OB/GYN Clinic: Safety Net in Troubled Times

Also inside:
- Preserving Cognitive Function
- Magnetism Times Three
- Aging with Cystic Fibrosis
- Fundraisers Big and Small
- Fall Events and the May Mansion
Goryeb, Gagnon and Simon are familiar to anyone who has visited Morristown Memorial, where the buildings they name stand in tribute to their benefactors. But there are many others honored by name throughout the campus.

What’s in a Name?
Can you figure out who’s who?

1. Peter B. Doherty Men’s Cancer Center
2. Dorothy L. Maher Transfusion/Infusion Unit
3. The Wilf Cardiac Care Unit
4. Louise Washington Cardiovascular Intensive Care Unit
5. Huff Family Electrophysiology Laboratory
6. Rooke Family Plaza
7. Joan and Edward Foley Pediatric Intensive Care Unit

A. Her father invented the first mass-produced instant coffee in 1906.
B. This couple, who met in a bomb shelter in Hawaii, turned a family automobile business into a multigenerational legacy when they ventured into Caterpillar tractors in 1957.
C. This cancer survivor created New Jersey’s Conquer Cancer license plate.
D. A familiar name throughout Gagnon Cardiovascular Institute, this family is known for success in real estate development, for generosity to Jewish causes — the older generation are Holocaust survivors — and for ownership of the Minnesota Vikings.
E. This family of philanthropists was shaped by its generous patriarch, who started as a salesman at a little known Wall Street operation and went on to partner with Charles Merrill and Edmund Lynch, helping to grow that company into the nation’s largest financial services firm.
F. This family is headed by a dynamic pair who have always made time for pursuits they hold dear. In addition to practicing law, she is a Health Foundation trustee. When not managing clients’ assets, he is a master furniture maker.
G. Sharing cookies, stories and even a waltz in her last days, this elderly woman and the young man being treated alongside her became each other’s inspiration. Wanting to memorialize his dear friend, the young man and his wife made a gift and named the unit for her.

Answers on back cover
Cover photos: Becky Bedrosian  |  Pictured: Stefanie DiCostanzo RN, and patient Belkis Marissol Andrade  |  Inset: patient Dania Osorio with Dr. Joe Venditto
When we can’t remember names in our 40s and even 50s, we chalk it up to inattention or being too busy to recall those little details. But in our 60s and 70s, those senior moments give us pause. We worry: “Could it be Alzheimer’s?”

The fact is our cognitive processes slow as we get older. With this “age-associated cognitive impairment,” we can still learn new things; we’re just not as quick as we used to be. Dementia, on the other hand, is an acquired impairment of our cognitive function and it’s progressive. Those who have it can’t make, store or retrieve memories as they once did.

Nearly all dementia cases fall into one of three categories: Alzheimer’s, the most common brain disease; vascular dementia, in which tiny strokes rob us of our cognitive reserve; and Lewy body dementia, which is caused by protein deposits like those found in Parkinson’s disease and is characterized by rigidity and tremors, balance problems and visual hallucinations.

Now, even though there is a small genetic component to dementia and the chance of acquiring the disease increases with age, we can slow its progression by preserving our cognitive function. Here’s how:

• **Use it or lose it holds true for the brain.** Obtaining a formal education as well as tackling new challenges on a routine basis expands our cognitive reserve. So pick up that crossword or Sudoku puzzle, dive into a good book, or enroll in a college course.

• **Vascular health relates to cognitive health.** That old saw “choose your parents wisely” applies here because you do inherit vascular disease. But you can help yourself by not smoking, which increases the onset of atherosclerosis by 10 years and limits circulation in your brain. You should also be vigilant in monitoring diabetes, which increases your chance of developing vascular disease, and be sure to take prescribed medication to control high blood pressure.

• **Exercise preserves memory.** Whether you like walking, swimming, or ballroom dancing, just get moving.

• **Social interaction stimulates the mind.** Getting together with others brings in new ideas and challenges us to make new decisions. If you resist socializing and suspect you’re suffering from depression, get help, because the clinically depressed isolate themselves and consequently are more prone to dementia.

If you suspect you are in the early stages of true dementia, how should you deal with it?

• **Bring it to a doctor’s attention.** Your primary doctor can administer a standard cognitive test and neurologists and geriatricians can provide more help. A doctor can also review your medications to see if any are slowing your cognitive abilities. Drugs that make your mouth dry may be a concern. If it dries your mouth; it dries your brain.

