ALSO INSIDE:
A peek inside Glynallyn
A Q&A on breathing easy
A look at the Lion’s Den
Gifts of music, ministry and dinosaurs
The buzz about Mansion in May was everywhere this spring. More than 20,000 visitors were expected to descend on Convent Station to explore Glynallyn, the Women’s Association’s 16th Designer Showhouse and Gardens. The preview gala alone drew nearly 600 people on April 28 and with good reason. The 95-year-old English Tudor castle was a feast for the eyes.
Q: What are pulmonary rehabilitation patients afflicted with and why are the numbers rising?
A: Patients seeking pulmonary rehabilitation are struggling with chronic obstructive pulmonary disease (COPD). This includes emphysema, asthma, lung cancer, pulmonary fibrosis and chronic bronchitis. Breathing becomes difficult and even a simple task becomes a challenge. About 85 percent of my patients are current smokers or former smokers. We are seeing an increased number because of the aging demographics of our country. As people get older their lungs naturally deteriorate. For smokers and former smokers they deteriorate at a faster rate than normal. Many are surprised with the COPD diagnosis because they had quit smoking 20 years ago. Unfortunately, COPD is a common diagnosis for a former smoker to receive later in life.

Q: What are the components of pulmonary rehabilitation?
A: There are many components to the rehabilitation process. This would include conditioning to increase exercise endurance, breathing re-training as well as education and, most important, psychological and social support.

Q: How does pulmonary rehabilitation specifically make a difference in a patient’s life?
A: Without treatment, a patient will remain anxious, fatigued and more often than not stay at home for days at a time. Not being active enough to maintain a job, a patient can easily face economic hardship. The individual endures intense social isolation and poverty as a result.

However, once the patient begins a pulmonary rehabilitation program they have the freedom to be out and about. They are trained to use an oxygen device. This training gives them a sense of accomplishment and independence. They can go back to work. Their self-esteem returns. It’s an amazing transformation to witness. It gives my colleagues and me a great sense of fulfillment to see how this program can change lives for the better.

Q: What are the obstacles in treating patients?
A: Atlantic Health’s Pulmonary Center of Excellence only offers pulmonary rehabilitation on the Overlook Medical Center campus. The program is overburdened, with patients waiting two to three months to begin their sessions.

Our community and physicians have identified pulmonary rehabilitation as a top priority for the Morristown Medical Center campus. We would need to hire therapists and technicians and purchase equipment for this to happen. The initial investment is minimal compared to the burden of patients seeking Emergency Department assistance brought on by ignoring the treatment of COPD.

The idea of being functional in society instead of a shut-in is a win-win situation for the patient and the hospital. These patients often struggle with intense depression and many of them desperately want to get out of their rut. It is our obligation as a health care provider and as a community to provide them with relief.

To support a pulmonary rehabilitation program for Morristown Medical Center, please contact Noelle Deihl-Harteveld, major gifts officer, 973.593.2409.
To plan an event of your own, call Bronwyn Fraser at 973.593.2440.

Life Savers

When a skateboarding accident left a teenage boy close to death, his parents appreciated the rapid response and medical know-how of the Trauma Team at Morristown Medical Center. “What really stood out was how quick they assessed our son,” says the anonymous donor. “They didn’t dawdle at all.”

The parents celebrated their son’s one-year milestone with family and friends by booking the band, Blues Traveler, at the Wellmont Theater in Montclair. Turning the event into a fundraiser, they sold balcony seats to non-partygoers.

The $10,000 raised gave the parents another gift to give to the Trauma Center, besides their gratitude. Monies will go specifically for injury prevention, EMS education and surgical research.

The Course of Compassion

After a car accident, a Martinsville resident (who wishes to remain anonymous) didn’t recognize his wife and two young boys when he woke up a month later at Morristown Medical Center. That was January 2007, and since then his rally to recovery has been painful and slow.

“Dr. Louis DiFazio, director of Trauma and Surgical Critical Care at the hospital, gave the best advice to my wife,” says the accident victim. “He would say, ‘Just stay the course.’”

What struck the man deeply was the kindness he saw in everyone.

“I never came across anyone that didn’t show me respect,” he says. “No one was terse. One young lady—a surgical resident—would sit with my wife once she was off duty.”

The man also wants to make it clear that his recent donation to the Trauma Center, Surgical ICU and Atlantic Rehabilitation Institute (ARI) is not a payback or thank you. It goes deeper than that.

“My wife and I want to help,” he says. “Whatever is needed, we want them to buy it so they can go and help more people.”

