The Atlantic Sports Health Institute
Our Goal: Helping You Achieve Yours
If you’re a broadcast news watcher, you may have seen some of the troubling reports on patient safety in U.S. hospitals. Hearing that patients are sometimes admitted for a treatable illness and suffer the consequences of a medical error or avoidable complication is enough to make anyone worry about hospital care in 2007. I’m not going to suggest that such incidents never occur, but I will tell you how we at Atlantic Health are working to make our hospitals as safe as they can be.

Improving the quality of health care isn’t a new concept. Over the last 25 years, however, the science of what we actually know about making patients safer has become much more sophisticated in terms of defining what and how to improve than ever before.

In the last few years, we’ve done much to reduce needless harm to patients. We start by figuring out through quality measurements what we need to work on. Helping us along is the movement to develop a national framework for measuring quality. For the last two years, we’ve been involved with the National Quality Forum, which is striving to standardize quality measurement methods for public reporting and hence making more meaningful comparisons between health care providers possible.

The Institute for Healthcare Improvement (IHI) has embarked on two national campaigns—first, its “Saving 100,000 Lives Campaign” (which began in 2004) and its latest initiative, the “Keeping 5 Million Lives From Harm” Campaign—to bring best practices to institutions throughout the country. Atlantic Health has been participating fully and leading in this initiative since its inception.

The IHI campaign asks every U.S. hospital to focus on 12 interventions—from preventing pressure ulcers and ventilator-associated pneumonia to deploying rapid-response teams that quickly assess patients in distress—that, when instituted, have proven to keep patients safer by preventing needless deaths. Success lies in training staff to take the IHI checklists and step through each one diligently. Atlantic Health has been recognized by the New Jersey Hospital Association, the N.J. Council on Teaching Hospitals, and more recently the IHI itself as a leader in developing and implementing innovative “best practice” strategies designed to reduce harm to our patients.

As we continue to integrate best practices on all of our patient care units, we’ve also begun working more closely with other nationally recognized top hospitals to benchmark our performance and show where our strengths and opportunities lie. We’ve joined the University Health Consortium (UHC) this year through our new academic affiliation with Mount Sinai Medical Center in New York. UHC’s objective is to promote effectiveness and efficiency by sharing knowledge on what makes care better. We will be able to more formally compare our results on a broader scale with the likes of Johns Hopkins and The Cleveland Clinic. It will help guide us further in our never-ending quest to make breakthrough improvements in patient care.

Ultimately, our efforts will not only keep you safer, but they will also give you an objective and transparent way to assess whether or not the care at our hospital is better than the care you could receive somewhere else.
Sisters Unite in a Meaningful Tribute

When their sister Judy Kaplan died of lung cancer in December 2005, Sara Abramson, Ruth Kaplan, and Lilly Combias decided the most fitting memorial would be one that helps others. The trio formed the Kaplan Sisters Foundation and, as their first official philanthropic act, provided a state-of-the-art chest x-ray unit for the Carol G. Simon Cancer Center in January. The sisters, who will alternate in choosing suitable recipients for their foundation’s funds, are simply following the example set by their parents. “It’s what my parents were all about,” says Mrs. Combias of Madison. “Before my father, Isaac, died, he was always doing something philanthropic, and my mom, Naomi, is still giving. We wanted to do something worthwhile, and this gift, which will directly help people with lung cancer, seemed especially appropriate.”

Rock the Cure

Banding Together to Fight Cancer

Tom Barth Jr. (pictured on piano) broke new ground in scouting service projects in January by organizing a Rock the Cure benefit concert that earned him the rank of Eagle Scout and earned the Carol G. Simon Cancer Center $11,856. Fittingly, the Succasunna composer, singer, and musician is directing the funds to the Jeffrey Frank Wacks Music Therapy Program. The concert, which featured well-known Morris County bands and performers, such as Grover Kemble and Bob Marks, Boys Nite Out, and Tropical Storm, honored Mr. Barth’s late father, Tom, a guitarist, guitar craftsman, and owner of the Music Box in Succasunna. A former patient at the Simon Cancer Center, Mr. Barth Sr. died Sept. 1, 2005.

“When I said I wanted to do a benefit concert in memory of my father, people just jumped; I had to turn away so many bands,” says the high school senior, who put in about 200 hours organizing the show. “It was a lot of work, but when you look at what we raised, it was totally worth it.”