• **Avoid alcohol.** It slows thinking and makes sleep inefficient.

• **Avoid stress.** It blocks acetylcholine connections, which are critical to the formation of memories.

• **Make decisions while you can** about finances, living arrangements, living wills and advance directives.

There may not be a cure or a vaccine right now to prevent dementia, but several research studies look promising. If you think back to the 1920s, the fatal illness of diabetes was turned instead into a chronic disease, manageable thanks to researchers and insulin. Thirty years ago, when Parkinson’s disease was tied to a deficit of dopamine, the progression of the disorder was profoundly slowed. I’m confident that researchers will make enormous headway in my lifetime in understanding the causes of Alzheimer’s disease and stopping its advance.
Patients and their families can flip through the *Daily Record* for a welcome distraction while keeping up with current events, thanks to Adam M. Greene, who increased his weekday newspaper distribution from 325 to 500 at Morristown Memorial and Atlantic Rehabilitation Institute. He also financed face lifts for all of the newspaper stands. President of The New Trend Motors in Rockaway, Mr. Greene has provided the daily paper for the past seven years. A Morris Township resident since age 7, he takes pleasure in helping patients and their loved ones. “It’s a great feeling to make a patient’s time in the hospital better,” he says, adding that his three children were born at Morristown Memorial.

**More Dailies for Record Readers**

The longest serving member of the pediatrics department since 1972, Henry Kim, MD, is hanging up his stethoscope and embarking on retirement. During his hospital tenure, Dr. Kim advocated for the pediatrics program as it grew from a small department into Goryeb Children’s Hospital. He also dedicated countless hours to the Health Foundation as a member of its Pediatric Philanthropy Council. For over three decades, local families sought Dr. Kim’s medical acumen for their children at Basking Ridge Pediatric Health Center. “I’m leaving with mixed emotions, but the time has come to move ahead while I’m still healthy,” he says, adding that he plans to golf, ski and play with his two granddaughters.

**Doc’s Next Focus: Golf and Grandkids**

Touted by one mom as “the greatest bargain,” the First Annual Family Fun Day on November 14 featured the Mad Scientist, who concocted green slime; a teddy bear clinic, where kids gave check-ups to their bears; and the Circle Time Live band. Over 125 kids enjoyed face painting and carnival games, manned by over 50 young volunteers.

Hosted by the Health Foundation’s Kids4Kids Committee and the Knights of Columbus at the Hanover Recreation Center in Whippany, the event raised $2,500 for televisions in the inpatient unit at Goryeb.

“We’re teaching kids at an early age to do things for other people,” says Victoria Heskett, Kids4Kids Committee member and mother of three from Madison.
Expanding Yoga’s Reach

Patients at Carol G. Simon Cancer Center can now grab their yoga mats for some downward dog poses Tuesday evenings, thanks to Whitney Boye of Basking Ridge, who directed $10,000 from the Boye Foundation to start a weekly class from 5:30 to 6:30pm.

“During my own breast cancer treatment at the center, I’ve gotten so much from the integrative medicine program – going to yoga and getting acupuncture – that I thought this was a good way to give back,” says Ms. Boye, whose uncle, the late Bill Boye, started the family foundation.

“This will empower patients and survivors who have returned to work to continue on their healing journey,” says Jean Marie Rosone, LSCW, coordinator of Integrative Oncology.

Have Gel Will Travel

If you ran a beauty salon, what would you do on your day off? For newlyweds Kathryn and Joseph Menzel the answer is hair and nails like any other day. In their down time, the owners of the new Kathryn Joseph Salon & Boutique in Morristown pack up their scissors and head to Franklin 4. There, they pamper those who need it most – oncology and hematology patients. “My mom has lymphoma; the whole family has had cancer of some kind, which has made me more aware of what’s going on in this world,” says Mr. Menzel, gesturing down the hospital corridor. “So wherever we can help, we’re trying to.”

From Julie with Love

Middle schooler Julie Blumstein was adamant about the cause she wanted to champion in preparation for her Bat Mitzvah. Three years ago, her mother, Randee Blumstein, was treated by Steven Papish, MD, at Carol G. Simon Cancer Center for breast cancer. Through a beautifully blended campaign, Ms. Blumstein raised awareness of cancer and collected $318 for The Carol W. and Julius A. Rippel Breast Center.

Along with each Bat Mitzvah invitation, the 13-year-old asked for a dollar from anyone touched by the disease, either personally or indirectly. Ms. Blumstein strung each pink donation card on a ribbon, creating a “line of love” that graced a wall inside Temple B’Nai Or in Morristown.

