From their very first breath, we’re at their side!

Siran Hovnanian Sahakian, MMCF Board Trustee
Feature article on page 8
Looking Forward… 2012

2012 is an exciting year for Monmouth Medical Center (MMC)! What began inauspiciously in 1887 in a collection of rooms over the Arnold Brothers Delicatessen on Broadway to care for children of poor families during an epidemic is now the region’s premier academic medical facility. Our 125th anniversary is the ideal time to celebrate what is poised to be the most historic change and revitalization ever embarked upon within a 12-month period.

In the upcoming months, we’ll be providing details on some of the most monumental aspects of our capital initiative, including the expanded Neonatal Intensive Care Unit (NICU), the region’s first Geriatric Emergency Medicine (GEM) Unit, our new state of the art surgical suites, and private rooms for every patient.

Increasing the NICU capacity from 23 to 31 bassinets provides premature babies with the best chance to fight and thrive, while offering comfort and convenience for our families. At the other end of the spectrum is our new GEM unit. The new GEM unit features six private enclosed rooms in a separate area of the hospital’s Emergency Department. The entire area is specially designed to meet the complex needs of the frail elderly and their caretakers.

Community members at all ages and stages of life will benefit in some way from the MMC expansion. Throughout its history, MMC has quickly adopted the earliest surgical innovations. As a leader in surgical advancement, MMC has introduced many technological firsts to the region, including robotic surgery and other minimally invasive techniques. The new surgical suites will improve efficiencies and allow more space to house new technologies. And to help our patients heal quicker after their surgeries, MMC is phasing out shared rooms so that every patient has a private place to heal and space for family members to visit.

As these expansions come to fruition, every part of the MMC family will benefit - from our newest family members being cared for in our expanded NICU to our most senior relatives in our new GEM unit.

The fact that these capital projects coincide with our 125th anniversary represents the ideal opportunity to celebrate essential elements of MMC’s history, to extend MMC’s healthcare mission while strengthening its fundraising efforts and celebrating MMC’s role in New Jersey’s medical heritage.

“For 2012 is certainly an exhilarating year for us; I invite you to come to our new home where marvelous medicine happens and outstanding outcomes are celebrated!”

– by Tara F. Kelly

VP of Development for MMCF

MESSAGE FROM FOUNDATION VP

Outstanding OUTCOMES!

Distinguished Academic Medical Center

2012 Capital Projects at MMC
Thanks to the generosity of donors, these programs are starting!

MMC Lobby
2012

A NEW LOOK...

State of the art
Surgical Suites

OPENING IN...

2012

Will provide additional capacity for specialized procedures in neurological and orthopedic surgeries
Supports increasing demands for MMC's highly skilled surgeons
Modern technology drives these new surgical suites to accommodate equipment and specialized staff

Dr. Michael A. Goldfarb, chairman and program director of the Department of Surgery

▲ From Left: Neurological Associates of New Jersey, Ty J. Olson, MD, FACS, neurologist and co-medical director, Gamma Knife Center, David Estin, MD, FACS, Jonathan H. Lustgarten, MD, Timothy E. Link, MD, FACS
The Leon Hess Cancer Center
at Monmouth Medical Center

Areas included:
- Institute for Advanced Radiation
- Jacqueline M. Wilentz Comprehensive Breast Center
- Gamma knife – a non-surgical treatment for brain tumors and other brain abnormalities
- Bernard Fromkin Oncology and Special Care Unit

From Left: Mitchel Weiss, MD, chairman of Institute for Advanced Radiation Oncology,
David T. Sharon, MD, medical director, Leon Hess Cancer Center,
Jorge G. Pardes, MD, director of Breast Imaging, Jacqueline M. Wilentz
Comprehensive Breast Center

2012 Capital Project

4,362 babies born in 2011!
Expansion to allow MMC to accommodate 5,000 + births a year!
- LARGER nursery
- NEW luxury postpartum rooms
- PRIVATE rooms

For more information on these projects at Monmouth Medical Center
please contact the Foundation Office at …