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

Revelers Cruise for Cardiac Health

Passengers aboard the Skyline Princess weren’t just interested in New York sightseeing as they cruised around Manhattan on March 24. The 151 guests booked a spot on the Heart and Soul Cruise for Cardiac Health to boost funding for Morristown Memorial’s Cardiac Integrative Medicine Program. The program helps cardiac patients through the recovery process by offering Jin Shin Jyutsu (a form of acupressure), massage, guided imagery, music, and gentle yoga free of charge. It also helps discharged patients and their families make lifestyle changes through a variety of complimentary services at the Cardiac Health Center. Supported by the Louise Washington Trust Fund through 2007, the program will need new funding when the current grant expires.

“This program is the touch that sets our cardiac program apart from other tertiary care facilities and from cardiac ‘cath’ labs at local hospitals; we provide more comfort and more care for patients and their families,” says Sue Fitzgerald, R.N., who conceived the idea for the fundraiser and directed the event with help from Emilie Rowan, director of cardiac integrative medicine, Deborah Phillips, R.N., and Frances Reed, R.N.

Pictured above left to right: Drs. Stephen Winters and Joanne Conroy, with Joan Wilson, organizational consultant from Richardson-Wilson, and Madeline Marchell of the Cardiac Integrative Medicine Program.

WebNews

Visit our newly redesigned web site at www.mmhf.org featuring a one-click Give Now option that makes online giving a snap and our new bimonthly e-newsletter filled with hospital expansion updates, research studies, and new patient services.
“Just Do It!” we’re told. The push to be active seems more intense than ever these days. Children enter organized sports at increasingly younger ages, while retirees settle in “active adult communities.” Fueled by sports drinks and energy bars, committed to deciphering nutrition labels, we are a nation on a quest to be leaner and healthier.

“Exercise has become extremely important to the American people,” says John Hurley, M.D. “Unfortunately, along with it, we have the tragedies of sudden death syndrome, kids with concussions and memory loss, and stimulants of every type available to ‘help’ people with their goals. People need to be educated on how to maintain a healthy active lifestyle.”

As the medical director of sports medicine, Dr. Hurley is intent on providing that education through the creation of the Atlantic Sports Health Institute at Morristown Memorial. The institute’s mission is to give the active population immediate access to education and medical care to optimize both health and sports performance. To get the institute operational, Dr. Hurley is first solidifying the physician resource base, so that he can tap the expertise of doctors from every department.

Commonly, he says, when you hear about sports injuries, it’s often solely from the orthopedic point of view. Though it is Dr. Hurley’s area of expertise, the orthopedic surgeon believes a multidisciplinary approach is more effective in providing active patients with the care they need.

“Right now there are a lot of resources that are individualized throughout the hospital,” he says. “If we put them together, it would be an asset to the athlete—and by ‘athlete’ I mean people of all ages with active lifestyles.”

Why is multidisciplinary care important? As an example, Dr. Hurley points to a related cluster of problems that plague many female athletes. Termed the Female Athlete Triad, these problems begin when a female athlete tries to lose weight to improve her sports performance. When she fails to take in enough calories yet continues to exercise intensely, estrogen in her body decreases, resulting in the disruption of her menstrual cycle and osteoporosis. Ultimately, the weakening of her bones leads to stress fractures, and that’s when the athlete ends up in an orthopedist’s office.

“Obviously to treat only that stress fracture is not treating the whole problem,” says Dr. Hurley. To provide the proper care for this patient, he says, you would need the expertise of a nutritionist, a sports psychologist, and perhaps an endocrinologist to address the hormonal issues.

“Not satisfied with simply lining up a roster of physicians who can be called upon to provide care, Dr. Hurley is seeking doctors who understand the mind-set of athletes and will work with them to achieve their goals safely. ‘You can’t just say, ‘Rest for four weeks.’ Athletes don’t want to hear that. You have to keep them in shape while their injury is healing.’”

A runner, for example, could be put on a swimming regimen while a knee heals.

“There’s nothing like this institute in New Jersey. With the caliber of talent we have at Morristown Memorial, we have the ability not only to be first, but to be the best.”

– Dr. John Hurley
Otherwise, he says, a frustrated athlete may disregard advice and begin working out too soon. Most important, Dr. Hurley says, "To provide a safer environment for athletes, we need to educate them—and their coaches if need be—as to what’s good, what’s bad, and what to be careful of. We need to be a resource for the community."