Pictured left: Julie Blumstein and Renee Trambert, RN, nurse manager of the breast center.
Fit Kids Are Villa’s Aim

When Villa Enterprises Management teed off at its 8th annual charity golf outing on Sept. 15 at Basking Ridge Country Club, the Kid-Fit program at Goryeb gained $36,000.

“Villa Enterprises is proud to support the work of Morristown Memorial and this important health and wellness education program for children,” says Anthony Scotto, CEO of Morristown-based Villa Enterprises, which has over 300 restaurants worldwide, including The Black Horse Tavern and Black Horse Pub in Mendham and George & Martha’s American Grille in Morristown.

Using a multidisciplinary team approach, Kid-Fit provides assessment and ongoing intervention for children who are overweight or at risk for becoming overweight.

‘Favoring’ Goryeb

For their Sept. 6, 2009, wedding, Kerri and Glenn McMillen of Philadelphia decided to forego favors and use the money to buy a Wii™ gaming system for Goryeb in appreciation for the compassionate care Mrs. McMillen’s sister received. Two years ago, Makayla Lally, 9, was diagnosed with juvenile diabetes and spent four days in the hospital. “The games took her mind off what was going on, and we thought this would be better than giving guests gifts at our wedding,” says the bride. Each year, the newlyweds plan to keep the philanthropic spirit alive in their marriage by donating to Goryeb instead of exchanging anniversary gifts.

Laxers Go Local with Gift to Goryeb

Young laxers faced off against Drew University’s men’s lacrosse team, which hosted a clinic on November 5 and donated $525 in proceeds to Goryeb Children’s Hospital to purchase toys. Thirteen local boys signed up for the clinic, conducted by professional player Matt Poskay, Drew head coach Tom Leanos and Rangers team members. Juniors Greg Hamilton of Flemington and Ari Young of Sparta suggested the clinic benefit a local cause.

Pictured right: Juniors Greg Hamilton (#30) and Ari Young (#23)
Doctor Thinks Ahead with IRA

Ben H. Lee, MD, MPH, MS, neonatologist, sees Morristown Memorial not merely as a community hospital, but as an institution poised to be the strongest medical leader in the region. To that end, he recently named the hospital as a contingent beneficiary, after his family, to his individual retirement account (IRA).

“This is a way to ensure the hospital’s long-term potential growth,” he says. “To provide the best medical care, a hospital needs to focus on excellent clinical care, education and research.” Concentrating on this triad requires funding, he adds. This planned gift, created by simply filling out a form, dictates that Dr. Lee’s assets would first be left to his family, and then afterward, would transfer to the hospital.

To make a gift of an IRA or a portion of your IRA, please contact your IRA administrator or Cynthia O’Donnell, JD, director of gift planning, at 973-593-2418, for a sample letter of direction.

CF Supporters Take Manhattan

Nearly 200 guests raised $15,000 for the cystic fibrosis program while enjoying a New York harbor cruise, a gourmet dinner, dancing and a silent auction. Axcan Pharma co-sponsored the November 7 event, which is now in its third year. (See related story on page 10.)

Pictured left: The “Breathe Easy” Volunteer Committee flanks Captain Pete (in glasses) aboard the Skyline Princess

Grateful to Hands-On Healer

When Frances Cauz underwent open heart surgery in August at Gagnon Cardiovascular Institute, she received a welcome visitor as she was wheeled into the operating room. Dressed in scrubs, Emilie Rowan, LCSW, coordinator of the Cardiac Integrative Medicine Program, accompanied Mrs. Cauz into surgery to perform hands-on healing. “It was a comfort for her to be with me; I was more relaxed,” says Mrs. Cauz, who recently honored Ms. Rowan with a contribution to the Louise Washington Charitable Remainder Unitrust that funds various cardiac holistic healing programs.

Roll for a Cure

Marianne Dhuyvetter’s fifth October Bunko Marathon raised $3,800 for Carol G. Simon Cancer Center, where she was treated for breast cancer in 2003. The latest round of dice games, which were held at her Long Valley home and St. Mark’s Roman Catholic Church, rolled total giving to $22,000. “I believe everyone who supports this cause knows someone affected by breast cancer,” she says. Game day helpers included teens Lauren Larson and Lauren Terpstra, and their moms, Julie Larson and Mary Lee Terpstra.

