

Monmouth Medical Center Foundation

Milestones 2012



Monmouth Medical Center Foundation

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MESSAGE FROM FOUNDATION VP Looking Forward... 2013



A few weeks ago, surrounded by our trustees, community leaders, donors and dedicated staff, Monmouth Medical Center celebrated its 125th anniversary with a celebration outside of our main entrance. What began in a few rented rooms above Arnold's Delicatessen on Broadway back in 1887, is now a 1-million square-foot teaching hospital that serves almost 200,000 patients each year. Here in the Foundation, we've been celebrating too. As you read ahead, you will see how we are strategically setting the stage for the largest expansion and most innovative programming in MMC history.

I am also proud to introduce to you our talented group of new trustees along with a few of the outstanding patients, physicians, donors and community leaders who make MMC an exceptional place of caring and healing. In the upcoming months, we

will be updating you on our capital expansion project and will show you how these new state of the art entities of the hospital are marking yet another remarkable milestone in the Medical Center's history.

In addition to all this, we're also hard at work planning our annual Crystal Ball, which broke records last year with a sold out crowd. This year, we will be celebrating the past 125 years and highlighting those who work every day toward making MMC the most highly regarded healthcare provider in the region.

The Foundation will be awarding two honors that night. The Physician Leadership Award will be presented to the Medical Chair of each clinical department who will be representing all of their department's accomplishments, past and present. Our prestigious Community Leadership Award will be presented to Siran Hovnanian Sahakian, MMCF trustee, whose family foundation, The Hirair and Anna Hovnanian Foundation, has generously named our new level 3 NICU, which will be opening the end of this year.

I hope you will join us in celebrating all of MMC's milestones on November 3rd at Convention Hall in Asbury Park. It is sure to be an incredible night to remember.

Before we realize it, the holidays will be upon us. I invite you to take some time to learn what makes MMC the region's premier teaching hospital. Please join us while we celebrate all those who make marvelous medicine happen and outstanding outcomes touch those who walk through our doors! ■

> Tara F. Kelly Vice President of Development Monmouth Medical Center Foundation

Bob Sickles is the 3rd generation owner of Sickles Market in Little Silver. He oversees all aspects of the century-old specialty food market and garden center; 20,000 square feet of retail and a 5,000 square-foot greenhouse on 6 acres of land that has been in his family since a King's Land Grant to Peter Parker in 1663. Bob employs a staff of 130 local residents that work with him to operate a nationally recognized retail business using the latest technology ensuring top-notch, quality service and sustaining old-fashioned values of honesty and empathy for customers, employees and vendors.

Since 1987, Jack Howley's firm, Howley Financial Group of Rumson, New Jersey has specialized in life insurance, wealth creation and retirement planning. His devotion to the insurance industry has allowed him to work with over 3,000 clients during his career. Before joining MMC, Jack was involved with various non-profit organizations in the community including Lunch Break, The Rumson-Fair Haven Run, The Jay Dooley Foundation and is the President of the Courtside Club at Rumson-Fair Haven High School. Jack, his wife, Iwona, and three daughters, Alexandria, Brielle and Courtney reside in Rumson, New Jersey.

Monmouth Medical Center Foundation is proud to

our NEW Trustees

Marshall Knopf is the 2nd generation CEO of Knopf Automotive LLC in Red Bank. In addition to his work on the MMCF Board, he serves as the senior vice chairman on the Board of Trustees for the Ranney School, the Community YMCA in Red Bank and is the past co-chairman and founder of the Count Basie Theater foundation board and current member of their operating board. Marshall has 4 children and 1 grandchild and another one on the way.

Rosanna Fazio – In 2002, after the birth of her first child, Ms. Fazio retired from Merrill Lynch where she was a Director in Business Development working on joint ventures and strategic eCommerce initiatives with Goldman Sachs, CSFB and other major Wall Street Firms. Today, besides working with MMC, she serves on the board of Trustees for the Oceanic Free Library in Rumson, is chairperson for fundraising events at the Mastro Montessori Academy, Little Silver and works part time as business manager for her husband, who is a principal in his own investment firm. Rosanna resides in Rumson with her husband, John Floyd and their two children, Ava and Emma.