To best achieve these goals, Morristown Memorial is now in the process of acquiring land to build a 120,000 square-foot facility to house the institute at the former Exxon headquarters off Park Avenue in nearby Florham Park. The new building, which would combine the medical component of care with a health and wellness focus, would offer a fitness and sports training center; rooms for educational programming and healthy cooking classes; lap and therapy pools; MRI, CAT scan, and other imaging services; and on site sports physical therapy.

"Here you could complete your rehabilitation and physical therapy, learn how to manage your diabetes and asthma, get a performance evaluation and advice on what to do metabolically to improve, and even learn how to cook sensibly," Dr. Hurley says.

The Florham Park site is an ideal one, he points out, because it is close to the main hospital with an airport and hotel nearby. Area corporations could easily use the institute for corporate health, and the New York Jets could take advantage of the resources since their training facility and corporate headquarters are relocating to the same site.

Envisioning an active community outreach program, Dr. Hurley says, "I don’t want a program locked within 120,000 square feet, but one reaching out to areas in the community where it’s needed. I’d like our institute to be the sports mecca of New Jersey, the resource for sports health in the state."

"There’s nothing like this institute in New Jersey," he adds. "With the caliber of talent we have at Morristown Memorial, we have the ability not only to be first, but to be the best."

Morristown Memorial knew the need for intermediate psychiatric care was critical when it launched its Intensive Outpatient Program/Partial Hospitalization Program (IOP/PHP) last March, but it never anticipated being filled to capacity within two weeks. Fortunately, an anonymous $1.1 million gift to endow the IOP/PHP allows the hospital to increase its staff and care for more patients who no longer require hospitalization but need more structure than other outpatient services provide.

“We’ve been touched by this problem in our family,” explain the donors. “Because of that, we know the great need for services.”

In the past, patients were forced to travel to New York City or Philadelphia to seek proper levels of care—a highly impractical alternative given that some individuals require full-time intervention five days a week.

“The IOP/PHP tailors the intensity of treatment to the individual. Most patients require the services of the IOP, located at the Atlantic Rehabilitation Institute, coming a few hours a day, three or four times per week. PHP patients, who are seen at the main hospital, attend five hours a day, often five days a week. With the endowment, the dual programs can now treat 225 to 250 patients annually, and that treatment can be more specialized because the staff is now available to provide it. Best of all, patients will get much-needed continuity of care—a key asset since psychiatric illness is often chronic. As inpatients transition back into the community via the IOP, the hospital can follow their progress more easily and keep a detailed medical record at the ready if help is needed down the line.

“Patients will know their doctors, or at minimum their doctors will know their history,” says Tom Zaubler, M.D., chair of the Department of Psychiatry and Behavioral Health.

The IOP/PHP tails the intensity of treatment to the individual. Most patients require the services of the IOP, located at the Atlantic Rehabilitation Institute, coming a few hours a day, three or four times per week. PHP patients, who are seen at the main hospital, attend five hours a day, often five days a week. With the endowment, the dual programs can now treat 225 to 250 patients annually, and that treatment can be more specialized because the staff is now available to provide it.

Best of all, patients will get much-needed continuity of care—a key asset since psychiatric illness is often chronic. As inpatients transition back into the community via the IOP, the hospital can follow their progress more easily and keep a detailed medical record at the ready if help is needed down the line.

“Patients will know their doctors, or at minimum their doctors will know their history,” says Dr. Zaubler. “That makes the quality of care infinitely better.”
Have you ever had a good idea that would really change things for the better? You vow to act on it as soon as you have some free time—maybe tomorrow, perhaps next week, certainly next year.

Not Judy Abrams. She’s that rare sort who actually puts plans into action, and that has made a world of difference to patients and their families at Morristown Memorial, especially those on Oncology’s Franklin 4.

Eight years ago, Mrs. Abrams spent a lot of time on Franklin 4 caring for her husband, Joe, an avid runner and non-smoker battling lung cancer. “His medical care was terrific,” she says, “but so many times it’s the little non-medical things that can agitate a patient and his family.”

Perhaps it’s a cold meal, not knowing where extra towels are stored, or a window blind that rattles continuously. “Nurses shouldn’t hear complaints like that,” Mrs. Abrams says. Thanks to her, they no longer do.

After her husband’s death in 1999, Mrs. Abrams established the Joe Abrams Oncology Fund, which provided the funding to hire and retain a patient liaison on Franklin 4 for a five-year period to ease patients’ stays and free up nurses so they can concentrate on medical matters. Last year she extended funding for another five years.

Patient liaisons are not a new concept, but they weren’t in place at Morristown Memorial until Mrs. Abrams took action. Today, 13 liaisons now work on inpatient floors, in the ICU, and in the ER.