Pictured above: The Bunko Squad
Ana Acevedo’s mantra has always been: learn and grow, learn and grow. Surely, work hard could easily be added to her personal credo. Coming to the United States from Colombia over 20 years ago, the Morris Plains resident first cleaned houses, then started her own business. After taking computer classes, she worked for a nonprofit agency that helped children of low income families. Then she managed a home care agency. But four months ago, Ms. Acevedo returned to Colombia to care for her dying mother. Once back in the United States, temporarily unemployed and without medical insurance, she suffered a health crisis and reluctantly turned to the Women’s OB/GYN Specialty Clinic at Morristown Memorial.

“I worked for a charity that helped people; I never thought I’d need assistance,” she says. “I was so ashamed to be using free services. I have my hands, my skills. I do not know why I have come to this place in my life. Thank God the clinic helped me.”

Clinic doctors recommended surgery to remove her uterus. Before the operation, Ms. Acevedo pleaded with Paul Heller, MD, to take the fibroids that were wreaking havoc but leave her uterus in the hopes that she could someday have a baby. After, she was gratified to learn he had listened to her request: “He said the surgery was hard; I lost so much blood. It would have been easier to remove my uterus, but he worked hard to keep it in.”

Ever thankful, Ms. Acevedo sent personal notes and candy to all who helped her. “The doctors gave me the care I needed and treated me like a family member,” she says. “You never know when you’re going to need to use these services. Sometimes you feel secure – you have a house, a job, insurance – but, with the economic crisis, you never know when you will lose these things.”

Whether it’s lack of health insurance or dire economic circumstances that bring Morris County women to the health clinic, it’s here they receive free routine or high-risk prenatal and gynecological care, such as pap smears, colposcopies (cervical scrapings), breast and pelvic exams and birth control. Open five days a week, the clinic is staffed by 16 nurses, four staff members and various medical students. Through the hospital’s OB/GYN Residency Program, 11 residents treat patients under the

On average, the clinic sees 750 patients a month and delivers 500 babies a year.
supervision of attending physicians. On average, the clinic sees 750 patients a month and delivers 500 babies a year.

Clinic administrators have worked to bring the clinic up to the standards of the surrounding community. “If you are a woman who comes to the clinic, you get the same care here as you do at a private practice; there’s no disparity of care,” says Clinical Coordinator Joanne Strauss, RN.

Upgrading the outdated equipment became a priority. Forget the fact that the ultrasound machine was so old that repair parts were no longer available or that the colposcope was held together by tape; the equipment often broke down. “We’d have three women show up for their appointments and have to cancel if the machine wasn’t working,” she says. “This was a huge hardship; patients often had to pay for a babysitter and transportation and lose a day’s work.”

For now, these issues have been laid to rest, thanks to the efforts of the 15-member Women’s Health Philanthropy Council, which mobilized in less than eight months to secure pledges of $223,000 for equipment and programming needs. For Janet Simon of Green Village, council co-chair, spreading the word about Morristown Memorial and the women’s clinic has been a privilege. “The clinic is a way to keep the community healthy,” she says. Cindy Manzo of New Vernon, who spearheaded the fundraising campaign, provided generous support along with Shari Geller of Chester, Adrienne Kirby of Mendham, Grania Allport of Far Hills, Claire Eckert of Bernardsville and Deborah Imperatore of Basking Ridge. Future needs include an endowment to support medical equipment upgrades, training for residents and patient programs.

As Mrs. Manzo sees it, supporting the clinic has dual benefits: helping those in need while attracting high-caliber candidates to the residency program. “There’s a spill-over to the greater community when doctors come here to train,” she says. “It’s a great way to attract and retain new doctors. It advances separate ends of the women’s health continuum.” Started in 2008, the fiercely competitive residency program is the only one in the country that exposes residents to robotic surgery.

Joseph Ramieri, MD, chairman of the Department of Obstetrics, Gynecology and Women’s Health, predicts a shortage of OB/GYNs in the next decade, as many area physicians retire, and sees the residency program as a way to alleviate this loss. Many residents remain in the area where they train, he notes.

It’s the delicate dance of caring for patients respectfully while teaching residents that the clinic orchestrates so well. “It’s a balance to give patients care and train our residents in a way that’s sensitive to the patient,” says Ms. Strauss. With the new colposcope, for example, one doctor can examine a patient privately while projecting the image into a separate area for residents to view.

Above all, clinic staff are mindful of patients’ needs, striving to reduce clinic wait times, streamline the intake process and structure the clinic so patients see the same doctor each visit. Administrators would also like to expand services into the community, through prenatal classes taught in Spanish.