732-923-6886
www.monmouthfoundation.org

2012 Capital Project

Oncology under One Roof

From Architect rendering of cancer care expansion

Mother & Baby Expanding Leaps and Bounds

Eisenberg Family Center
at Monmouth Medical
The Hirair & Anna Hovnanian Foundation

Neonatal Intensive Care Unit

in Monmouth County creates such positive futures for the littlest newborns that even those who may not have been expected to survive just a few years ago are now thriving. The expansion of the NICU compliments MMC’s status as one of New Jersey’s oldest academic medical centers and designation as children’s hospital – one of only 250 nationally. Over 4,400 babies were delivered last year and the NICU cared for over 500 critically ill and premature babies, some born at MMC and some transported from other hospitals to receive higher levels of care. This type of care has made MMC a leader in children’s healthcare and has compelled community leaders like Siran to work with MMC to help even more families.

Siran’s devotion to kids and family doesn’t end with MMC. She also serves as Chair of the Development Committee at her children’s school and works hard to instill her nurturing instincts and philanthropic values in her own children. As Siran explains, “our father instilled in us that we should always give.” In that vein, each of her own children, ages 12 – 19, are also involved with the family foundation. The children work together to pick one project to support each year. Each summer they all travel to Armenia to visit extended family and work at whichever foundation-sponsored project the children have agreed to support. Recent grantees include a summer camp for orphans. The children take their role seriously; some years one or two children remain in Armenia to volunteer for the entire summer.

Siran and her young family moved to this area from New York 17 years ago; MMC has been their hometown hospital ever since. Since joining the Foundation Board of Directors about five years ago. Most recently, she has taken a lead role in securing gifts for MMC’s capital projects and made sure that the Hirair and Anna Hovnanian Foundation provided the cornerstone gift for the NICU’s expansion. This $2 million donation is the lead gift in the capital campaign and has generated excitement and enthusiasm throughout the community as construction gets underway.

Now she is encouraging everyone to donate to the project, explaining that, “any amount is appreciated, participation is what matters.” Siran could not be more pleased to be spearheading the fundraising effort for the NICU, describing it as a truly “lifesaving part of the hospital.”

As a mom of four healthy children, Siran “can’t imagine what a mother must go through on what should be the happiest day of her life” and is determined to help those tiniest family members grow up healthy. Expanding the NICU from 23 to 31 bassinets for newborns will encourage healing interaction between the baby and family. On a recent visit to the NICU, Siran noted that, “something magical happens here.” Medical care provided right here
Winning Results

Duathlon

And they’re off…
Third Annual Duathlon at Sandy Hook sponsored by the Women’s Council

From Left: Lynne Ward, Diane Gooch, chair of the Duathlon

Bowl-a-thon

The Third Annual Bowl-a-thon benefiting The Valerie Center was held at Shore Lanes in Neptune.

From Left: Resha Clay, Susan Dulczak, clinical director of The Valerie Center at MMC, Robin Kampf, Cassie Simpson, RN

Steps for Little Feet

Over 200 participants raised $56,000 by walking on the boardwalk at the Beach Front North in Long Branch to support the H. & A. Hovnanian Foundation Neonatal Intensive Care Unit (NICU) in the Children’s Hospital at Monmouth Medical Center.

From Left: from left: Linda Gaffney, Tom Unterberg, Georgina West

Big Two Rivers Antiques Art Show

The Two Rivers Antiques and Art Show held over the weekend of October 14, 2011 benefiting the Jacqueline M. Wilentz Comprehensive Breast Center was a great success.

From Left: Kara Short, Barbara Goldfarb, MMCF trustee, Rosanna Fazio, Barbara Etter
A sold out crowd of 550 people attended the 40th Anniversary Crystal Ball on November 5, 2011 at Convention Hall in Asbury Park. Guests danced the night away to music by Southside Johnny and the Asbury Jukes.

A record setting amount of $230,000 was raised while honoring several area residents who provide extraordinary leadership to Monmouth Medical Center.