Barbara Goldfarb is the owner and president of Design Logic LTD, Inc., a high-end residential and commercial design and interior architectural firm, specializing in historic restoration and renovation, incorporating art and antiques into contemporary settings. Barbara rejoined the MMCF Board after a few years off following a long stint from 1990-2007. She also devotes time to the National Museum of Women in the Arts (Washington, D.C.) and the Two Rivers Antique Show and Garden Tour, which has raised over \$3 million in 18 years, and supports MMC's Jacqueline M. Wilentz Comprehensive Breast Center.



▲ Robert H. Sickles



▲ Jack C. Howley



▲ Marshall Knopf





Barbara Goldfarb

t this year's Crystal Ball, the Physician Leadership Award will recognize and honor all Monmouth Medical Center Academic Departments. The current Chairs will represent all the accomplishments of the past and present. MMC is particularly proud to have 3 of these department chairs recognized as state and national leaders: Dr. Goldfarb is the President of the New Jersey chapter of the American College of Surgeons; Dr. Tunkel was elected to serve as the New Jersey Southern Region Governor-Elect designee for the American College of Physicians; and, Dr. Fisher is the President of the New Jersey Chapter of the American Academy of Pediatrics.

Anesthesiology Dr. Matthew S. Klein

The Department of Anesthesiology provides state-of-the-art care for approximately 13,000 surgical and endoscopic procedures and nearly 4,500 deliveries and pain management services in Monmouth's Eisenberg Family Center. The department's 18 faculty members work together as an anesthesia care team to achieve the department's mission of providing safe, effective, patient-centered care.

Dentistry Dr. Barry D. Elbaum

Each year, the Department of Dentistry handles 8,000 outpatient visits, and 200 admissions and short stay patients. The department is strongly committed to the community, spearheading a host of outreach programs to the disabled, including those with cerebral palsy, muscular dystrophy, cystic fibrosis and developmental disabilities to the geriatric population, migrant workers and to the Long Branch students...

Emergency Service Dr. Victor Almeida

MMC's Emergency Department has approximately 49,000 annual visits and provides comprehensive acute care to the community. Most notably, it has been recognized with the Emergency Medicine Health Grade Excellence Award in 2010, 2011, and again in 2012. The award ranks the Emergency Department in the top 5th percentile for quality care in the nation.

HONORING MMC's Academic Department's ...PAST & PRESENT

Family Practice Dr. Anthony Sahar

The 13 members within the Family Practice department are devoted to providing comprehensive health care for people of all ages. Accepting the award will be Dr. Sahar, who has been an attending physician at MMC since 1969.

Medicine Dr. Allan R. Tunkel

The Department of Medicine encompasses more than 250 physicians and providers, including many primary care practitioners who deliver full adult medical services, and subspecialists practicing in 12 subspecialty areas. The Department has a strong commitment to promote health in the local community, and has innovative programs in transitions of care that have received national recognition for improving the outcomes and quality of life for our patients. The Department also has a strong commitment to education and has had a residency program in internal medicine for more than half a century.

Obstetrics and Gynecology Dr. Robert A. Graebe

With more than 4,500 births annually, Monmouth delivers more then two to three times the number of babies of any hospital in Monmouth and Ocean counties, and ranks fourth in New Jersey. MMC has received the Maternity Center of Excellence Award two years in a row from HealthGrades, awarded to the top 5% of obstetrical hospitals as well as Leapfrog during the same time period. Monmouth' s division of gynecologic surgery continues to be one of the nation's leaders in minimally invasive gynecological surgery with over 60% of hysterectomies now being performed robotically.