One thing is certain in this economic climate – the clinic will be seeing more, not fewer patients. “There’s been a change in the demographics; many patients are those that had insurance up to a few months ago,” says Ms. Strauss. “Quite frankly, it could happen to any of us.”
Forty years ago, patients with cystic fibrosis (CF) were considered lucky if they lived into their teens. Today, patients are living into their 40s and beyond. In response, Morristown Memorial has seamlessly adapted, creating the largest adult program in New Jersey.

“We’ve made accommodations to care for a growing and aging population,” says Stanley Fiel, MD, who directs the Adult CF Center and sees about 100 adult patients.

CF, which affects approximately 30,000 children and adults in the United States, is an inherited, chronic disease that causes thick, sticky mucus to build up in the lungs and digestive tract. To treat this multifaceted disease, Morristown Memorial’s pediatric and adult centers take a multidisciplinary team approach, tapping the skills of nurses, nutritionists, respiratory and physical therapists and social workers.

Transition from the pediatric to the adult program – both of which are accredited by the CF Foundation – happens around age 18. Arthur Atlas, MD, director of the Pediatric CF Center, believes the future for these patients looks promising: “Life expectancy continues to inch up; definitive therapies and research have improved.”

At Morristown Memorial, patients may also benefit from a $9,500 gift from the nonprofit CF Care Fund, founded by Ellen and Mark Arian of Mendham. “Through the years, we became acquainted with families who were unable to pay their medical expenses or obtain the medicines and treatments they needed,” says Mrs. Arian, whose daughter has CF. “The CF Care Fund is our way of reaching out to help these families.” The fund covers medical expenses, travel costs associated with obtaining medical care and other wellness costs.

We’ve Got Magnetism … Again

For the third consecutive time, the American Nurses Credentialing Center tipped its cap to Morristown Memorial nurses by bestowing the highest nursing honor a U.S. hospital can attain: Magnet Hospital for Nursing Excellence.

“Receiving Magnet recognition highlights the strong dedication and teamwork that has made Morristown Memorial a great environment for nursing and healing,” says Trish O’Keefe, RN, MSN, CNA, chief nursing officer.

Magnet status, which the hospital has held since 2001 and only five percent of hospitals nationwide have achieved, will continue to 2013.

Donors have long recognized our nurses’ excellence: 70 funds have been created through philanthropy for nursing education.

Stroke Victims Gain Corr Support

Over 200 friends of Monsignor John Corr gathered at The Madison Hotel, October 1, to celebrate the life of the beloved pastor of the Church of Christ the King in New Vernon, contributing over $80,000 for the stroke rehabilitation program at Atlantic Rehabilitation Institute (ARI). The guest of honor was a patient at ARI for five months in 2007, after suffering two strokes. During that time, he developed strong bonds with the staff.

The funds raised will focus on research and care for stroke patients who have been discharged from ARI but still need follow-up attention and education. “When patients go back into the community, they often struggle, going to their family doctor who may not be a stroke specialist,” says Kathleen O’Donnell, RN, nurse practitioner and manager of ARI’s inpatient rehabilitation. Now, she says, these patients will gain increased access to medical care and classes on secondary stroke prevention, nutrition, cooking and exercise.

With Msgr. Corr (l-r): Patricia D’Alloia, Eileen Cameron, Diane Gale (seated), Claire O’Mara, Suzy Moran and Dr. Carol Zimmerman
Critical Care Units Need Child Life Expert

It’s frightening for a child when a newborn sibling is kept in Sam’s Neonatal Intensive Care Unit (NICU), attached to machines with strange tubes everywhere. And it's scary for sick kids in the Joan and Edward Foley Pediatric Intensive Care Unit (PICU) when they’re facing painful procedures or even surgery. To provide emotional support to families – whether to siblings, parents or pediatric patients themselves — Goryeb Children’s Hospital is seeking funds to hire a child life specialist dedicated to both critical care units.

It's scary for sick kids when they're facing painful procedures or even surgery.

In the NICU, the child life specialist can soothe a sibling’s fears and even coordinate that child’s first introduction to the newborn. “Through activities involving crafts and picture books, the child life specialist will help the sibling express how he or she feels,” says Joanne Hessler, RN, NICU nurse manager for Atlantic Health.

Even though child life already has a presence in the PICU, the new position will provide even more support to patients and their families. “Child life does a great job in distracting sick kids from procedures like IV insertion and lab draws, through activities that include music, art and play,” says Liz DuBois, RN, nurse manager of Goryeb. Calming the patient goes a long way to helping the entire family cope during their time at Goryeb.

