

■ ■ BARNABAS HEALTH
■ ■ Monmouth Medical Center Foundation

Milestones ^{FALL} 2011

New Force
Driving
a New Era!

▲ Ann Unterberg, *Foundation Board Chair*
Feature article on page 4

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MESSAGE FROM FOUNDATION V.P.

It's a New Day...

Today marks a new day for Monmouth Medical Center (MMC). The challenges we face today are historic and bring with them extraordinary opportunities. The pages ahead of you reflect the new and dynamic direction the Foundation and the Barnabas Health system is moving towards.

We are making a fresh start, separating the challenges of yesterday from the hope of tomorrow. It's a new day, with a new look, new leadership, new strategic direction and new team.

The healthcare needs of our community are ever evolving and it is our responsibility to meet those needs while projecting the evolution of tomorrow's medical opportunities. I am thrilled to be a part of Monmouth Medical Center during this ground breaking moment as we create an infrastructure that our community has yet to see. Families such as my own, who call Monmouth Medical Center their family's hospital and have for generations, look to Monmouth Medical Center for its leadership in healthcare. It is our goal to not only meet, but to exceed those expectations.

Monmouth Medical Center has almost 125 years of history overcoming adversity with innovation and excellence. As the leading teaching hospital within our region, it continues to provide exceptional medical care while giving its patients the highest standard of care.

We will lead with our ideas and our greatest asset—our people. I am most proud of our incredible medical and nursing staff that exceeds the expectations of our patients every day. MMC has maintained the lowest surgical mortality rate in New Jersey since 2004, because of Dr. Goldfarb, chair of the Department of Surgery, who established positive initiatives with his team of surgeons. The Children's Hospital at MMC is the only residency program in the nation for the Brazelton Touchpoints program fostered by Dr. Meg Fisher, medical director of the Children's Hospital, both of which you will read about in this issue.

With a 20 year career in the non-profit sector, I am honored and humbled by the opportunity to complement the existing talent. Ann Unterberg, a dynamic community leader in her own right, will be leading the Foundation's Board with her philanthropic heart and savvy business sense. Dr. Frank Vozos, executive director, is admired for his conviction to providing the best health care and has attracted a board of trustees with great vision and dedication. ■

"Join me as we turn the pages today and look toward the new and dynamic future of Monmouth Medical Center!"

— by **Tara Kelly**
VP of Development for MMCF



Ty J. Olson, M.D., of Rumson, is co-director of the Gamma Knife Center and a neurosurgeon at Monmouth Medical Center. He joined MMC in 2005 from the Neurological Institute of New York at Columbia University Medical Center, where he completed his residency training in neurosurgery. Dr. Olson, who holds board certification from the American Board of Neurological Surgery, earned his M.D. from Duke University School of Medicine and his B.S. in neurological sciences from Stanford University.

Dr. Olson is a clinical instructor and attending physician for The Neurological Institute of New York and New York Presbyterian Hospital at Columbia University Medical Center. He is a quinquennial recipient of Best Doctors in America, an advisory board member for the NJ Sharing Network, and an ad hoc reviewer for four medical journals.

Ty J. Olson, M.D., Robert Patton and Richard S. Spengler were recently appointed to three-year terms on Monmouth Medical Center Foundation's Board of Trustees.



▲ Dr. Ty Olson

Monmouth Medical Center is proud to welcome our NEW Trustees

Robert Patton, of Rumson, is the New York Associate office manager for Goldman Sachs. During his 17-year career with Goldman Sachs, Patton was awarded divisional honor in recognition of excellence in citizenship and diversity and was named to the Private Wealth Management Leadership Council and a Top Wealth Advisor for the past four consecutive years. Patton earned his bachelor's degree in American History and a minor in Latin American Studies from Harvard College. He received his master's of science degree from the University of Bath, England, while studying on a full scholarship from the Rotary International Foundation.

Richard S. Spengler, of Colts Neck, serves as executive vice president and chief lending officer of Investors Savings Bank. Prior to joining Investors, he had a 21-year career with First Savings Bank in Woodbridge, NJ, where he was executive vice president and chief lending officer from 1999 to 2004. Spengler received his bachelor's degree in Business Administration from Rutgers University.

Spengler also serves as a board member of TICIC, Inc., a wholly owned subsidiary of the New Jersey Bankers Association. This network of bankers provides loans for affordable housing and community development projects throughout New Jersey. Outside of work, Spengler enjoys coaching a local youth sports basketball team and volunteering at Collier Youth Services. ■

The five-fold mission of Foundation Trustees are to:
... develop and implement programs
... demonstrate how philanthropy benefits donors, patients and the community
... be an advocate of MMC's commitment to the community
... serve responsibly as the steward of contributed funds
... develop candidates for leadership positions.