Orthopaedic Services Dr. Jason D. Cohen

New Jersey's first Orthopaedic residency program has been an integral part of Monmouth Medical Center since 1945. Pioneering the treatment of polio positioned the medical center as an academic force. Currently residents receive academic instruction and clinical training from a staff of more than 30 board certified and fellowship trained Orthopaedic surgeons. Many graduates choose to return to serve the local community in such subspecialties as total joint, foot and ankle, hand, spine, sports medicine, and pediatric orthopaedics.

Department Chairs will accept the

NAMES AND ADDRESS OF

PHYSICIAN LEADERSHIP AWARD

on behalf of their department at the Crystal Ball

Pathology Dr. Louis J. Zinterhofer

Dr. Zinterhofer has been a member of the Department of Pathology and Clinical Laboratories for nearly 40 years and chairman since 1989. The Department maintains uniquely comprehensive and sophisticated diagnostic capabilities and is staffed by 6 pathologists and 78 laboratory personnel. The Department has a major educational role and conducts a 4 year residency program in anatomic and clinical pathology for MD graduates and a one year program in its school of medical technology for college students.

Pediatrics Dr. Margaret C. Fisher

More than four decades ago, MMC established a pattern of exceptional pediatric health care, becoming the first hospital in New Jersey to open a Level III neonatal intensive care unit. Today that pattern continues as Monmouth offers the community the renowned medical expertise in the care of children that only a leading academic medical center can provide, with 140 pediatric specialists in 26 fields of medicine.

Psychiatry Dr. Stephen M. Theccanat

Behavioral Health Services include comprehensive mental health programs (both inpatient and outpatient) for children, adolescents and adults diagnosed with psychiatric and dual disorders. All programs are led by a multidisciplinary staff of experienced professionals who have advanced training and certification in all facets of behavioral health.

Radiology Dr. Richard B. Ruchman

MMC's Diagnostic Imaging Department offers state-of-the-art facilities and equipment and a team of board certified, fellowship trained radiologists who are recognized for their expertise. In 2010, MMC became one of the few Hospitals to receive Gold Seal accreditation from the American College of Radiology that recognizes the safety and quality of the Radiology Department.

Radiation Oncology Dr. Mitchell Weiss

MMC's long-held prominence in radiotherapy began in 1967 when it acquired a high-energy, 6 million volt linear accelerator for the treatment of cancer. At the time, it was only the 30th machine of its kind in the world and the first in New Jersey. More recently, MMC had the distinction of becoming the first hospital in Monmouth County to earn accreditation from the American College of Radiation Oncology for the quality, safety and appropriateness of its radiation therapy.

Surgery Dr. Michael A. Goldfarb

With a statewide reputation for excellence, MMC is simply the safest place to have surgery. Regardless of the procedure, MMC consistently has the highest surgical survival rate in the state. MMC surgeons are constantly reviewing complications and immediately creating solutions. MMC has been studying results since 1998 and created one of the first databases in the nation that focused on surgical outcomes. ■



Gathering around the plaque commemorating the 125th anniversary celebration of Monmouth Medical Center unveiled on September 12, 2012 are, from left, Michael Arvanitis, MD, president of the MMC Medical and Dental Staff, Frederic Pachman, director of the Altchul Medical Library, Caroline Casagrande, NJ assemblywoman, Joe Reale, Long Branch Historical Association president, Frank J. Vozos, MD, FACS, president and chief executive officer, Bill Arnold, chief operating officer, Tom Biga, Barnabas Health executive vice president.



▲ Siran Hovnanian Sahakian MMCF trustee

COMMUNITY LEADERSHIP AWARD

Monmouth Medical Center's Community Leadership

Award recognizes those who have made a substantial difference in the life of the Medical Center. Instituted in 2001, this year's award honors The Hirair and Anna Hovnanian Foundation, represented by Siran Hovnanian Sahakian. All five Hovnanian children. including Siran, are members of the Board of their family foundation, which is devoted to ensuring a lasting legacy in the community. The Hovnanian Foundation is being honored at this year's Crystal Ball for their unwavering commitment to Monmouth Medical Center, particularly their unparalleled gift to The Hirair and Anna Hovnanian Neonatal Intensive Care Unit. Their lead gift of \$2 million gift has generated excitement and enthusiasm throughout the community as construction is underway.