Ocean to Ocean for a Cure

Cyclist Completes Diabetes Center Fundraiser

While cycling cross-country on his bike, Mike Hobin battled icy snow in the Smokey Mountains, braved searing winds in the Flatlands and struggled on Missouri’s scenic hills. But one goal kept him motivated: raising money to improve diabetes care.

Mr. Hobin ably completed the 3,307-mile bike trek across 11 states, which started Sept. 13, 2009, in Santa Barbara, CA, and ended 39 days later in Charleston, NC. From family, friends and fans cheering remotely via the internet, Mr. Hobin’s coast-to-coast peddling generated $42,000 for Morristown Memorial’s Pediatric Endocrinology Department.

The biker knows all too well the struggle of dealing with diabetes – the dietary restraints and daily insulin shots – as his 25-year-old son, Mark, was diagnosed with type 1 diabetes 12 years ago. Mr. Hobin credits Harold Starkman, MD, director of the BD Diabetes Center for Children and Adolescents at Goryeb Children’s Hospital, and his team for providing excellent care.

“Morristown Memorial and Dr. Starkman have been wonderful to Mark and our family, and I wanted to pay them back,” says the Basking Ridge and Scottsdale, AZ, resident.

BEQUESTS

Safeguarding the Hospital’s Future

Charitable bequests have long been a major source of gift income for Morristown Memorial. While much attention is focused on current needs, the availability of future support for the hospital assures that its core mission will continue.

Making a provision in your will for the hospital is simple. Whether you wish to include a bequest when creating your will or add it later with a codicil, the following language may be used:

“I give, devise and bequeath to Morristown Memorial Health Foundation, a charitable corporation located in Morristown, New Jersey, the sum of _____ dollars ($___) (or percent of the residue of my estate) or (other personal or real property appropriately described) to be used for _____ (or as its board of trustees shall deem advisable) to best promote Morristown Memorial Hospital’s objectives and mission.”

To discuss bequests or other planned giving options and their tax consequences, please contact Cynthia O’Donnell, JD, director of gift planning, at 973-593-2418 or cynthia.odonnell@atlantichealth.org.
The Family Health Center (FHC) received a boost from a variety of sources recently, with funds used to refurbish the pediatric waiting room and to benefit both pediatric and adult programming needs.

Now when young patients approach the entrance to the FHC, they’re greeted by a friendly face. A large, colorful mural depicting Dr. Seuss’ character Cat in the Hat, created by the talented teens of Morristown High School’s Arts Honors Society, is part of the latest pediatric lobby renovations.

“People come off the elevator and smile; children’s anxiety is relieved by seeing the Cat in the Hat,” says Sibi Sáenz-Williams, program coordinator of the FHC, a full-service health clinic that provides charity health care through a town-hospital collaboration.

The sprucing up of the pediatric waiting room, made possible by the Morristown Rotary Club and John Crimi of County Concrete includes a wide-screen television, purple-cushioned benches, window blinds, fresh tile and carpeting.

On the programming side, H2O, an initiative that promotes good nutrition and regular exercise for students at six Morris County Schools, benefited from a 5K race held November 7 at Ginty Field in Morris Township. Sponsored by Nicky’s Firehouse Family Restaurant in Madison, the race raised $1,800. H2O also received a $50,000 grant from Johnson & Johnson Community HealthCare Fund at the Community Foundation of New Jersey.

Additionally, the FHC’s Diabetes Management Program received $30,000 from DRS Technologies, Inc., of Parsippany to improve outcomes for the approximately 420 adult patients seen at the center. This comprehensive program integrates education with decision support. A weekly diabetes clinic manned by medical residents, attending physicians and nurse practitioners is also provided for referred patients.

Did you know that, in 2008, Morristown Memorial spent nearly $14 million on medical services to patients who were uninsured, under-insured or lacked the financial resources to pay? That’s a considerable sum for a not-for-profit hospital, particularly since the State of New Jersey reimburses just a fraction of that amount. In fiscal year 2009, for example, for every dollar spent on charity care, the state returned only 10 cents. For 2010, the hospital receives half that rate.

That’s why your gift – no matter its size – is more important than ever. What’s more, there are many ways to offer your support: through your company’s matching gift program, through a variety of planned gifts, through a gift of stock or an outright donation. This year, give locally and support Morristown Memorial.