▲ Robert Patton



▲ Richard Spengler

Toss out every preconceived notion you have about a board chairperson because Ann Unterberg defies typical; she is a breath of fresh air. More importantly, Ann is deeply rooted in philanthropy and has a keen understanding of what it will take to move the Monmouth Medical Center Foundation Board ahead.

"I couldn't have been more delighted when asked to serve as the new chair of Monmouth Medical Center Foundation's board," Ann says. "It is an important time for the Medical Center and I am delighted to help in any capacity that I can. I can't imagine a more exciting, interesting or important job. The ever changing health care landscape promises to bring many challenges. I can only imagine how much I will learn working with this talented group. On a personal level, I look forward to the many friendships I hope to make as I work with these energized individuals."

A CLOSER LOOK...

Ann Unterberg



There will be change at MMC... change that we all can believe in and embrace.

Members of the Unterberg family have been longtime friends and supporters of Monmouth Medical Center. According to Dr. Vozos, executive director of Monmouth Medical Center, "Marjorie Unterberg, Ann's mother-in-law, was a former nurse and an active Monmouth Medical Center trustee for many years. She and her husband, Clarence Unterberg, gave generously to the nursing program and were instrumental in its success. The Unterberg's lead by example and continue to help us bring quality care and resources to our community."

Ann and her husband Tom carry this legacy forward through special projects they are passionate about, such as supporting the addition of five mammography rooms in the Jacqueline M. Wilentz Comprehensive Breast Center and the expansion of the Pediatric Emergency Department.

Over the past year, with the ongoing dedication of many long time donors, Monmouth Medical Center has rolled out a multi-year facilities and services expansion plan that will help one of New Jersey's largest teaching hospitals serve even more patients. This aggressive plan began with a \$3 million dollar renovation to the hospital's

emergency department, now the Cline-D'Onofrio Emergency Services Pavilion, and has recently moved into the construction of two operating rooms, each offering 700 square feet of state-of-the-art operating space for the hospital's Neurosurgery and Orthopaedic Surgery programs.

Since Monmouth Medical Center handles 4,500 deliveries annually, the highest number in Monmouth and Ocean counties, and was the first community hospital in the country to establish a newborn intensive care unit, it was a natural fit to design a new state-of-the-art Neonatal Intensive Care Unit (NICU). Construction is expected to begin in 2012.

Ann and all of the Foundation board members are committed to raising the necessary dollars to fund these exciting projects. They are all like-minded in their willingness to support the hospital with their time, talents and personally meaningful financial gifts. There is a sense of eagerness among all to spread the word and share the great story about the future of Monmouth Medical Center.

Ann explains, "We will continue to do what we do well—provide the best health care in our region—while also sending the message out to the community about what's to come and how the hospital that they and their families depend on is evolving. I am so happy to be partnering with Tara Kelly, our new vice president of Development, who brings enormous energy and years of experience to the Monmouth Medical Center Foundation. Through her leadership, we will concentrate on expanding our reach and visibility within our communities."

According to Tara, "The new Foundation leadership couldn't come at a better time, as Monmouth Medical Center is poised for continued growth. In addition to the expansion of the Neonatal Intensive Care Unit (NICU) and two new surgical rooms, the Foundation will spearhead efforts to upgrade all patient rooms, with plans to change all semi-private rooms to private rooms within the next year."

Ann currently serves on several non-profit boards and over the past two decades she has held leadership roles in many fundraising campaigns. Her experience has taught her that goals need to be aggressive and challenging but still realistic. She knows fundraising in today's changing economic environment is a particular challenge. Although philanthropy continues and the desire to give to others remains, belts have tightened and donors have new concerns and considerations. Many donors are looking with a critical eye for measureable results and ways that their contributions can make the most impact. Ann is optimistic as she acknowledges, "Monmouth Medical Center has proven measureable successes to share. Our satisfied patients are our voices and can speak on our behalf. What can be more important than saving lives and improving the quality of life? Together we will be successful and in time we will all enjoy knowing that we have made a difference in our community and the lives of so many." ■

**MONMOUTH
MEDICAL CENTER**

BARNABAS HEALTH
Monmouth Medical Center
The Children's Hospital
www.barnabashealth.org

Top 5% in the
Nation for
Emergency
Care.