MMCF Winning Results..

Gamma Knife Center Medical Co-Directors,

neurosurgeon Ty J. Olson, MD, FACS, and Radiation Oncologist Sang E. Sim, MD were honored at the 17th Annual Power of Pink Luncheon on July 19th at the Fort Chapel and Grounds at Sandy Hook. Guest speaker for the luncheon was "Sex and the City" actress and breast cancer survivor, Cynthia Nixon, who moved the well-attended crowd with her mother's struggle with breast cancer.

Sponsored by The Women's Council for the Leon Hess Cancer Center, the event brings together women to raise funds and enhance the quality of care delivered to cancer patients at Monmouth Medical Center. **This year's event raised over \$82,500!**



- 1 **Left to Right:** Bridget Murphy, chief philanthropy officer of VNA of Central Jersey Foundation, Tara Kelly, vp of Development
- **Left to Right**: Angela Teevan, Kathleen Croddick Molyneaux, event co-chair and chair of the Women's Council, Beth Stavola
- 2 Left to Right:
- Bill Arnold, chief operating officer, Ty J. Olson, MD, FACS, Susan Olson, Claire Knopf, vice chair of the Women's Council for the Leon Hess Cancer Center, Kathleen Croddick Molyneaux, chair of the Women's Council, Cynthia Nixon, guest speaker, Kellie Enstrom, Tara Kelly, vp of Development, Sang E. Sim, MD, Frank J. Vozos, MD, FACS, president and chief executive officer of MMC
- Left to Right: Vivian Ruggiero and Anita Roselle
- Left to Right: Committee Members: Leigh Royer, Deeann Memon, Jayni DiMisa, Tara Kelly, Kellie Enstrom, Cynthia Nixon, Kathleen Croddick Molyneaux, Bonnie Levin, Alecia Bloom, Donna Crosson, Lauren Vernon,
- 6 **Left to Right:** M.C. Mayer, Karen Siciliano, *MMCF trustee*, Ruth Palacio, Jill Ellson-Ann
- Left to Right: HONOREES AND GAMMA KNIFE CENTER MEDICAL CO-DIRECTORS, Ty J. Olson, MD, FACS, and Sang E. Sim, MD with Cynthia Nixon, guest speaker and Tony and Emmy Award winning actress





▲ The Finn Family

Golf 'Fore'!

his year's **22nd Annual Invitational Golf Outing** was held under beautiful skies on Thursday, June 14th at Hollywood Golf Course that began with a 1 shot gun start. The event chaired by Michael Bonevento along with a committee of 20, had a record breaking year raising \$218,750 to benefit Cancer Services! This year's car raffle (1,200 tickets) for the 2012 Range Rover Evoque were sold out prior to the event. Many thanks to all that supported this year's golf outing!



▲ From left: Randolph Messina, Barnabas Health Outpatient Center Trustee, JR Rizzolo, Barry H. Ostrowksy, president and chief executive officer Barnabas Health, and Ronald J. Del Mauro, former president and chief executive officer Barnabas Health.



▲ From Left: Matt Finn, Jim Finn, Joe Esposito Sr., and Joe Esposito, Jr.

Finn Fest

he 2nd Annual Finn Fest honoring Joe Finn, legendary Irish folk singer who died in 2008 at the age of 66 from a brain tumor, was held on Sunday, May 20th at the Norwood Inn in Avon. Almost 400 attendees enjoyed an afternoon of Irish music, good food and spirits while raising almost \$25,000 for the Joe Finn Music Therapy program being developed to benefit patients in the David S. Zocchi Brain Tumor Center and the Leon Hess Cancer Center.