Match Making Made Easy

Did you know you may be able to double or even triple your gift to Morristown Memorial Hospital at no additional cost to you? If your company has a matching gift program, you need only request and fill out your company’s matching gift form and mail it with your gift. We will do the rest.

Nearly 16,000 companies and their subsidiaries match gifts to nonprofit organizations, according to HEP Development Services, which tracks matching gift resources for the nonprofit community. Many not only provide charitable gift matches to their current and retired employees but also to employee spouses and members of their boards of directors. While most match gifts dollar-for-dollar, some triple or even quadruple contributions.

Check with your employer today and see if you can make an even greater impact with your gift.
In the Company of a Select Few
LVAD Center Gains Accreditation

A nod to Gagnon Cardiovascular Institute’s stature was given recently when its newly established Left Ventricular Assist Device (LVAD) Center received the coveted Joint Commission certification. While LVAD designation is usually reserved for larger transplant facilities, Gagnon is one of only three non-transplant centers nationwide accredited to insert the small implantable pumps that replace one or both sides of the heart when it fails.

“When your heart is hurt, you can’t put a cast on it for six weeks to heal, like a broken bone,” says Frank Smart, MD, the Dorothy and Lloyd Huck Chair of Cardiovascular Medicine. “Instead, the heart has to keep working, which would be like doing pushups with a broken arm. By using an LVAD, we essentially put the heart in a cast.” So far, he adds, four patients have been implanted with this therapy at Gagnon.

The roots of the LVAD Center extend back 20 years, when a generous donor, Martha Ohaus, gave the hospital $50,000 to start any necessary project. A precursor to today’s implantable LVAD was purchased and, ironically, just a month later was used to save the life of the donor’s friend after emergency open heart surgery.

“One gift started a tremendously successful program; there’s no way it would have gotten off the ground without Martha Ohaus’ generosity,” says Grant Parr, MD.

The ED
BY THE NUMBERS

Annual patient capacity 50,000
Actual patient visits each year 85,000
Helicopter transports in 1993 5
Helicopter transports today 450
Cost of the expansion $25 million
Campaign goal $4.5 million
Pledges and gifts to date $3 million
Private rooms being built 80
Square feet after construction 49,000
There's no such thing as a typical day at Morristown Memorial for Mary Ann LoFrumento, MD. One moment she’s examining babies in the newborn nursery and the next she’s editing clips for a video on Goryeb Children’s Hospital. Then she’s teaching residents the fundamentals of pediatrics, but that’s before dashing off to give a fundraising tour.

“I wear so many hats that I have to ask myself, ‘Who am I today?’” says Dr. LoFrumento, an accomplished pediatrician who’s served Morristown Memorial in one capacity or another for over 25 years and has developed an impressive media savvy along the way.

Having finished her pediatric residency at Columbia Presbyterian, Dr. LoFrumento came to Morristown Memorial in 1984 for a one-year chief resident of pediatrics post. “It turned into a permanent relationship,” she says.

At the time, the pediatric department employed only a few residents and three specialists, occupying two wings on Franklin A. “I knew the mission was for our pediatric department to become a children’s hospital, and it was a lofty goal,” she says. “It was exciting being involved with all the early discussions and plans and seeing Goryeb Children’s Hospital become a reality.”

The mother of one – daughter Elizabeth is now 22 – relished her teaching role at both Morristown Memorial and as a pediatrician at Franklin Pediatrics. But after maintaining a hectic pace for well over a decade, she realized what she needed to help her in both capacities: a break. In 1997, she took a sabbatical to attend film school at New York University. “I was teaching child development and thought it would be better to film what I wanted to show residents,” she explains. Next, she started Simply Parenting, a book and DVD series designed to bring parenting back to the basics.

Soon Goryeb’s beloved pediatrician was lending advice in web forums, on talk shows and on the pages of popular parenting magazines. She also channeled her talents to the children’s hospital. Through her video production company, Halo Production, she’s helping to create a video about Goryeb.

Hearing the stories of the parents interviewed has validated her own efforts as both donor and fundraiser. Over the years, she and her husband, John Hallacy, generously supported the neonatal and pediatric departments and bequeathed a planned gift to the children’s hospital. A longtime Health Foundation trustee, she also raised funds as co-chair of the Pediatric Philanthropy Council the past eight years. She recently relinquished her trustee role to assume another at Goryeb.

In July, she became a pediatric hospitalist, an on-site physician who serves as a liaison between the patient and the family’s physician. “We’ve got mothers coming from all over to deliver – Allentown, Brooklyn, Hoboken, Jersey City. I take care of the babies whose pediatricians aren’t on staff,” she says.

