors. If you would like to help, please contact Noelle Deihl-Harteveld, major gifts officer, at 973-593-2409 or noelle.harteveld@atlantichealth.org.

---

**Renovation Update**

**Phase 1: Completed** 36 private patient recovery rooms in the Arlene and Kermit Meade Pavilion.

**Phase 2: Underway** Three state-of-the-art operating rooms with space for a fourth and a high-risk pregnancy unit.

**Phase 3: Up next** The complete renovation of Labor and Delivery with new beds and advanced monitoring systems.
Health Foundation Names New Trustees

Tracy J. Belmear, director of corporate marketing and business development for the New York Jets: “The New York Jets are excited about our move to New Jersey and our long-term partnership with Atlantic Health.”

Abbie Giordano, business manager for Atlantic Spine Specialists: “Morristown Memorial is dear to my heart because it has the finest doctors, the best medical care and the latest technology available anywhere.”

Grant Van Siclen Parr, MD, physician-in-chief at Gagnon Heart Hospital, founder of the open heart surgery program at Morristown Memorial: “[I enjoy working in a hospital where I practice state-of-the-art cardiac surgery with truly outstanding results.]”

Anne S. Rooke, RN, MSN, 19-year Women’s Association board member and past president: “I am proud that this once local, community-based hospital has grown to be a world-class health care provider while also remaining patient-focused.”

J. Peter Simon, co-chairman of William E. Simon and Sons and chairman of the Health Foundation’s board of trustees: “I love Morristown Memorial because it is our most important community resource.”

Isaac Starker, MD, plastic surgeon and partner at The Peer Group for Plastic Surgery, president of the medical staff at Morristown Memorial: “Morristown Memorial offers me the opportunity to work with dynamic, highly qualified, professional colleagues.”

Michael J. Valentino, former president and chief executive officer of Adams Respiratory Therapeutics: “I am excited to become part of the Morristown Memorial organization, which has played an important role in the lives of local families and made such a huge impact on our community.”

Honorary trustees Joseph P. and Marguerite Goryeb, whose generosity helped establish the Goryeb Children’s Hospital: “We love the extremely high caliber of medical professionals Morristown Memorial is able to attract due to its excellent and growing reputation.”

To learn more about these trustees, visit mmhf.org>What’s Happening>Current News.

Grant Targets Better Dental Care

Morris County’s needy may soon have more efficient dental visits and more treatment options thanks to a $75,000 grant from The Hyde and Watson Foundation toward the purchase of a computerized machine for the Leonard Szerlip Dental Center.

Located at Morristown Memorial, the center is the only place in Morris County where economically disadvantaged and developmentally disabled people have access to free dental care. Services include the treatment of dental and oral emergencies as well as comprehensive dental care, such as X-rays, fillings, dentures and extractions. In 2006, the center, headed by Elizabeth Clemente, DDS, served approximately 1,772 patients in 6,111 visits, with staff completing 15,085 procedures.

The CEREC® 3D machine that the center hopes to purchase incorporates a camera, a computer and a milling machine in one instrument. With the technology, dentists will be able to create crowns, porcelain inlays and onlays using high-quality ceramic material and complete these procedures in a single one-hour appointment, instead of during multiple office visits. This machine can also be used in the operating room for patients who need anesthesia for dental treatment.

With the machine, a full-crown procedure costs about $28, almost $145 less than the typical cost. The savings stem from the elimination of lab fees and follow-up visits, the use of high-grade ceramic materials instead of expensive metals and shorter visits.

For developmentally disabled patients who have difficulty sitting still for long periods, less time in the dentist’s chair will be a welcome improvement.

Marking a Milestone in Cancer Care

The Carol G. Simon Cancer Center marks a decade of excellence this year, and that’s cause for celebration. Employees gathered for ice cream and conversation to mark the anniversary on April 3, while public festivities on April 26 featured Sean Swarner, the first cancer survivor to climb Mount Everest.

To learn more about these trustees, visit mmhf.org>What’s Happening>Current News.
Topping Goal, Campaign for the Heart Closes

Generous donors and tireless volunteers had much to celebrate at a victory celebration on April 24, 2008, during the 17th Annual Chairman’s Dinner, as The Campaign for the Heart surpassed its $44 million goal and reached $44,900,585.

Over 3,000 gifts were given to the campaign from individuals, foundations and corporations throughout the area. In the campaign’s final days, the generosity of the F.M. Kirby Foundation, the Louise Washington Charitable Remainder Unitrust, Daiichi Sankyo, Inc. and Jack Ruffle of New Vernon helped the Health Foundation top its goal.

“We thank all of the donors who gave so generously and willingly so that we could bring world-class facilities to a world-class cardiovascular program,” says Leslie Quick III, campaign chair. “Morristown Memorial is a tremendous local and regional asset and the success of this campaign reflects the strong partnership that exists between the hospital and community.”