▲ From left: Frank J. Vozos, MD, FACS, president and chief executive officer of Monmouth Medical Center, John Saporito, MD, FACS, Michael Arvanitis, MD, FACS, medical executive MMC, Bill Arnold, chief operating officer, Monmouth Medical Center

Boutique



he Fourth Annual Chic Boutique Luncheon and Fashion Show this year held in a new location, Eagle Oaks Golf and Country Club in Farmingdale, was a tremendous success. Master of Ceremonies Frank Dicopoulos, also known as Frank Cooper from CBS's "Guiding Light," delighted the crowd of over 200 women who were treated to a sneak preview of spring fashions to

Again Thrift Boutique located in Eatontown.

From left:

Ruth Hyman and

Stacy Gemma

be found in Monmouth Medical Center's Once



Women's Tennis



▲ From left: Candi Gerard and Debbie Ferraid, co-chairs, with Team Winners and Billie Wise, tennis pro

he sold-out **Women's Tennis Tournament** at Spring
Lake Bath and Tennis Club raised almost \$13,000 to benefit
the Jacqueline M. Wilentz Comprehensive Breast Center.



▼From left: Candi Gerard and Debbie Ferraid, co-chairs

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◆ From left: Simon Levin, MMCF trustee and co-chair of the Cranmer Heritage Society, Bonnie Levin, founder of the Women's Council and co-chair of the Cranmer Heritage Society, Claire Knopf, chair of the Women's Council for the Leon Hess Cancer Center, Tara Kelly, vp of Development

he Cranmer Heritage Society held an event this summer at the home of Claire and Woody Knopf in Rumson. Guests enjoyed a delightful summer evening in a picturesque setting along the Navesink River while learning more about the Society and the benefits of remembering the hospital in their estate planning. 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.

For more information on becoming a member of the Cranmer Heritage Society, please contact Maja Meighan, director of major gifts at 732-923-6886 or mameighan@barnabashealth.org **▼From left:** Terry Ingram, vice chair of MMCF trustees, Luanne Peterpaul, MMC Children's Hospital Advisory Board, Judith Kile





Sunday, October 28 Yumi Night

6:00-9:00 pm, Yumi Restaurant, Sea Bright \$125 per person

all inclusive, sushi sake, wines & more Benefitting: The Valerie Fund Children's Center for Cancer and Blood Disorders at the Children's Hospital

Thursday, November 15 **NICU Wine Tasting**

6:30 pm, Stella Marina Restaurant, Asbury Park

Benefitting: The Hirair and Anna Hovnanian Foundation NICU

Saturday, November 3 **Crystal Ball Gala**

6:30-11:30 pm, Convention Hall, Asbury Park \$400 per person Benefitting: The Capital Campaign

> For more information please call **Evelyn Nitis at** 732-923-6886 or visit monmouthfoundation.org