Kudos for MMC

Monmouth Medical Center is ranked No. 29 out of 184 Best Hospitals in New York and the New York Metropolitan area by U.S. News & World Report. According to the report, the U.S. News website, Monmouth was cited for high performance in gastroenterology, geriatrics, gynecology and neurology and neurosurgery. MMC also scored "high in patient safety and demonstrating commitment to reducing accidents and medical mistakes."

Another recent honor was bestowed by MMC when it was named one of NJBIZ's 2011 Best 50 Hospitals in New Jersey. In a letter to Dr. Frank Vozos, Assemblywoman Valerie Vainieri Huttel, chair of the Assembly Human Services Committee, commended the hospital on its latest achievement. ■

Winning Results 2011



▲ From Left: Linda Haley, Barbara Goldfarb, Sally Kent, Terry Ingram, vice chair of MMCF trustees, Kathryn Kent

17th Annual Two Rivers Garden Tour

The **17th Annual Two Rivers Garden Tour**, held the weekend of June 4-5, 2011, treated attendees to five gardens: The Grove West Organic Community Garden in Shrewsbury, Three Girls Garden in Little Silver, Scotchigh Farm and Linden Hill in Rumson, and Locust Lodge in Locust. The two-day event netted \$106,000 to benefit the Jacqueline M. Wilentz Comprehensive Breast Center.



▲ From Left: Terry Ingram, vice chair of MMCF, Barbara Etter, co-chair, Bob Sickles, president of Sickles Market, Rosanna Fazio, co-chair

Women's Tennis

The sold-out **Women's Tennis Tournament** at the Spring Lake Bath and Tennis Club in Spring Lake raised close to \$11,000 on June 3, 2011, to benefit the Jacqueline M. Wilentz Comprehensive Breast Center.



1st Inaugural Finn Fest

The first **Finn Fest**, honoring the memory of legendary Irish singer-performer Joe Finn, earned almost \$26,000 to benefit the David S. Zocchi Brain Tumor Center. Held at the Norwood Inn in Avon-by-the-Sea on May 22, 2011, the event sold out within weeks of opening ticket sales. Bands, including Pat Roddy, The Avon Barksdales, Billy Lawlor, Willie Lynch, and the Friendly Sons of the Shillelagh Bagpipers provided the entertainment.

Left to Right: Tara Kelly, VP of development of MMCF, Judy Zocchi, MMCF trustee, Brigid Maniace, Kathy Finn, Eileen Larson, Peggy Walsh



▲ Brian Williams, NBC anchor and managing editor, Mrs. Adele Springsteen



Left to Right: Brian Williams, NBC anchor and managing editor, Anita Roselle, Frank J. Vozos, MD, FACS, executive director of MMC

Dr. Debra Camal, medical director of the Jacqueline M. Wilentz Comprehensive Breast Center, was honored at the **Power of Pink Luncheon** at Sandy Hook's Fort Chapel and Grounds on July 21, 2011. Guest speaker Brian Williams, anchor and managing editor of "NBC Nightly News," captured the attention of the 350 attendees. The event's proceeds totaled almost \$90,000 to benefit the Leon Hess Cancer Center.

Power of Pink



▲ Left to Right: Frank J. Vozos, MD, FACS, executive director of MMC, Ann Unterberg, chair of MMCF Board of Trustees, Tara Kelly, VP of development, Brian Williams, NBC anchor and managing editor, Dr. Debra Camal, honoree and medical director of the Jacqueline M. Wilentz Comprehensive Breast Center, Kathleen Croddick Molyneaux, chair of the Women's Council, Bill Arnold, chief operating officer of MMC



▲ Front Row Left:
Heather Forsyth, *co-chair*, Beth Insabella Walsh, *co-chair*, Eva Cavallo
2nd Row Left:
Diane Cusa, Monica Levy, Dawn Dell’Omo, Tiffany Cioffi,
Bobbi Knezek, Diane Kilzen
3rd Row:
Mary Farrar, Carey Alemany, Teja Anderson,
Patty Baker, Laura Hauck

The **Third Annual Chic Boutique Luncheon and Fashion Show** at The Shadowbrook in Shrewsbury was a sold-out event again this year. Master of Ceremonies Frank Dicopoulos, also known as Frank Cooper from CBS’s “Guiding Light,” presided over the June 10, 2011 luncheon. The event featured an auction of 80 gift baskets and a drawing of a 50/50 raffle where the lucky winner claimed their \$10,000 prize. A fashion show of daytime and eveningwear further delighted the audience of 250, raised over \$29,000 to benefit the Monmouth Medical Center Foundation.