The campaign’s success makes hospital history. “This fundraising effort marks the largest amount ever raised by Morristown Memorial in a capital campaign,” says Jim Quinn, chief development officer of the Health Foundation. “We can credit the hard work and strong leadership of Les Quick and his entire team of volunteers for the campaign’s great success.”

Dollars raised were used to build the Arlene and Kermit Meade Pavilion and the Women’s Association parking structure, both of which are complete, as well as the Gagnon Heart Hospital. Construction on the 250,000 square-foot heart hospital is progressing on schedule, with walls being framed and installed at press time. The donor preview celebration of the $200 million building will take place this fall.

Funding Sought for Pastoral Care

While receiving chemotherapy at the Carol G. Simon Cancer Center, a patient prays with a Roman Catholic priest. At the bustling Emergency Department, a Protestant chaplain talks with a family whose grandfather suffered a stroke. On the roof, near the helicopter receiving pad, an interfaith chaplain comforts a man who barely survived a car accident.

It’s the hope of Beth Upham, manager of volunteer services/pastoral care, that these scenarios become reality with a larger pool of chaplains reaching all patient care areas of the hospital, day or night. She also wants chaplains to connect regularly with patients visiting for outpatient procedures, such as same-day surgery, dialysis or radiation treatment. To accomplish these goals, Ms. Upham is seeking funds to increase staffing levels and extend chaplains’ hours.

“We The Joint Commission says that we must care for mind, body and spirit, and that’s what our chaplains do — they deal with stress, loneliness, anxiety, fear, faith and questions about God, Last Rites and Communion,” she says. An integral part of the medical team, chaplains help families during times of extreme stress by providing grief counseling, crisis intervention and conflict resolution.

Currently, Morristown Memorial employs an interfaith chaplain trained to speak with patients of all faiths. Additional chaplains are deployed through patient requests and are supported by outside groups, such as The Diocese of Paterson, the Protestant Chaplaincy Committee, and the Joint Chaplaincy Committee of MetroWest.

To support the pastoral care program, contact Eileen Heltzer, director of annual giving, at 973-593-2412 or eileen.heltzer@atlantichealth.org.

NICU News

The grand opening of Sam’s NICU is set for Sept. 18, 2008. Over $5 million has been raised toward the $15 million expansion. To add your support, contact Geraldine Kling, major gifts officer, at 973-593-2414 or geraldine.kling@atlantichealth.org.
Charitable Lead Annuity Trusts: Your Heirs Will Thank You

No family wants the government gobbling up an inheritance through heavy gift or estate taxes. There’s a way to support your favorite charity while moving substantial assets to your family with modest penalties. It’s done by creating a charitable lead annuity trust (CLAT), and it’s a win-win situation for all involved.

Families establish a CLAT to pay a guaranteed annuity to one or more charities on either a monthly, quarterly or yearly basis for a 10- to 30-year term. At the onset, the family benefits by receiving a charitable tax deduction.

While the annuity remains fixed during the life of the trust, the earnings have the potential to grow on a larger compounding corpus if the annuity trust earns at a higher rate than the annuity percentage. Some annuity trusts have the potential to grow up to five times the trust’s initial value.

By establishing a CLAT, families can leave large assets to their children and grandchildren with little or no gift or estate taxes. If the corpus does appreciate over the life of the trust, the value left to heirs can be greater than ever imagined.

Brookfield Society Seminar
May 29, 2008 | 6 – 7:30pm
Auditoriums A and B, Morristown Memorial Estate Planning for 2008: New tax law and its impact on you. Presenter: Anita Siegel, Esq., Siegel & Bergman, LLC. To register, contact Karen Gordon at 973-593-2438 or karen.gordon@atlantichealth.org.

19th Annual Golf Classic at Baltusrol
June 2, 2008
Baltusrol Golf Club, Springfield, NJ
For information, contact Bronwyn Fraser, special events coordinator, at 973-593-2440 or bronwyn.fraser@atlantichealth.org.

19th Annual Golf Classic at Baltusrol
June 2, 2008
Baltusrol Golf Club, Springfield, NJ
For information, contact Bronwyn Fraser, special events coordinator, at 973-593-2440 or bronwyn.fraser@atlantichealth.org.

Froh Heim’s Final Weeks

There’s still time to support the Women’s Association’s 14th Mansion in May fundraiser, benefiting the Valerie Fund Children’s Center at Goryeb Children’s Hospital. Visit www.MansioninMay.com for information.

Brookfield Society Annual
Recognition Luncheon
Oct. 14, 2008 | 12 noon – 2pm
(by invitation only)
The Madison Hotel, Convent Station
For more information, contact Bronwyn Fraser, special events coordinator, at 973-593-2440 or bronwyn.fraser@atlantichealth.org.

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

Writers: Alice Roche Cody and Regi Diverio
Editor: Regi Diverio | Layout and design: Envoi Design

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.