The donation was used to purchase specialized monitors that enhance the ability to measure the blood oxygenation levels of patients in critical condition. A portion of the donation will also be used for needs at ARI, where the donor spent many days in recovery.

From Ashes to Rebirth

Before disbanding last fall, the Protestant Chaplaincy Board of Morristown Medical Center (PCMMC) donated $20,000 to the hospital’s Foundation. The gift will provide financial support to Morristown Medical Center’s ongoing pastoral care and protestant chaplaincy services.

Monies will also be used for clinical pastoral education, which trains students to provide pastoral and spiritual care to patients and their families.

“There are many patients without a place of worship to call on during a crisis,” says the Reverend Johann Bosman, former president of PCMMC and senior pastor of Community Congregational Church of Short Hills. “We want to be able to provide care for people in their hour of need.”

Faces in Philanthropy

Gifts to the Luciano Family Trauma and Acute Care Center ensure top care for gravely injured patients, as the medical team demonstrated during a mock emergency at the center’s opening last September.

Patients and families receive free pastoral and spiritual care thanks to the generosity of donors. To offer your support, contact the Foundation at 973.593.2400.

Rev. Zbigniew Kluba

To offer your support, contact the Foundation at 973.593.2400.
Taking on the Toughest

Dan Tramontozzi and Will Livingston pinned many opponents during their wrestling careers at Kittatinny Regional High School in Newton. Now, their moms are fighting cancer, and the athletes are using their love of the sport in a new way.

Co-founding the Pin Cancer Campaign, they have donated $6,000 for Carol G. Simon Cancer Center through tee-shirt and wristband sales on their website, www.pincancer.org. Pin Cancer Nights – to raise awareness of cancer and their cause – are happening at matches throughout Sussex County.

“The wrestlers wear our tee-shirts during their warm-up before they put on their team jersey,” says Mr. Tramontozzi. “They unite for the cause even though they are wrestling each other to win.”

The New Normal

Jenna De Grazio was just like any other 7 year old. She played with her sister for hours in their backyard. Now, she gets winded easily and checks her blood sugar every 15 minutes. Jenna has type 1 diabetes, diagnosed last year at Goryeb Children’s Hospital.

“It hit us like a brick,” says Michele De Grazio. “But the hospital has helped us with every aspect. They have been like family to us.”

In return, the De Grazio family founded The Jenna Wish Foundation and hosted their first fundraiser in March. The food and wine tasting event, held at the Diamond Westminster Hotel in Livingston, raised $11,000 for the BD Diabetes Center at Goryeb.

Extending a Lifeline

Giving even the tiniest, most at-risk infants every advantage at life is all in day’s work at Goryeb Children’s Hospital. It was also the impetus behind the Harding Twig’s third annual fundraiser, which netted $3,000 and was held at the historic Bailey’s Mill House in Harding Township.

The monies will help to fund a Pyxis Medstation Machine, which measures lifesaving medications for pediatric patients of all ages at Goryeb.

Guests enjoyed a discussion with Damion Martins, MD, director, Orthopedics and Sports Medicine, Atlantic Health System, and director, Internal Medicine, New York Jets. Dr. Martins advised his audience about the pros and cons of children focusing on a single sport at an early age.

More Than Fun

It has been said, “Girls just want to have fun,” and eight Mendham Township Elementary School students did just that as they created 26 fabric-covered journals to donate to Child Life at Goryeb Children’s Hospital.

The journals will give patients a place to record happy thoughts, doodle, or write down anxious feelings that may occur during a hospital experience.

“I wanted them to learn the importance of doing something for others as well as teamwork in accomplishing a specific goal,” says Jennifer L. Malmberg, president and founder of the Spinnaker Foundation, Inc. which develops and funds programs related to the arts, education and health with an emphasis on educating children.
Music Matters

Morristown resident Dick Eger saw the comfort his late wife, Elaine Ehlers, gained from listening to music in her final days with melanoma.

“It clearly helped her,” says Mr. Eger, who is an accomplished classical pianist, art collector and avid photographer. “People need outlets like this especially if they are under stress from chemotherapy or the trauma of an illness. Elaine was the director of the Wound Care Center at the hospital so she saw how illness affected people.”

Although that was more than 10 years ago, he still believes in the healing power of music. Mr. Eger and his wife, Anne Aronovitch, recently donated $10,000 to the Jeffrey F. Wacks Music Therapy Program at Carol G. Simon Cancer Center.