The Joe Abrams Oncology Fund also covers nice touches for patients, such as birthday cakes and relaxation sound machines that drown out corridor noise. Last October, it funded a wedding celebration on Franklin 4 so patient Joan Tramontana could see her daughter Julianna marry Stuart Cutler.

Not content to rest on her laurels, Mrs. Abrams also instituted Take a Break, a monthly program for family caregivers so they could take time out from their bedside vigils. She totes in food, tablecloths, and ceramic mugs—“We can’t have Styrofoam,” she says—and she and oncology liaison Michelle Bergamasco throw holiday parties or invite therapists to provide guided imagery or reiki sessions.

As if all of this weren’t enough, Mrs. Abrams is the driving force behind the newly instituted pet therapy sessions for Franklin 4. “They’ve proven to bring down blood pressure, heart rate, stress,” she says. “What’s more comforting than petting a dog?”

The Morristown resident shrugs off praise of her efforts, insisting that she gets more out of these deeds than the patients and families do. “I’m not curing anyone,” she says. “I’m not going to change the medical outcome. But if I can make one hour of their day better, it’s worthwhile.”

**Oncology’s Angel:** Judy Abrams

“**Quietly Advancing Mammogram Accuracy**

“Our always hope for the cure. But before the cure, we need a proper diagnosis.”

That observation comes from a former New Jersey resident who lost his wife of 58 years to breast cancer in 2006 and is determined to do all he can to prevent her fate from befalling another. The father of six, who wishes to remain anonymous, has pledged $825,000 to the Carol G. Simon Cancer Center to be used for a new digital mammography machine and to endow a radiology fellowship.

The new digital mammography machine will allow The Carol W. and Julius A. Rippel Breast Center to phase out its last analog machine and become the only all-digital center in Morris County. “It will make storage of records easier and the ability to compare images easier,” says the donor from his Florida home. “I believe eventually it will lead to more automated and less human-dependent reading of mammograms.”

For now, however, he recognizes that skilled radiologists are sorely needed. The endowed fellowship enables Morristown Memorial to offer an educational and a clinical path for radiologists to specialize in breast imaging. In addition to gaining extensive experience in the interpretation of screening and diagnostic mammograms and in performing stereotactic-, ultrasound-, and MRI-guided interventions, the fellow will also participate in research trials investigating new diagnostic tools.

“The hardest physician to find these days is a radiologist with a subspecialty in mammogram interpretation,” says Stephen Schreibman, M.D., of Oncology and Hematology Specialists. “To me, the most important part of this gift is that it will allow us to train fellows who may be willing to stay on at Morristown Memorial.” In just one year, according to Department of Radiology statistics, the number of mammograms performed at the new Rippel Breast Center increased by over 15 percent to 13,458. With the move toward an all-digital facility and with the addition of another dedicated radiologist, that percentage is predicted to climb to 35 percent.
Determined to turn a personal tragedy into something positive for other parents, Steve Salzberg and his wife, Doris, established Sam’s Fund several years ago to benefit the Neonatal Intensive Care Unit (NICU) in memory of Mr. Salzberg’s late daughter, Samantha Marie. In March, the East Hanover couple pledged $1.5 million to the fund to advance the NICU’s two-phase expansion that will triple its size to over 22,000 square feet.

Sam’s NICU, as it will be called, will cater to the needs of babies and their families, with softer noise and lighting levels, more privacy, and state-of-the-art technology. Most important, the $15 million facility will be able to accept and care for more at-risk newborns like Samantha.

Sam would have turned 20 this April. But when she was 18 hours old, having been diagnosed with an undeveloped right ventricle, the newborn had to be transferred from Morristown Memorial to a better-equipped New York hospital. During the transfer, she caught an infection that would claim her life seven weeks later.

“If we could have stayed at Morristown, Samantha would have been fine because she would have remained in a sterile environment,” Mr. Salzberg says.

Staying local, he adds, would also have been much easier on Samantha’s sisters, who were just 2 and 5. Instead, they had to be left behind as their parents drove to the city every day and kept vigil at Samantha’s side. “One time we came out to find our car broken into, the dashboard ripped out. It’s awful for parents dealing with a heartbreaking situation with their child to have those hassles as well.”

“For me, this gift is the perfect way to remember Sam,” says Mr. Salzberg, who has the enthusiastic backing of his current wife and six children. “Bringing comfort to people who are in such pain is a positive thing.”