2012 CRYSTAL BALLGALA

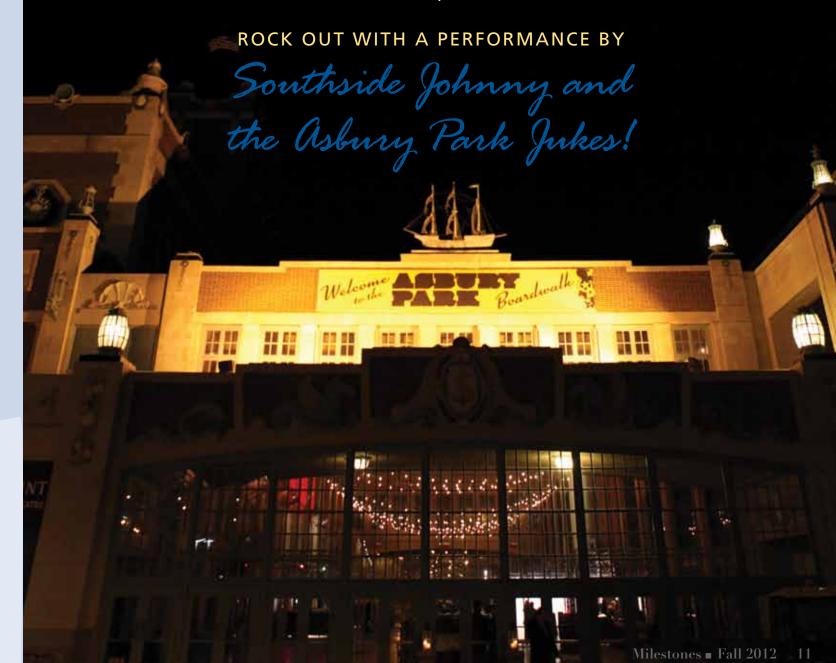
CELEBRATING 125 YEARS OF Marvelous Medicine and Outstanding Outcomes!

Please join us at

The Asbury Park Convention Hall on

Saturday, November 3, 2012

6:30 pm



Power of Giving



he Thomas Peterpaul Foundation

donated \$10,000 to The Valerie Fund Children's Center for Cancer and Blood Disorders at The Children's Hospital at Monmouth Medical Center in support of its work, providing comprehensive medical services to children and young adults Care with leukemia, cancer and blood disorders.

The Children's Hospital receives a \$10,000 donation from Hope The Wave of Hope Foundation. For the second year in a row, The Wave of Hope Foundation chose The Children's Hospital to be a recipient of some of the funds raised from their carnival held in June.

To offer support, please contact the **Monmouth Medical** Center Foundation at 732-923-6886.



Knit

Knit Wits, a knitting group from the Equestra

a host of assorted hats and blankets for the fragile newborns being cared for in Monmouth's NICU.





Philanthropy: In Honor of my Grandfather

John Maniace, a 4th grade student, at Summerfield School in Neptune, chose the David S. Zocchi Brain Tumor Center at MMC to be the recipient of his philanthropy project in memory of his grandfather, Joe Finn. His grandfather passed away from a brain tumor and was treated at MMC.



MMC's Children's Hospital celebrates the opening of two private pediatric rooms at The Valerie Fund Children's Center provided by the Hope for Children Foundation.

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n a sunny section of the Children's Hospital at Monmouth Medical Center is The Valerie Fund Children's Center for Cancer and Blood Disorders, which provides comprehensive medical services to children, adolescents and

young adults (birth to age 21) with leukemia and other cancers, and blood disorders, such as sickle cell anemia, thalassemia and thrombocytopenia. Monmouth Medical Center is one of only seven hospitals in the tri-state area that is part of The Valerie Fund Children's Centers for Cancer and Blood Disorders, one of the nation's largest and most advanced pediatric oncology/hematology networks.

The Valerie Center uses a multidisciplinary approach to provide medical and psychosocial care at the time of diagnosis, during treatment and long-term care after the end of treatment. A skilled team of pediatric hematologists/oncologists, specially trained advanced practice pediatrichematology/oncology nurses, nurse clinicians, registered nurses, social workers and childlife therapists work together to provide the most advanced medical care to their patients. The Valerie Center also provides a youth council and support groups for patients and family members who are coping with the disease to help them learn about the diagnosis and to reduce their concerns during treatment and recovery.

The Valerie Center conducts over 1,500 patient visits each year. Ryan Lascelles, 21, is one such patient. Ryan, featured with his guitar in a photo on the opposite page, joined the Valerie Center family in June when he was diagnosed with a type of non-Hodgkin's Lymphoma. He's in the 3rd phase of a two-year treatment program that currently has him spending time in the Valerie Center every 10 days. He is taking a break from his studies at Brookdale Community College and his work at Clean Water Action to focus on his recovery but he has definitely not taken a break from band practice. His band, Big Bamboo, played their first gig this summer at a party to benefit the Valerie Center.