“You can feel good when you listen to music but it also has important clinical applications,” says Leah Oswanski, MA, coordinator of music therapy at the cancer center. “It can decrease anxiety, manage the side effects of treatments and also help to creatively process the intense emotions that arise during an illness.”

Mr. Eger is also a big believer in this mind-body connection.

“For years I worked as a biochemist and then as an administrator for a hospital in New York City, and I saw physicians treat patients physically but not emotionally,” he says. “It’s wonderful to see music become an essential part of a patient’s overall treatment.”

Grand Opening Brings Green to Goryeb

Small businesses need all the cash they can generate. However, one new shop in Chester wants to give before it gets.

Vintner’s Circle Chester, a wine-making franchise, “grand-opened” its doors on February 25 and 26 in the Chester Springs Shopping Mall. A weekend-long celebration of complimentary wine samples and delicious food pairings allowed customers to enjoy themselves as they learned how to craft their own signature wines. Wine-related gifts and accessories were also available for purchase.

The enthusiasm generated by the dozens of pleased patrons had a hidden benefit, with $500 in proceeds from the weekend extravaganza given to Goryeb Children’s Hospital.

Mexican Food, Margaritas and More

Spicy tacos, tangy margaritas, lively music, limbo dancing and fun giveaways were a winning combination for two recent fundraisers to benefit Goryeb Children’s Hospital.

The Kids4Kids Youth Philanthropy Committee was the mastermind behind these crowd-pleasing Mexican fiestas held at Tio Juan’s Margaritas Mexican Restaurant in Livingston. A portion of the proceeds from all lounge sales from the March 8 and April 6 events were donated to the hospital.

The Kids4Kids committee was founded to encourage children and teenagers to get involved with philanthropy, volunteerism and hands-on activities to benefit Goryeb and its patients.

For more information on joining Kids4Kids please contact Sandy Ortolani at 973.593.2431 or kids4kids@atlantichealth.org.
A Toy Story

The parents of a beloved patient who had passed away decided to donate his un-opened Christmas presents to Goryeb Children’s Hospital. In the pile was Boris the Tyran-nosaurus.

“Lots of kids need to get a port for medicine so we taped one to Boris so they could touch and feel it,” says Jamie Gecz, child life specialist at Goryeb. “It prepares them for when they get out of surgery and have one on their own chest.”

The children fell in love with Boris. When Ms. Gecz shared the experience with TOMY, the toy company that created the Tyrannosaurus, nine more dinosaurs and two purple sharks soon arrived to help Boris with his daily rounds.

Help When You Need It

Pancreatic cancer patients and their families often face an uphill battle. Financial worries from unexpected costs should not be part of the equation.

Thanks to the Pancreatic Cancer Support Fund at Carol G. Simon Cancer Center, they don’t have to be. The fund, which recently received a $10,000 donation from the Bernstein Family Foundation, offsets expenses for everything from child care and transportation to support group meetings.

“We help to meet social needs,” says Dr. Stephen Schreibman, founder of the Pancreatic Cancer Program, who helped to launch the fund last year.

To offer your support, please contact Mary Ellen Graf, major gifts officer, at 973.593.2428 or maryellen.graf@atlantichealth.org.

Health is on the Way

A healthy childhood is a priceless gift. And now the hospital’s Family Health Center, which helps the area’s medically underserved population, will receive $50,000 from Johnson & Johnson, making optimum wellness for some local children an achievable reality.

“Involving the child in the process and allowing them to be part of the solution is the key to our success,” says the center’s pediatric program coordinator, Sibi Saenz-Williams. “Oftentimes parents and pediatricians resolve the child’s presenting problem without the child’s buy-in to the process. Telling a child what to do, or what shouldn’t be done, can lead to an uncooperative patient. Instead, the program empowers children to become participants in their own health journey. They become involved and own the solution.”

Combating childhood obesity, learning positive discipline strategies and equipping patients to be their own health advocates are some of the building blocks in this new approach to better health.

“Many childhood health risks can be prevented or managed, but without services, such as those provided by the Family Health Center, these children will be at risk later in life,” says Bonnie Petrauskas, director of corporate contributions and community relations at Johnson & Johnson of New Brunswick. “They need to get into a cycle of wellness now.”
Every eight seconds someone is turning 65. The senior population is exploding and expected to jump from 12 to 20 percent nationwide by 2030. The elderly will soon make up almost 30 percent of the community in Morris County.