The Physician Leadership Award was presented to P. Paulo Ferreira, M.D., a board-certified hematologist-oncologist on staff at Monmouth Medical Center for more than 40 years; and The Community Leadership Award was presented to The Women’s Council for the Leon Hess Cancer Center at Monmouth Medical Center.
Power of Giving

Surrounding Women’s Council President, Kathleen Croddick, are women who were recently treated to a day of relaxation at Avanti Day Spa in Manalapan.

Through the fundraising efforts of the Women’s Council, this bi-annual event provides a day of needed rejuvenation, relaxation and beauty for women who are cancer patients at the Leon Hess Cancer Center undergoing chemotherapy or radiation treatment.

Margaret Fisher, MD, (center) medical director of The Children’s Hospital at Monmouth Medical Center accepts a donation of $7,125 from Brian K. Berry, president of Wave of Hope Foundation and Nicole Trainor, teacher representative from the Long Branch Public School System.

The Wave of Hope Foundation is a non-profit foundation dedicated to helping those in need. Each year, Wave of Hope hosts a carnival in June. The carnival is a collaborative effort among the teachers from Long Branch to raise funds for children in need. Wave of Hope decided this year to support local organizations and chose The Children’s Hospital to be the recipient of the funds.

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

Our Lady Star of the Sea Church

Congregation members from Our Lady Star of the Sea Church in Long Branch raised a total of $4,000 and donated half of the proceeds to the Valerie Center and the Jacqueline M. Wilentz Comprehensive Breast Center.

A Team with a Big Heart

Members of the Jackson Liberty High School Boys Basketball Team traveled to The Children’s Hospital with the toys that they collected for hospitalized children during the holidays and visited with patients in the Mary Stavola Pavilion.
Each day, Kristin and Beth prepare children for medical procedures, distract them during procedures by singing or playing Spy, and provide as much fun stuff as possible – games, videos, video games, whatever they can think of. For those children who are unable to go to the playroom, Kristin spends time at the bedside making sure they’re engaged and have something interesting to do to pass the time. And it’s not all fun and games; Kristin also works with Long Branch Public Schools to coordinate Stay Smart University, the mechanism used to keep kids from falling behind in school while they’re in the hospital.

Kristin and Beth both see themselves as advocates for kids and families. Kristin recalls one young patient with a chronic illness who was waiting for a lung transplant. When frustrated, the patient would call for Kristin, referring to her as her “lawyer” who would make sure that all of the patient’s needs were being met. When asked, Kristin said that the best part of her job is, “being able to help families cope with being hospitalized and making kids less fearful of being hospitalized.”

The inpatient pediatric unit has 2 ½ beds; Kristin spends time at all of them. At the Valerie Center, Beth sees an average of 10 children each day, Monday through Friday.

The Child Life Program would love to partner with additional community-based programs that bring volunteers into the hospital – music programs, art programs, entertainment, and special visits from celebrities or popular characters are always welcomed and appreciated.]

Please contact
Kristin Kuhi at...
732.923.6525
to arrange a visit.

— by Stacey Abate

Foundation Team NEW Members

Natalie Stephens-Stewart joined the Foundation team in the fall as the first major gifts officer for the Children’s Hospital at Monmouth Medical Center. Upon earning her Master of Divinity from Drew University, Natalie began her successful career as church relations and fellowship fund director at the United Methodist Homes of New Jersey. Working closely with the vice president of advancement, she helped create a strategic cultivation plan and develop marketing materials for the organization’s $20 million dollar Centennial Campaign. After 6 years she became the director of membership and outreach for the Asbury United Methodist Church where she developed and implemented a 1 ½ month campaign for major gifts.

Natalie’s self-motivation, compassion and exceptional communication skills will certainly produce outstanding results for the Children’s Hospital. Natalie lives with her husband, Timothy, in Neptune.

Stacey Abate
Grant Writer

Since becoming a grant professional in 1997, Stacey E. Abate has raised over $21 million from all types of foundations and government agencies. Stacey joined the MMC Foundation team as a grant writer, from Georgian Court University where she was the director of grant development for 5 years. A key element to her success is finding suitable funding sources for organizations, and her collaborative style allows others to contribute to the process, making for strong and winning proposals. Her specialty is in writing federal grant proposals.