Chic. Boutique



▲ From Left: Heather Forsyth, *co-chair*, Tara Kelly, *VP of development for MMCF*, Laura Hauck, *committee member*



◀ From Left: George Fahoury, *DPM*, Michael Arvanitis, *MD, FACS, FASCRS*, John Saporito, *MD*, Frank J. Vozos, *MD, FACS*, executive director of MMC

▼ From Left: Robert Gerard and Joe Torcivia, MMCF trustees, Tom Biga, *executive VP, acute outpatient and patient care services, Barnabas Health*, Barry Ostrowsky, *president and COO, Barnabas Health*



More than 180 golfers participated in the **21st Annual Invitational Golf Classic** at the Hollywood Country Club in Deal. Ray Catena and Saker ShopRite were the major tournament underwriters for this June 15, 2011 event, which scored \$188,000 to benefit Cancer Services.

The lucky car raffle winner drove home in a NEW 2011 Mercedes Benz GLK, and the winner of the 50/50 raffle received \$4,787!

Golf ‘Fore’!

Friday-Sunday,
October 14 – 16, 2011

Two Rivers Antiques and Art Show

Rumson Country Day School, Rumson
Friday, October 14 Preview Party
6:30 - 9:30 pm, Cocktails/Light Fare/Auction
Advance Reservations Required
\$145 in advance; \$170 at the door
Saturday, October 15, 10:00 am - 6:00 pm
Sunday, October 16, 11:30 am - 5:00 pm
\$12 in advance; \$15 at the door
(or \$12 w/show advertisement)
www.tworivershow.org
Benefitting: Jacqueline M. Wilentz
Comprehensive Breast Center

Save these Dates 2011

Sunday, October 16, 2011

Yumi Night

6:00-9:00 pm, Yumi Restaurant, Sea Bright
\$125/person, Neo-Asian Cuisine
Benefitting: The Valerie Fund Children’s
Center for Cancer and Blood Disorders
at the Children’s Hospital

Thursday, November 3, 2011

NICU Wine Tasting

6:30 pm, Stella Marina Restaurant,
Asbury Park
\$70/person; presented by Families
& Friends of NICU Graduates
Benefitting: H. and A. Hovnanian
Foundation NICU

Saturday, November 5, 2011

40th Anniversary Crystal Ball

7:30-11:30 pm, Convention Hall, Asbury Park
\$325/person
2011 Infiniti G25 Car Raffle Tickets: \$50
(Only 1,500 tickets will be sold!)
Drawing will be at the Crystal Ball
www.monmouthfoundation.org
Click on events
Benefitting: Cancer Services

Friday, December 16, 2011

Mega Raffle: You Could Be 1 of 100 Lucky Winners!

Tickets: \$100 Drawing: 12:00 pm
Monmouth Medical Center Lobby, Long Branch
Benefitting: Monmouth Medical Center Foundation

For more
information
on these events,
please contact the
Monmouth Medical
Center Foundation
at 732-923-6886.

MEET THE Event Team



Evelyn Nitis
Director of Special Events

three promotions in her two year association with Clara Maass Medical Center to patient service manager. In 2000, she transferred to Monmouth Medical Center, where she joined Food Services as their retail catering manager. Throughout her six years of working in Food Services, Evelyn worked in collaboration with the Foundation assisting them with the hospital’s dedications and grand openings.

Her perseverance and enthusiasm has helped create an incredible team of volunteers that continue to grow each year with outstanding results for Monmouth Medical Center.

Evelyn Nitis was recently promoted to the director of special events after serving as the special event associate since 2006. After joining the Foundation team in 2006, Evelyn quickly showed her propensity for special events when she acquired the Power of Pink event and helped it grow to a signature event. In her inaugural year, the 2007 Power of Pink realized a 175% increase in net revenue from the previous year and has continued to grow under her leadership.

Evelyn has been a rising star within the Saint Barnabas Health Care System since 1998. Her strong work ethic and dedication quickly landed her



Davina Feingold
Special Events Associate

three months, Davina was able to market, sell and coordinate over a half a million dollars’ worth of business for Sentry Centers.

We are fortunate that Davina decided to move back to New Jersey and join the special events team at Monmouth Medical Center Foundation. Her strong work ethic and passion for excellence are only surpassed by her pride in her professional and personal affiliations with incredible team members and industry peers.