“Everyone has a story about a parent or loved one trying to keep their independence in their home but due to physical or behavioral changes, safety has become a real concern,” says Trish O’Keefe, RN, chief nursing officer at Morristown Medical Center. “We need to partner with our community on creating systems to respond to this growing demand for early detection, treatment and appropriate referrals for comprehensive care and follow up.”

The new virtual Center for Senior Health at Morristown Medical Center is designed to assist our aging community, targeting several key areas: a new Geriatric Assessment Center, a dedicated Geriatric Emergency Department (ED) and a Geriatrics Fellowship.

Forging strong relationships with retirement and assisted-living communities is also part of this new vision of care. Physicians at the hospital will begin to go out into the community to where their patients live.

“The single most important goal would be to reach the frailest seniors and help them and their families understand their health care needs.” —Dr. Keerti Sharma

“Our goal is taking care of patients, so where they go is where we go,” says Dr. Arthur Sheppell, director of Geriatric Medicine at the hospital. “These relationships are built over time. It’s not just medicine; it involves knowing the patient and their family situation so that we can identify the proper resources and treatment.”

The new Geriatric Assessment Center at 435 South Street is a major part of this initiative. Plans are underway to open the center later this year thanks to a $1.5 million gift from longtime donors David and Joan Powell. The 3,800 square foot facility will offer seniors comprehensive testing, treatment plans and follow-up care by an in-house geriatric team.

“The single most important goal would be to reach the frailest seniors and help them and their families understand their health care needs,” says Dr. Keerti Sharma, director of the Geriatric Assessment Center and Geriatric Inpatient Services.

An evaluation of complex physical and psychosocial issues, neurological and cognitive exams and a full review of medications will be available at the new center to help seniors function independently for as long as they can.

“The plan is not to take people away from their primary care physician but to evaluate the person in their entirety and assist their primary physician to best guide their care,” says Dr. Sharma.

Mr. and Mrs. Powell’s first donation of $1 million in 2005 began the hospital’s Healthy Aging Program.

The program acts as a clearinghouse of resources among the hospital, long-term care facilities, community-based services and physicians.

“This isn’t just a referral service,” says Rebecca Shippey, coordinator of the Healthy Aging Program. “We talk about the whole situation. It’s not just giving a phone number and a ‘Good luck.’ I help them begin to develop a plan to move forward. There are services and benefits out there, but knowing about them is half the challenge. People need to know where to look.”

An enhanced Geriatric ED that understands the complex nature of older patients’ health is also opening this year in part fueled by the Powell gifts. With 22 percent of the hospital’s ED patients over the age of 75, a new six-to-eight room unit – and geriatric physicians to address their needs – is essential.

“These patients usually have multiple medical problems that result in longer hospitalizations,” says Dr. Sheppell. “A dedicated geriatric team can help facilitate hospital admissions and also offer palliative care options.”

Plans to create an endowed Geriatrics Fellowship to train a new generation of geriatricians will help grow the number of specialists in this area. Statistics show there are now only 8,000 geriatricians currently practicing in the United States.

“This minimal number of geriatricians nationally will become an even more exaggerated gap as our demographics continue to shift,” says Dr. Sheppell. “The new endowment will help draw geriatric specialists who will hopefully want to stay with us.”

Another important component of the virtual center will be a dedicated geriatric inpatient unit that Atlantic Health System is looking to establish at the hospital. Two programs that will serve as building blocks for this new unit are the NICHE (Nurses Improving Care for Health-system Elders) Program, which trains nurses on the care of seniors, and the Hospital Elder Life Program (HELP), which offers cognitive activities for the elderly to help prevent delirium.

The crux of geriatric care is that it needs to be multidisciplinary. This discipline – more than any other – needs a team of experts.

“Our patients don’t get admitted just because of a disease process but also because of a breakdown in their social structure [the death of a loved-one or family unable to care for them any longer] or financial troubles in combination with their level of frailty,” says Dr. Sharma. “For this inpatient unit, we’re using the services we already have at the hospital but in a team approach. We are putting the pieces together in a new way.”

To support the Geriatric Assessment Center, geriatric ED and the fellowship, and help us reach our $4.15 million goal, please contact Noelle Deihl-Harteveld, major gifts officer, 973.593.2409.
“We talk about the whole situation. It’s not just giving a phone number and a ‘Good luck.’ I help them begin to develop a plan to move forward.” —Rebecca Shippey
Nutrition Training for Physicians

Eating too little or too much can wreak havoc on our bodies. Good nutrition is the catalyst to an ideal body weight, but many find achieving a stable weight to be a lifelong struggle.