Her career has come full circle, and it’s fitting that she’s back at the hospital she helped grow. “I’ve been so dedicated to our mission, and it’s great to see what’s happened here the past 25 years,” she says. “It’s amazing the number of kids we’re taking care of. To be part of that is a fantastic feeling.”
Mind and Medicine

Spiritual guru Larry Dossey, MD, provided an animated history of integrative medicine (IM) and a glimpse into its future, at the 17th Annual Wellness Lecture, November 12. The author of 11 books, Dr. Dossey detailed how his own medical career was almost sidelined due to migraine headaches and how biofeedback cured him, forever altering his perception of the mind-body connection. Through colorful anecdotes, he described various case studies where the limits of healing were pushed and patients miraculously recovered through holistic means. Prior to the lecture, the Health Foundation paid tribute to those who were instrumental to Morristown Memorial’s IM program.

Above: IM honorees (l-r) Ray Chambers; Kate Lincoln, who accepted on behalf of her father, Dr. Oscar Kruesi; and Joan Brady with Dr. Dossey

Right: Fans at a book-signing after the lecture

Dedicated Donors

Norman and Barbara Tomlinson traveled up from their Florida home on October 15 for the dedication of the Medical Intensive Care Unit. The unit had been expanded thanks to the generosity of the Tomlinsons, who donated the profits from the sale of their Morristown home to the hospital for the unit and for the training of nurses.

Barbara and Norman Tomlinson with daughter Kate

Over Lunch: A Talk on Aging

Brookfield Society members gathered at The Madison Hotel, October 13, for their annual luncheon, during which guest speaker Joseph J. Ryan, MD, director of geriatrics at Morristown Memorial, addressed memory loss and aging (see his column on page 3).

Left: Bill and Susan Bruen; Mitzi Szerlip; Judy Abrams; Lorraine Aresty; Carl Badenhausen; and Morgan Murray

Above: Gordon (Sandy) and Joan Millsbaugh; Jim Bellis; Brigitte and Gaines Mimms, MD; and Denise Offray

Photos: Sal Benedetto
Calendaring of Events

For upcoming events, log on to www.mmhf.org and select What’s Happening > Calendar of Events

Fawn Hill Farm a Must-See in May
Women’s Association To Transform Harding Township Estate

Looking at Weichert Realtors’ photo of Fawn Hill’s 21-room stone manor, who would guess a full-size bowling alley lies within?

On the heels of giving $1 million to Goryeb Children’s Hospital’s Valerie Fund Children’s Center and $100,000 toward a second da Vinci Surgical System for Morristown Memorial, the Women’s Association is preparing for its 15th Mansion in May Designer Showhouse and Gardens. The month-long fundraiser, which has generated over $5 million for Morristown Memorial since its inception in 1974, will be held this May at Harding Township’s Fawn Hill Farm. Proceeds will benefit the hospital’s Emergency Department, now in the midst of a $25 million expansion. Over 18,000 visitors are expected to visit the 34-acre estate, which is for sale. Visit www.MansioninMay.com for details.

What’s Different?

We’re consolidating our publications into one main journal so we’ve added some pages and, in keeping with the push toward greener operations, we’ve switched to a truer recycled paper stock. It still adheres to Forest Stewardship Council standards but is also made with renewable biogas energy and post-consumer fiber. That means the paper and cardboard we all cart to the curb on recycling day is back in your mailbox for another go-around.

In Memoriam

With sadness we reflect on the passing of a longtime hospital employee and a dedicated volunteer.

Hugh F. Luddecke, MD, age 91, died June 7. He and his wife, Winifred Kraemer Holmes, had three children, numerous grandchildren and four great-grandchildren. For over 40 years, he served as director of laboratories at Morristown Memorial, where the pathology library is named for him and where $1,225 in memorial gifts were directed.

Margaret Mazzaraco Corsello, age 79, passed away on October 18. For over 50 years, she worked for Women’s Wear Daily. A tireless hospital volunteer, she assisted at Carol G. Simon Cancer Center, the gift shop and the Health Foundation. Memorial contributions totaling $225 benefited the cancer center.

Answers to What’s in a Name from the inside front cover: 1C, 2G, 3D, 4A, 5F, 6E, 7B

About the Staff

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.

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

Writer: Alice Roche Cody | Editor: Regi Diverio
Layout and design: Susan Falcone, Envoi Design