Davina Feingold joins the Foundation team as the special events associate with a wealth of experience in event planning and marketing. Upon graduating from Muhlenberg College, with a Bachelor of Arts Degree in Marketing, she became the marketing director for Sandy Hook Partners. She created their wedding and events business after spearheading the restoration of the Chapel on Sandy Hooks, Fort Hancock. The business grew exponentially for three years under her watch.

It was during Davina’s time at Sandy Hook, that she was recruited to manage the sales and coordination of meetings and special events at Sentry Centers, the new urban conference center in New York City. In just

Compassion Teamwork Excellence...

Back Row
Left to Right:
 Angie Henschel,
*board and donor
 relations associate*
 Jean McKinney
director of development
 Tiffany Cioffi,
*MGR retail operations,
 annual fund specialist,*
 Robin Embrey,
MGR donor relations
 Dawn Dell'Orno,
director of finance,
 Stacey Abate,
grants writer,
 Evelyn Nitis,
director of special events

Front Row
Left to Right:
 Christine McHugh,
bookkeeper,
 Maja Meighan,
director of major gifts,
 Jaclyn McHugh,
development associate,
 Tara Kelly,
VP of development,
 Davina Feingold,
special events associate



MEET THE NEW VP of Development



▲ Tara F. Kelly,
VP of Development for MMCF

Tara F. Kelly exemplifies philanthropy with more than 20 years of experience within the non-profit sector. Tara has proven that a combination of dedication, hard work and good old-fashioned family values can equate to a successful career of giving back. As early as Tara can recall, it was instilled in her that the greater good was about giving hope and help to those less fortunate. She remembers learning these values back in her candy striper days at Kessler Institute in West Orange, where her father worked for 25 years as senior vice president and chief operating officer. "I vividly remember dinner as a family and listening to my father talk about how the hospital sent a child or someone's mom or dad home in better health. For my brother and I, these stories translated into hope that tomorrow would be a better day for them. I grew up watching my father take great pride in knowing he was providing the best care for those who needed it the most. Growing up, it was always about improving the lives of others, and it still is."

Immediately following college, Tara joined the National Multiple Sclerosis Society as director of donor and corporate campaigns. In 1996, she joined the American Red Cross and during her 15 years with the organization Tara held numerous positions, including development director, chief development officer, and chief operations officer. In 2008, she was appointed CEO of the regional headquarters of the Jersey Coast Chapter. In this position, she was responsible for overseeing a 70,000 square foot facility comprised of a Blood Bank; a Disaster Relief Warehouse, one of only 14 in the country; the state's only Disaster Operations center; and a CPR Training Center that certified 51,000 people in 2010. Tara was also responsible for the oversight, financial stability and mission delivery of four Community Red Cross Chapters in addition to directing a staff of 80 and overseeing five voting boards and hundreds of active volunteers.

Tara has been active in many organizations throughout her career, and is currently a member of the board of the Health South Rehabilitation Hospital in Tinton Falls and is a past board member of the Monmouth and Ocean Development Council. Tara is a seasoned guest speaker and served as a keynote speaker at the American Red Cross National Conference and for the Association of Fundraising Professionals in New Jersey.

Throughout her career with the American Red Cross, Tara has received national recognition, including the American Red Cross Humanitarian Achievement Award and the Spirit of Excellence Award for her work during 9/11. In 2002, Tara was chosen to be one of 22 participants, selected from 600 applications nationwide, for a two year Executive Advancement Program within the American Red Cross. The program identified individuals for certification, training and mentoring, which would enable them to effectively fill vacant CEO positions in the top 50 Chapters across the country.

Tara is a lifelong resident of New Jersey and currently resides in Little Silver with her husband, Matt, and their three children, Madeline, Elizabeth and Matthew.

When asked what she is looking forward to most in joining the Foundation at Monmouth Medical Center, Tara says, "Sitting around the dinner table with my children instilling the same values that were instilled in me. There is nothing more rewarding and important than being able to make a difference in the life of another and the pride one feels in knowing they have a hand in providing the best health care imaginable."

Have you ever dreamed of making a difference in your community by healing the sick and saving lives? You can do just that by investing in healthcare through a gift to the **Cranmer Heritage Society for Monmouth Medical Center Foundation.**

Philanthropy Saves Lives



The **Cranmer Heritage Society** was established in honor of Ella B. Cranmer, whose estate provided 4.5 million for the Cranmer Ambulatory Service Center at Monmouth Medical Center. By naming the hospital in your will, you help sustain the quality of healthcare provided here at MMC. We ask that you consider joining **Bonnie Levin, co-founder of the Women's Council and Simon Levin, MMCF trustee (photo above)**, who have included Monmouth Medical Center in their will.