Bioscrip, a national provider of specialty home health solutions, has donated $100,000 toward the Metabolic Medicine Fellowship to help find solutions for patients in their quest for an optimum body weight. This grant is one of two from Bioscrip this year.

The hospital’s Metabolic Medicine and Weight Control Center is equipped in every way to help individuals who struggle with weight issues brought on by cancer, intestinal disease, liver disease, heart disease and diabetes.

“We deal with the diseases of over-nutrition and under-nutrition,” says Dr. Michael Rothkopf, director of the center. “We are now facing an epidemic of disease in this country related to an individual’s nutritional status. It is critical that as many physicians as possible become knowledgeable in this area.”

The fellowship will train primary care physicians in nutrition and metabolism in order to reach an even greater portion of the population with this expertise.

Powells’ Passion Fuels Elder Care

More than 25 years ago Joan Powell was walking on a beach in California and confided to a friend her interest in helping the elderly.

“Back then it wasn’t a sexy topic at all,” says Mrs. Powell, who along with her husband, David, has donated $2.5 million to geriatric care at the hospital. “But I began asking questions anyway.”

In the meantime, they witnessed the needs of their own parents as they aged. Both saw their parents advance from single-family homes to assisted living to finally needing round-the-clock care.

“The care they received was terrific; however, it made us think about the needs of the aging,” says Mrs. Powell.

“We really have to be in a position to understand the elderly and their individual needs, which aren’t the same as the average adult,” adds Mr. Powell.

A top priority for them is to see physicians trained in how to care for the special needs of the elderly.

“It’s not so much a bricks and mortar endeavor,” says Mr. Powell. “So the challenge is not to build buildings and get expensive equipment but to handle their care through education and providing help to the families and staff. Training for families and staff and support for caregivers is a critical component.”

To learn about geriatric medicine at Morristown Medical Center, see the feature story on page 8.

WAMMC at Work

A much-needed facelift to the resource room at Carol G. Simon Cancer Center and money for new pulmonary and thoracic equipment brought a breath of fresh air to the hospital this past spring.

The Women’s Association of Morristown Medical Center (WAMMC) recently donated $8,800 for the renovation of the resource room including new carpeting, computers, desks and a layout that features more user-friendly access to information.

“We created the original room in the 1980s and felt that it needed some freshening up,” says Beth Wipperman, president of WAMMC.

A $215,000 donation for pulmonary equipment will purchase four new scopes for adults and children as well as a new computer program, pixel screens and light sources.

“This hit all of our buttons,” says Mrs. Wipperman. “It was inpatient and outpatient, adult, child and infant. And because it’s portable, it goes to all departments in the hospital.”

An Electromagnetic Navigation Bronchoscope was also purchased with $195,000 of WAMMC monies.

“This is a cutting-edge piece of equipment,” says Mrs. Wipperman. “It puts us on the map with other top hospitals in the area.”
Doing Good Rules

Helping others always brings fulfillment to the giver. In this case, a new award will bring recognition and encouragement too.

The Friend of Philanthropy Award was created by the Foundation this year to showcase community organizations, corporations, foundations or individuals who made a philanthropic contribution to the hospital with funds raised through an event.

Chatham resident Jack Bradley, who raised more than $24,000 at the black-tie event A Night to Sparkle: An Evening in Remembrance of Kelley Bradley, is the first award recipient. The event Bradley organized in May 2011 in memory of his late wife, who died of breast cancer a year earlier, benefitted the Child Life Program at Carol G. Simon Cancer Center.

“Everyone in attendance had helped Kelley and me during her illness,” says Mr. Bradley. “I knew the funds were going to support a program that assists families and children who might not have as much social or church-based support as Kelley and I experienced. I am delighted that the Foundation recognizes the Child Life Program as valuable. It gives me a feeling of peace.”

A Star is Born

Thanks to a $100,000 pledge from Cohn for Kids (the J.H. Cohn Foundation) patients at Goryeb Children’s Hospital will have a big reason to smile. A live performance area to be built in the lobby of the hospital – funded with these monies – will create a venue for musicians, mimes and storytellers to work their magic in the hearts of countless children.

The new space, nestled under the spiral staircase leading up to the clinical and inpatient floors, will also provide the perfect respite as a reading nook, coloring corner and play area when performances are not taking place.

Small performances now take place in hospital rooms for one or two children at a time. The new venue will reach many more children, siblings and families every day.