Stacey is also the president of the Grant Professionals Association, New Jersey Chapter and is a frequent grant reviewer for various departments of the federal government.

Prior to grant writing, she was an interpreter and teacher of the deaf, Stacey has a Masters in Special Education from Colorado State University and a B.A. in English from Rutgers University. She lives with her husband and children in Brick.
The Cranmer Heritage Society hosted its first event in December 2011…

21st Century Technology
at Monmouth Medical Center

The event featured speaker Dr. Robert A. Graebe, Chairman and Program Director of the Department of Obstetrics who introduced members of the society to our robot and explained its role in modern surgery. After the robotic demonstration, speaker Simon Levin, Esq. of the firm Sills, Cummis and Gross provided a brief discussion on estate and tax planning.

The Cranmer Heritage Society recognizes persons who provide for Monmouth Medical Center in their estate plans by confirming their bequest intentions in writing. Society members are recognized in an annual honor roll or their intentions may remain anonymous as each chooses.

From May 2012 through May 2013, Monmouth Medical Center, a Barnabas Health facility, will celebrate 125 years of providing outstanding health care to the region and serving as a trusted resource to our community. Reaching this milestone amidst the unprecedented growth and expansion of the hospital is an affirmation of Monmouth’s long standing commitment to excellence in healing, teaching and caring. Through the dedication of our trustees, physicians, employees, volunteers and auxiliaries, Barnabas Health and MMC will continue to set the standard for health care in the 21st Century. Dr. Frank Vozos, president and CEO of MMC exclaims, “As part of New Jersey’s largest health care system, MMC will continue to focus on improving the health and well-being of those we serve and preparing future generations of health care practitioners. We invite you to join us in celebrating this significant milestone in our history at the many events that are being planned.”

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

▲ From Left: Bill Arnold, chief operating officer of MMC, Chris Labrecque, MMC trustee (sitting), Terry Ingram, vice chair of MMCF, Dr. Robert A. Graebe, MD, chairman and program director of Department of Obstetrics and Gynecology

▲ From Left: Bonnie Levin, founder of the Women’s Council and Simon Levin, MMCF trustee, co-chairs of the Cranmer Heritage Society, who have included Monmouth Medical Center in their will.
All of us at Monmouth Medical Center want you to feel as comfortable as possible while you are a guest at our facility. From the admission process through post-care follow up, we understand that your focus needs to be on your health or that of a loved one. This elite concierge program was designed to offer you a partner throughout your time here. Allow our professional on-site concierge to assist you with your to do list, research, questions or errands. There is no request too small. All inquiries will be handled with discretion and integrity.

Services include, but are not limited to:

- Clerical services (faxesing, photocopying, mailing)
- Meeting and assisting patient visitors
- Arranging transportation and hotel stays
- Providing dining options and reservations
- Food pick-up/delivery
- Celebrating patient birthdays and anniversaries
- Assisting with thank you notes and birth announcements
- Gift shopping
- Pet care (sitting, feeding, walking, grooming)
- Referral to local services (plumbers, locksmiths)
- Information and maps for local retailers and attractions
- Grocery shopping and delivery
- Wait service for appointments at home (cable/telephone services)
- Research assistance
- Event planning

Fees may apply for services requiring additional staff members.

Monday through Friday 9:30 am – 6:00 pm
Please visit our Concierge Office adjacent to the escalators in the main lobby.
732.923.7470
Email: mmcconcierge@barnabashealth.org

$100 per Ticket
Only 1,200 tickets will be sold!

Drawing to be held at Monmouth Medical Center Foundation’s Invitational Golf Classic on Thursday, June 14, 2012 Hollywood Golf Club, Deal, NJ at 7 pm Cocktail Reception tickets available at $100 each Rain Date: Thursday, June 21, 2012

www.monmouthfoundation.org