The summer party, as in previous years was underwritten by Valerie Center friends and donors (and twins!) Carol Stillwell and Mary Ann Larkin. The two sisters first learned of The Valerie Center through their other charity work in Monmouth County, particularly with various cancer charities they became involved with after their father passed away due to complications of bladder cancer. The Valerie Center allows them to meet the social and emotional needs of patients with cancer in the community that they've long supported.

Carol, a MMCF trustee, explains that no matter what is happening in their lives, their commitment to supporting the Valerie Center's annual beach and holiday parties is unwavering. Hosting the winter and summer parties allows them to see firsthand the joy on the children's faces, watch each child's progress, and really get to know the families. Their commitment to The Valerie Center was tested this year when Mary Ann was diagnosed with colon cancer in February. While she was unable to attend the beach bash, the party was held as promised to provide a celebratory event for patients and families who needed it most. ■

Ryan, Carol, and Mary Ann share a belief that The Valerie Fund

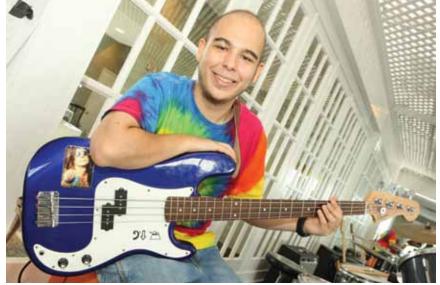
Children's Center

is more than a place for treatment – it's a place of love, caring, and healing.

Group Photo: opposite page, from left: Margaret C. Fisher, MD, chair of the department of Pediatrics and medical director of The Children's Hospital, Carol Stillwell, MMCF trustee, Susan Dulczak, clinical director and nurse practitioner of The Valerie Fund Children's Center surrounded by children at the Summer Party.

To participate in future Valerie Center events at MMC, please contact Natalie Stephens-Stewart, major gifts officer of the Children's Hospital at **732-923-6886** or nstewart@barnabashealth.org













MMC in the NEWS

The Joint Commission has named Monmouth Medical Center as one of the Top Performing Hospitals in the country. This is the second year in a row that MMC has achieved this award. In order to qualify, hospitals must have at least two of the National Quality Goals achieve 95% or better during 2011. The National Quality Goals are Myocardial Infarction, Pneumonia, Heart Failure, and Surgical Care. MMC achieved over 95% in all four measures.



U.S. News and World Report

ranks Monmouth Medical Center along with other Barnabas Health Hospitals among the 2012-2013 Best Hospitals in the Metro Area and New Jersey rankings.

"We are proud to be recognized among the best hospitals in New Jersey and the metropolitan area by *U.S. News and World Report*," says Barry H. Ostrowsky, President and Chief Executive Officer of Barnabas Health. "This recognition represents Barnabas Health's commitment to quality and excellence in patient care, and is a reflection of the dedication and skill of our medical staffs and employees."

Nearly 5,000 hospitals were initially considered by *U.S. News* and *World Report* in these rankings, which evaluate specialty as well as volume. Hospitals were ranked according to reputation, mortality, patient safety, and other areas, including nurse staffing and technology.







■ ■ BARNABAS HEALTH

■ Monmouth Medical Center Foundation 300 Second Avenue Long Branch, NJ 07740 www.monmouthfoundation.org

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Please write at the address above to have your name removed from future fundraising mailings. All reasonable efforts will be made to honor your request.



Drawing to be held at the Crystal Ball on Saturday, November 3, 2012 at Asbury Park Convention Hall to benefit Monmouth Medical Center.

Car valued at \$48,000. Winner responsible for all taxes and registration and need not be present for the drawing. No substitution of the offered prize may be made and no cash will be given in lieu of the prize.

To purchase a ticket, please call 732.923.6886 or e-mail enitis@barnabashealth.org