“We asked the hospital for a way that we could help and loved the idea of a performance area,” says Michael L. Cohen, office managing partner of J.H. Cohn LLP and director of Cohn for Kids. “We are committed to supporting children-related projects, and this is a perfect fit.”

Out of this World

A place to escape is often an important healing tool, making two recent donations for completely refurbished play and recreation rooms at Goryeb Children’s Hospital all the more special.

The new Lion’s Den recreation room was made possible through proceeds from the Frozen Flashback Hockey Game, when local athletes came back to play a state championship game that was cancelled 21 years before due to a measles outbreak. The room, which opened in May, features personal computers, Xbox, video games and a large monitor for teleconferences between family and friends. An art table does double time, serving as space for medical demonstrations by the Child Life staff to prepare patients for procedures.

A $30,000 donation by the Spinnaker Foundation, Inc., on behalf of the Jennifer L. and Derek T. Malmberg family, brought to fruition a second playroom for the younger set. Situated in an open solarium, the space is conducive to creative and traditional play.

“Both spaces are multi-purpose rooms so that every patient will have a place to go,” says Lisa Ciarrocca, manager of Child Life at Goryeb. “It’s important for the families too. We are grateful to the community and our donors for putting their dollars behind this.”

Pictured (l-r) Event co-organizer Krissy Caputo, child life specialist Crystal Zeiman, award recipient Jack Bradley, and Foundation Board Chairman J. Peter Simon
NewsofNote

SOS for Students

Its quality is superior; its value undeniable. But the cost of the hospital’s training program in cardiovascular technology places it out of reach for some.

The School of Cardiovascular Technology at Gagnon Cardiovascular Institute trains highly skilled professionals who play a key role in assisting physicians with diagnosing and treating cardiac ailments in thousands of patients every year.

“The program provides a steady stream of well-trained technologists that the hospital can draw upon to fill vacancies in the cardiovascular diagnostic departments,” says Sue Smith, program director of the School of Cardiovascular Technology.

However, many eligible students can’t afford the $25,500 tuition for the 18-month accredited program or find themselves struggling with finances once they are enrolled in the school. For this reason, Gagnon is intent on raising $200,000 for a scholarship fund. The new fund will allow more than 25 scholarships of up to $7,500 each and provide critical tuition relief for top students.

For more information or to offer your support, please contact Hyona Revere, director of major gifts, 973.593.2429 or hyona.revere@atlantichealth.org.

Cold-Blooded Kindness

Accidents can’t be planned. The assurance of readily available blood for a transfusion can. Many times, this precious resource is the deciding factor between life and death for a trauma patient in the hospital’s Emergency Department.

“Seconds do count and having blood immediately available can be lifesaving,” says Department of Pathology Chairman Craig Dise, MD.

A recent $100,000 gift from Morristown Pathology Associates toward the Emergency Department Expansion Campaign included a provision for a new blood refrigerator that allows for the storage and monitored inventory of O negative blood (the universal donor for all patients) by the hospital’s trauma team.

Prior to the new refrigeration unit, doctors had to rely on portable coolers to dispatch blood for trauma patients.

“It was not uncommon to have to throw away blood if we could not find out how or where it was stored,” says Dr. Dise, who is also a member of Morristown Pathology Associates. “This gift has enhanced the level of care that our trauma team provides. We are delighted to be able to contribute to their mission.”

Brookfield
BY THE NUMBERS

The Brookfield Society, established in 1992, honors Myra Brookfield, who donated her home and property for the hospital 100 years earlier, and recognizes those who include a gift to Morristown Medical Center in their estate planning. To leave your legacy at Morristown, call Cynthia O’Donnell, director of gift planning, at 973.593.2418.

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STAY TUNED

Watching Goryeb Grow: 10 Years and Counting

Celebrating 10 years of milestones and looking to the hospital’s future, a fundraiser for Goryeb Children’s Hospital will be held Thursday, Oct. 25, 2012, at The Park Savoy Estate in Florham Park. For more information, please contact Michelle Meszaros, special events coordinator, at 973.593.2417 or michelle.meszaros@atlantichealth.org.
CEOs Talk and the Hospital Listens

CEO Dialogues – a new way of communicating with local companies about health-related issues – has brought 31 senior executives to the hospital for meaningful conversation in the last 18 months.

“Given the extraordinary changes with health care reform, we welcome a dialogue between our hospital and the companies we serve in the Morris County area,” says Christopher J. Baldwin, a Foundation for Morristown Medical Center trustee and co-chairman of CEO Dialogues along with David J. Shulkin, MD, president of Morristown Medical Center. “It has been productive. Deep relationships take a long time to cultivate, but we are getting there.”