For more information or questions about philanthropy or tax advantage giving options, please call Maja Meighan, director of Major Gifts at 732.923.7986 or email mameighan@barnabashealth.org

MEET THE Foundation



Jean McKinney
Director of Development

Jean McKinney joins the Foundation Team as the new director of development with over 18 years of experience in the non-profit sector. She joins us from Bergen Catholic High School in Oradell, New Jersey, where she was the director of annual giving for 5 years. During Jean's tenure at Bergen Catholic she raised 6.1 million for the first-ever capital campaign as part of the major gifts solicitation team and secured over 3.4 million for annual giving to the school.

During the 13 years prior to her experience at Bergen Catholic, Jean established and grew a Development Office for the Village School for Children, a private independent school in Waldwick, New Jersey, serving as the school's first director of development. During her tenure at the Village School she was responsible for leading them in their first capital campaign which enabled them to purchase a permanent campus for their school.

Volunteerism has played an important role throughout Jean's life. She is most proud of her accomplishment of leading a community initiative of building a roller hockey rink in Wyckoff, New Jersey. Jean lives with her husband, Tom, in Spring Lake Heights.



Maja M. Meighan
Director of Major Gifts

Maja M. Meighan is the new director of major gifts at Monmouth Medical Center Foundation and is responsible for leading the major gift program.

For fifteen years Maja has been raising money in the non-profit sector. Maja was the director of major and planned Gifts at Georgian Court University, Lakewood, where she successfully worked with a team to raise 17.2 million in capital gifts, which lead the team to start work on another capital campaign to raise 50 million to expand the campus at the University. Additionally, she held the director of gift planning position for five years at the United Methodist Homes in Neptune working closely with their constituency on capital campaign raising 20 million. Prior to that, Maja served as the planned giving officer for the Jersey Coast Chapter of the American Red Cross in Tinton Falls where she worked on their capital campaign helping raise 3 million and created their planned giving program.

Maja is a board member and treasurer of the Gift Planning Council of New Jersey and lives in Manahawkin with her husband, Kyle, and their son, Hunter. She holds a Bachelor of Science degree in Business Administration and a Masters of Business Administration degree from Georgian Court.



Many Hands Giving

Summer Ingenuity

Some shells from the Jersey Shore got a second life this summer when first- and second-graders attending Long Branch's Summer Enrichment Camp at **Gregory Elementary School** used them to fashion one-of-a-kind household items. Next, the students set up The Shell Shack store where they took on the jobs of greeters, cashiers and store managers and sold their creations for \$1.00 apiece over two days. The impressive result: They raised \$500 and donated it to The Children's Hospital at MMC. Now that's teamwork!

Lydia Tiedemann (below left), made the hats with her good friend **Helen Stanley**. Both reside in the Saddle Lake Village, Red Bank. They generously donated approximately 100 hats to the Valerie Center. These hats were specifically for children/teen cancer patients.



Seven Towns... One Goal

A wonderful assortment of beautifully hand-knitted and crocheted blankets for babies and adults as well as baby outfits, sweaters, booties and hats were donated to MMC's Neo-Intensive Care Unit and patients in Oncology Day-Stay by the **Needle-Little Angel Network** of St. Gabriel's Roman Catholic Church in Marlboro, New Jersey. Our heartfelt thanks to Alice Hnat and Dorothy Zimms from Colts Neck; Lee Webb from Freehold; Gloria Collins from Hazlet; Bernice Biegen and Alaina Matti from Manalapan; Kathryn Bryan, Maria Dwyer, Lisa De Leonibus, Maddalena Giambrone, Lisa Van Heest, Anne Smith and Rose Tampone from Marlboro and Loretta Tripoli from Staten Island, who are the generous and crafty members of this network.



4th Grade Philanthropists

Miranda Badrick, Sofia Torgersen and Veronica DeMaria (left to right in center) had a mission to accomplish on Wednesday, June 29, 2011. After purposely dressing in pink and gathering their gift, the three girls were driven to Monmouth Medical Center's Jacqueline M. Wilentz Comprehensive Breast Center. Tara Kelly (left), MMC Foundation's vice president of development and Margie McDonald (right), administrative director of the Wilentz Center, were waiting for them in the lobby and all smiles when the fourth-graders presented \$228 to the Center.