The Salzbergs will fulfill their pledge with personal donations and by continuing the annual fundraisers held for Sam’s Fund through Mr. Salzberg’s company, Chain Reaction Marketing, which provides purchasing and distribution solutions to restaurant chains. On July 3-4, the company will host a silent auction benefit during its Chain Links Networking Forum at the Hyatt Hotel in New York City. Golf tournament fundraisers held during previous networking forums have raised $210,000 for the NICU.

It’s All About Networking

2007 Annual Fund Focuses on Integrated Cardiac Monitors

Imagine physicians and nurses having all the information they need for their patients at their fingertips. With a few key strokes, they could transfer and access real-time patient data throughout multiple departments and divisions, simultaneously monitoring their patients’ vital signs, responding quickly to emergencies, and coordinating care from wherever they are. The 2007 Annual Fund Project seeks to bring this innovation to Morristown Memorial by supporting the installation and adaptation of an integrated cardiac monitoring system throughout all of the hospital’s critical care units.

Designed to improve patient safety and outcomes, this technologically advanced network will download patient data from multiple monitoring systems into a centralized database, enabling physicians and nurses to get a full picture of a patient’s status. The system will also provide improved “trending” of vital signs, which will significantly inform the nurses and physicians providing care to the most critically ill patients.

The $4.8 million project requires new equipment, centralized monitoring stations, and extensive training for nurses, technicians, residents, and physicians. To offer your support, please contact Eileen Heltzer, director of annual giving, at (973) 593-2412.
Meade Pavilion Opens
Donations Climb to $41 Million in the Campaign for the Heart

The new Arlene and Kermit Meade Pavilion—a key component of the Gagnon Heart Hospital—opened its doors this spring. Dedicated on March 29, the three-story structure houses the F.M. Kirby Cardiac Patient Care Unit, the Maternity Center, and the Hedwig and Frank Kammerer Support Services Floor. As the hospital celebrated the Pavilion’s completion, the Campaign for the Heart reached $41 million. Recent pledges were made by Alton Jones and Hank and Sarah Slack. In addition, James Porfido and his wife, Lynn, the daughter of Marge and Joseph P. Goryeb, donated a Kawai baby grand piano in January that will ultimately be placed in the Gagnon Heart Hospital lobby.

Calendar of Events

18th Annual Golf Classic at Baltusrol
June 4, 2007
Baltusrol Golf Club, Springfield, N.J.
For more information or to register, visit www.mmhf.org

Brookfield Society Annual Recognition Luncheon
Oct. 9, 2007 • 11 a.m. – 2 p.m.
The Madison Hotel, Convent Station
For more information, contact Lateef Layeni, administrative assistant to the director of major and planned gifts, at (973) 593-2402 or lateefat.layeni@atlantichealth.org

Brookfield Society Seminar:
Advanced Topics in Estate Planning
Oct. 21, 2007 • 12 noon – 2 p.m.
Dec. 14, 2007 • 12 noon – 2 p.m.
Anita Siegel, Esq., Siegel & Bergman, LLC
The Westin Governor Morris, Morristown
To register, contact Lateef Layeni, administrative assistant to the director of major and planned gifts, at (973) 593-2402 or lateefat.layeni@atlantichealth.org

14th Annual Wellness Lecture
Nov. 1, 2007
Topic: Diabetes
For more information, contact Susan Zolandz, R.N., BSN, community health educator, at (973) 971-7215.

Calendar of Events

18th Annual Golf Classic at Baltusrol
June 4, 2007
Baltusrol Golf Club, Springfield, N.J.
For more information or to register, visit www.mmhf.org

Brookfield Society Annual Recognition Luncheon
Oct. 9, 2007 • 11 a.m. – 2 p.m.
The Madison Hotel, Convent Station
For more information, contact Lateef Layeni, administrative assistant to the director of major and planned gifts, at (973) 593-2402 or lateefat.layeni@atlantichealth.org

Brookfield Society Seminar:
Advanced Topics in Estate Planning
Oct. 21, 2007 • 12 noon – 2 p.m.
Dec. 14, 2007 • 12 noon – 2 p.m.
Anita Siegel, Esq., Siegel & Bergman, LLC
The Westin Governor Morris, Morristown
To register, contact Lateef Layeni, administrative assistant to the director of major and planned gifts, at (973) 593-2402 or lateefat.layeni@atlantichealth.org

14th Annual Wellness Lecture
Nov. 1, 2007
Topic: Diabetes
For more information, contact Susan Zolandz, R.N., BSN, community health educator, at (973) 971-7215.