During breakfast, groups of 8-10 executives talk with hospital officials on myriad issues related to employee health coverage. Tips on how to pro-actively bring down company costs through prevention and wellness programs have yielded many fruitful discussions. Afterward, tours are offered of the medical facility.

“This is a good idea for both parties,” says Mr. Baldwin. “We listen to what their needs are, and they leave with expectations of the hospital’s needs. It also helps strengthen our ties to those companies who are already donors.”

For more information or to offer your support, please contact Cynthia O’Donnell, director of planned giving, 973-593-2418, cynthia.odonnell@atlantichealth.org.

Charitable Gift Annuities Bring Many Advantages

In the world of gift planning, the charitable gift annuity is the kind of donation that can easily become a win-win for you and for the hospital. You are guaranteed a fixed payment for life, and the hospital receives monies that can be used exactly like cash.

And it’s easy to set up: no attorney is needed. You simply give cash or transfer securities to the Foundation, and we draft the agreement. You can even choose one or two income beneficiaries. Best of all, you avoid most capital gains taxes.

Cam Cavanaugh, a local historian, environmentalist and world traveler, was surprised how beneficial her charitable gift annuity to Carol G. Simon Cancer Center is.

“I made a charitable donation and received a tax deduction,” says the Basking Ridge resident. “I also get a quarterly payment for life that is partially tax deductible.”

Since moving to the area in 1955, she has watched the hospital grow into “the impressive medical center it is today.” Thanks to donors like her, the future holds great promise, too.

For more information or to offer your support, please contact Cynthia O’Donnell, director of planned giving, 973-593-2418, cynthia.odonnell@atlantichealth.org.

Heart Advances

Two anonymous donors have contributed approximately $195,000 toward the $2 million goal to fund an endowed chair of cardiovascular surgery at Gagnon Cardiovascular Institute.

The new chair will be named in honor of visionary Grant Van Siclen Parr, MD, physician-in-chief of Gagnon and former chief of cardiac surgery, who founded the region’s first cardiovascular surgery program at Morristown in 1988. Over the years, with Dr. Parr at the helm, the cardiovascular program gained prestigious recognition. By 2011, its surgeons had performed 26,629 open heart procedures and earned a top 50 national ranking by Consumer Reports.

When the chair is established, the first physician to hold it would be Dr. John M. Brown III. He currently serves as interim chairman of the department of cardiovascular medicine and chief of cardiothoracic surgery. Dr. Brown began practicing at the hospital in 1993 and his professional expertise includes all aspects of adult cardiac surgery. He has also served as a lead investigator in several national research projects.

For more information or to offer your support, please contact Hyona Revere, director of major gifts, 973-593-2429 or hyona.revere@atlantichealth.org.

### Sample Rate Chart for a $25,000 Gift Annuity on One Person

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<td>7.8%</td>
</tr>
<tr>
<td>Charitable Deduction*</td>
<td>$7,027.75</td>
<td>$8,955.25</td>
<td>$10,465</td>
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<td>$13,652.50</td>
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<td>Annual Payment</td>
<td>$1,175</td>
<td>$1,275</td>
<td>$1,450</td>
<td>$1,700</td>
<td>$1,950</td>
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*Charitable Deduction is calculated based on the gift amount and annuity rate.

Photo: Becky Bedrosian

Dr. Grant Parr, left, and Dr. John Brown III

Photo: Sal Benedetto

Cam Cavanaugh

For more information or to offer your support, please contact Cynthia O’Donnell, director of planned giving, 973-593-2418, cynthia.odonnell@atlantichealth.org.
David Farris, retired COO of Beneficial and CEO of Beneficial Management Corporations, spent a lifetime as a company man. Prior to assuming the top position at Beneficial’s national headquarters in Peapack, he lived wherever the company sent him. He and Jill, his wife of 52 years, made homes in Cleveland, Detroit, Chicago and Columbus.

In 1998, after 35 years of service, Mr. Farris retired from Beneficial and turned his focus full time to the philanthropic endeavors that had always been an important part of his life. He became a dedicated supporter of all things related to children. At Morristown, he joined the Pediatric Philanthropy Council. Bringing the leadership skills he honed in the corporate world to his volunteer work, he now co-chairs that council with Dr. Gaines Mimms.

“Our children, grandchildren, friends and neighbors use the hospital,” he says. “It’s important that wonderful care is available and it is.”