To earn their donation, the young philanthropists sold homemade cookies, school supplies, storage boxes, lipstick pens, roses and lollipops—everything in pink, of course—at a "Think Pink Breast Care Awareness" sale they held during a Navesink Elementary School lunch hour. Moms Monica Badrick, Suzanne DeMaria and Barbara Torgersen purchased the baking supplies and wares for their entrepreneurial daughters, and the Super Foodtown of Red Bank graciously donated the roses.

Lucas from Oceanport recently set up a lemonade stand in front of his house and sold glasses of his delicious mixture to neighbors and passers-by for fifty cents to raise money for The Valerie Fund at Monmouth Medical Center. Sales and tips were brisk, so Lucas was able to amass \$40. His family contributed another \$98 for a total donation of \$138. No wonder Lucas is wearing that big smile!



Purposeful Knotting

Girl Scout Daisy Troop T485 knows how to tie knots. So, what better way to show their solidarity and willingness to do good for others than by knotting four sides of 48 turquoise, lime, purple, pink, yellow and orange fleece squares to make a blanket for someone in need! The 17 girls who attend three different elementary schools in Hazlet, New Jersey, decided to donate their beautiful creation along with \$50.00 in troop earnings from their successful Girl Scout cookie sale and an additional \$1.91 from one of the Daisy's piggy bank for a grand total of \$51.91 to Children's Crisis Intervention Services at MMC. Way to go girls!

Lemonade Fights Cancer

A Grateful Patient

Dear Margie McDonald, R.N.
Clinical Director of the Jacqueline M. Wilentz
Comprehensive Breast Center:

I just had the pleasure of going to the Jacqueline M. Wilentz Comprehensive Breast Center for my annual mammogram. I was treated with kid gloves, which I really needed and greatly appreciated.

It had been a bad morning for me, but I had no problem coming to your facility, which I've been coming to since its inception. I entered the lobby in an agitated manner and was greeted by Sharon and Elena, who immediately assured me that I wouldn't exit in the same manner. They, along with Maria, made it their business to check me in quickly and talk to me to calm me down and make me laugh.

Maria took me to another room to fill out your relatively new cancer history computerized program (which I believe I did last year; it's very clever) and stayed with me a little longer, again to help me calm down. Not long after I finished my program, I was brought to the waiting room and changing area to change. Within minutes Cheryl, the technician, led me to an exam room. She was very professional and made sure all images were taken, so it wasn't necessary for me to have to return. She also put me at ease, explained everything, and was very sensitive to my needs while obtaining the necessary images. Cheryl was just a wonderful person.

Not only did you hire very competent people but also very sensitive ones, who know how to calm a patient, make them happy or whatever is necessary to comfort them, and still perform their jobs in a professional manner. It is hard to find that in a person, and yet you were able to find that in the four people I dealt with today.

I told each of them how much I appreciated their help today, but I wanted you to know also. Treat them with respect because they show the public the best of what you are: "The Face of MMC."

Sincerely yours,
Deborah Rubin



Accentuate the Positive

Dr. Michael A. Goldfarb
is focused on success –
not his own,
but his surgeons.

As chairman and program director of the Department of Surgery at Monmouth Medical Center, Dr. Michael A. Goldfarb and his colleagues have come up with three positive initiatives—to recognize surgeons' successes and help them combat growing pressures due to health care reform, the dwindling number of general surgeons and the relentless drive for full-time employment. The best part: the cost of these new changes is minimal. These remedies were recently published in the April 2011 issue of *General Surgery News*.

As part of his responsibility, Dr. Goldfarb keeps a close eye on all the numbers, including tracking surgical rescues. "Since 1998," he explains, "there have been 109 surgical rescues at Monmouth, including surgeons helping other surgeons in the operating room, or on the day after surgery, or an interventional radiologist coming in and helping out a surgeon. Out of that total, 105 were successes. Our first initiative recognizes the work and dedication of our rescue surgeons by awarding them with a certificate of Master Surgeons."

Brilliant in its simplicity, the second modification emphasizes positive results instead of negative. "We've decided to express all complication management results in terms of 'rescue success percentage' rather than 'failure to rescue percentage,'" says Goldfarb. "It's a different approach to reporting the same information."

"Finally, we also have started recognizing our surgeons' positive efforts during Quality Improvement (QI) committee reviews, which take place every week," notes Goldfarb. "We've always sent letters to surgeons when there's an opportunity for improvements that are needed, but only recently have we started to send out letters thanking our surgeons for the good work they've done. We tend to take their work for granted because it's their job, that's what's expected and that needs to change."

"These new modifications are in line with many other process changes that have been implemented over the years," says Goldfarb. "Monmouth Medical Center has had the lowest surgical mortality rate in New Jersey since it was first measured in 2004, so we know we were doing something right," he adds. Plans are also underway to possibly apply these three initiatives to other hospitals within the Barnabas Health network. ■

Whether or not you agree with "it takes a village to raise a child," there is no denying that effective communication among pediatrician, parents and child is critical. Assuring success of this triumvirate relationship is a special focus of the pediatric residency program at Monmouth's Children's Hospital, where Pediatrician Nancy S. Deacon, D.O., leads a Brazelton Touchpoints Site.

Founded on the teachings of world-renown child development expert, Dr. T. Berry Brazelton, with whom Dr. Deacon studied, Touchpoints concentrates on teaching observation and listening skills to health care professionals. These skills are vital for establishing the relationship among a pediatrician, parents and child. The pediatrician is in a unique position to help the parents understand their child's developmental changes and the effect these changes are having on the family unit. The Touchpoints approach enhances professionals' effectiveness in having this conversation.

There are nine Touchpoints for a child and family, beginning prenatally and extending to age six. A Touchpoint is a point of change in a child's rapidly unfolding development when new skills are emerging. At each Touchpoint there is often regression in his/her sleeping or eating habits and changes in mood and behavior. This can cause parental self doubt and worry about the child's well being. Each Touchpoint offers the pediatrician the opportunity to help parents better understand what is going on and to feel more confident in their ability to deal with these changes. This deepens the relationship between the pediatrician and the family, builds trust, and encourages a continuing connection.

Deepening Relationships at our Childrens Hospital




Touchpoints deepens
the relationship between
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Initial training for Touchpoints consists of two full days, followed by ongoing support meetings, on-floor training that continues throughout the residents' three-year program, and an annual retreat. A reunion refresher program is also offered.

Dr. Deacon's two Touchpoints associates are equally enthusiastic about the program's far-reaching benefits. Dr. Charles D. Katz, a child psychologist, explains "Touchpoints teaches residents to think of how families operate as a system and how they want to promote the family's understanding of the child, not by giving directives but by building a better relationship with the entire family. This is a departure from the way most pediatricians are trained."

"Out of 60 Touchpoints training sites nationally, Monmouth Medical Center (MMC) is unique because it is the only residency program in which Touchpoints is an integral part of the residency curriculum," Katz points out. Dr. Kirby D. Rekedel, a perinatologist, a neonatologist, and the prior program director of the Pediatric Residency program at MMC, adds, "Over the past seven years, our team has trained well over 170 people, including 52 MMC pediatric residents and 12 faculty members, more than 60 nurses, administrators, social workers, and other health care providers."

Dr. Meg Fisher, chair of the Department of Pediatrics and medical director of The Children's Hospital at Monmouth Medical Center, has received the training and is an enthusiastic supporter of this program. She says, "Touchpoints is an ideal way to learn to communicate and to deliver care in a patient and family centered way. We are very fortunate to have a champion like Dr. Nancy Deacon spearheading this effort for our residents, faculty, fellow pediatricians and our nursing and support staff." ■

 **BARNABAS HEALTH**
The Children's Hospital
at Monmouth Medical Center

New Name... New Era

The Saint Barnabas Health Care System Board of Trustees unanimously voted to change the name of the organization to **Barnabas Health** on June 20, 2011.

A question and answer document, circulated to all employees, states: "The leadership team felt strongly that it was time to...develop an identity strategy that more strongly positions the system, hospitals and services throughout the region for the future" and "allows all of the individual hospitals and services to be set apart, and limit confusion." The release also explains the word "Saint" was deleted because "the system is not considered secular or religiously affiliated" and that the new one-line Barnabas Health logo retains the four squares in a "slightly modified" design.

The SBHCS.com email tag is still in service, but will be phased out in the coming months and replaced with barnabashealth.org. The names of several services and facilities in the system that begin with "Barnabas Health," such as the Barnabas Health Hospice and Palliative Care Center on the sixth floor of Monmouth Medical Center, will also be receiving a new moniker.

In a July 22, 2011 explanatory letter to donors, Ronald J. Del Mauro, CEO at Monmouth Medical Center, and Barry H. Ostrowsky, the president and CCO, state that the new name "acknowledges our rich history while connecting us to the promise of a dynamic future" and that "Barnabas Health will uphold our long held tradition: Philanthropic support given to an individual System affiliate will remain with that affiliate." ■



Milestones designed by Janice Hahn

■ ■ **BARNABAS HEALTH**
■ ■ Monmouth Medical Center Foundation

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