Mr. and Mrs. Farris have donated generously to Goryeb Children’s Hospital, where a floor is named after them. They have also supported the Kid-FIT program and the Rippel Breast Center, where a suite is named in Mrs. Farris’s honor. But it is the children’s projects that speak to them the most.

“The health of our young people is extremely important,” says Mr. Farris, an honorary trustee of the Foundation’s Board, on which he served for six years.

“I’ve seen the good things the hospital has done,” he says. “It’s vital to this community. Some of our projects attract the best and the brightest minds to come and practice medicine here. It’s our goal to continue forward with this mission.”

The Farrises have been steadfast in their giving, offering major support to important hospital projects and initiatives over the years. Most recently, they gave a significant seed gift toward a new Center for Advanced Medicine in Pediatrics. At the center, diagnoses and treatments will be coordinated under one roof, making it easier for very sick children and their parents to cope with a complicated or chronic health condition.

Mr. Farris downplays his and his wife’s generosity: “You can look around and see all the wonderful donors who make incredible gifts to the hospital; they’re all role models,” he says. “When you see the leadership of the Gagnons, the Goryebs, the Simons, and so many others, it’s pretty amazing.”

Clearly, he would much rather talk about others – or about family. The longtime Bernardsville residents feel they have been richly blessed, with two married daughters living and raising their own families in Bernardsville.

“We don’t go to Florida in the winter because we enjoy reveling in the activities of our grandchildren,” says Mr. Farris. “Every spring break we go somewhere with them, to break up the winter. They’ll love it if I can hang in there a little longer,” he adds, laughing.

In terms of a legacy, this 76 year old is not looking at himself and his accomplishments but at how he and his wife can further the good of something larger than themselves.

“I don’t want people to be thinking about us and what we’ve done for the hospital but to be thinking ahead,” he says. “I just want them to remember that we cared enough to help.”
On February 9, 2012, nearly 40 Women’s Association (WAMMC) members were treated to a personal tour of Sam’s Neonatal Intensive Care Unit (NICU), which they helped to fund with a $1 million gift. Gaines Mimms, MD; Andrew Schenkman, MD; and Joanne Hessler, RN, NICU manager, gave the tour and joined the group at a luncheon afterward. Pictured: WAMMC president Beth Wipperman and Dr Schenkman flank the Tree of Life, guests tour the NICU Hall of Fame, and Dr. Mimms explains the features of a NICU patient room.

Heart-Felt Gratitude
Nearly 50 donors who contributed $500,000 toward the purchase of two important pieces of equipment for the Children’s Heart Center – a pediatric echocardiography machine and a fetal echocardiography machine – learned how vital their gifts are at a dedication on February 13, 2012. Dr. Christine Donnelly thanked the donors and explained how the new technology will help patients like Bryce Rosen (pictured with Dr. Gaines Mimms), whose amazing story is featured on the Foundation website f4mmc.org under How Your Gift Helps>Patient Stories.
Rite of Passage: Menopause

Lisa Oz, producer, writer and relationship expert, was the keynote speaker at a recent Women’s Health Philanthropy Council presentation on “Menopause, More Than Just Hot Flashes” at Morristown Medical Center. The spring lecture and a panel discussion, featuring hospital medical experts, launched a community awareness campaign for the hospital’s new Menopause Center of New Jersey. Slated to open this fall at 435 South Street, the center is the first of its kind in the state.

Mrs. Oz urged the audience to look beyond the symptoms of menopause and see it as an important rite of passage. She offered these observations:

Age Brings Wisdom

With all they accomplish, women often seem invincible. However, their multiple roles as mother, wife and professional often give them little time to explore their own personal pursuits. Menopause offers the much-needed pause to re-assess dormant goals and dreams. Women now have the luxury and permission to focus on their own growth and well-being.

Wellness Becomes Priority

Wellness suddenly takes on a sharper focus. Being holistically in tune with our bodies includes food choices, sleep patterns, exercise and more. The real answers come when we discover what prevents a healthy lifestyle from happening. Road blocks to wellness disguise themselves as lethargy, addictions or emotional hang-ups. If we can recognize destructive patterns, then we have the opportunity to create new behaviors that change us for the better.

Relationships Are Key

Who we are is defined through our relationships. The only way to change a relationship is to work on ourselves. Being a non-judgmental observer who sees the best in another person curbs the inclination to react in non-healthy ways. By practicing forgiveness and gratitude in every moment and with every interaction, we hold the power to transform menopause into an experience that will enrich our lives on every level.