

Milestones SPRING 2012



▲ Siran Hovnanian Sahakian, MMCF Board Trustee
Feature article on page 8

**From their
very first breath,
we're at their side!**

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MESSAGE FROM FOUNDATION VP

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. ■

***"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*



▲ Frank J. Vozos, MD, FACS, president and chief executive officer of Monmouth Medical Center

Outstanding OUTCOMES!

- Distinguished Academic Medical Center
- 2012 Capital Projects at MMC

A NEW LOOK...

MMC Lobby 2012

Thanks to the
generosity of donors
these programs
are starting!



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

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



▲ 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

2012
Capital
Project

The Leon Hess Cancer Center at Monmouth Medical Center



▲ Architect rendering of cancer care expansion

Oncology under One Roof

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



Mother & Baby Expanding Leaps and Bounds

Eisenberg Family Center at Monmouth Medical

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





▲ Siran Hovnanian Sahakian, MMCF trustee is holding baby Zoey at 10 weeks old.

The Hirair & Anna Hovnanian Foundation

Neonatal Intensive Care Unit

2012
Capital
Project

*Thanks to the
generosity of the
Hirair and Anna
Hovnanian Foundation*

- Expanded space for physicians and staff to offer compassionate family centered care
- Serving on average 30 babies a day
- NEW bassinets
- Better accommodation for NEW TECHNOLOGIES

Like many people, Siran Hovnanian Sahakian loves babies. Unlike many people, Siran has taken that love a step beyond her own family and is doing her best to make sure that every baby has the best possible start in life.

Siran is the oldest of five children raised in a family where philanthropy was instilled as a core family value. After achieving success in business, their parents, Hirair and Anna Hovnanian, started a family foundation to donate back to the communities that had given so much to them and their family. All five children now sit on the Board of their family foundation and work together to ensure a lasting legacy in the areas that matter most to them – Armenian culture and education, higher education, international affairs, and of course, community healthcare.

Taking the lead on local community giving has allowed Siran to take an in-depth look at the area's community-based organizations. When her sister was admitted to MMC and received such outstanding care that she was compelled to make a spontaneous donation to the MMC Foundation, Siran was intrigued. Upon further investigation, she became so impressed with the work being done at MMC, particularly in the NICU, that she joined 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

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 she has become evermore committed to making the hospital better and stronger. She believes strongly that our actions today lay the foundation for a better tomorrow. This belief is summed up in her favorite quote, attributed to Elton Trueblood, 20th century author, educator, philosopher, and theologian, who said, "A man has made at least a start on discovering the meaning of human life when he plants shade trees under which he knows full well he will never sit." Siran's children are growing fast. While she has been fortunate not to need the NICU for herself, she knows that its value to the community will only grow with time.

As the 125th anniversary of MMC's founding approaches, Siran is optimistic for both the future of the hospital, and especially for the future of premature babies treated by the MMC NICU. ■

– by Stacey Abate

BARNABAS HEALTH
The Children's Hospital

at Monmouth Medical Center

... *LEADERS* in
Family-Centered
CARE

... *State of the
Art*
NICU

▼ Architect rendering of NICU expansion



Winning Results



And they're off...

Third Annual Duathlon at Sandy Hook sponsored by the Women's Council

Duathlon

Bowl-a-thon

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



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



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



From Left: Chairs: Kara Short, Barbara Goldfarb, MMCF trustee, Rosanna Fazio, Barbara Etter



◀ From Left: Linda Gaffney, Tom Unterberg, Georgina West



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.

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.

Big Steps for Little Feet



Team McKenna's Miracles ▲ crosses the finish line!

40TH Anniversary Crystal Ball

Dancing the Night Away...



▲ Southside Johnny and Bobby Bandiera rocking the crowd!



From Left: ▶ Anthony Terracciano, MMC board chair, Ann Ferreira and P. Paulo Ferreira, MD, Physician Leadership Award recipient



◀ From Left: Cynthia Rusis, MMCF trustee, Terry Ingram, vice chair of MMCF, Tracy Brown, MMCF trustee



From Left: ▶ Morgan Cline, MMCF trustee, Frank J. Vozos, MD, FACS, president and ceo of MMC



▲ From Left: John Brockriede, MMCF trustee, Linda Brockriede, Kenna and John Brockriede Jr.



▲ From Left: Frank J. Vozos, MD, FACS, president and ceo of Monmouth Medical Center, Claire Knopf, Community Leadership Award recipient, vice chair of the Women's Council for the Leon Hess Cancer Center, Anthony Terracciano, MMC board chair, Bonnie Levin, Community Leadership Award recipient, founder of the Women's Council, Tara Kelly, vp of development of MMCF, Ann Unterberg, MMCF board chair, P. Paulo Ferreira, MD, Physician Leadership Award recipient, Kathleen Molyneaux, Community Leadership Award recipient, chair of the Women's Council

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

Spa for Spirit

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.

Wave of Hope

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.



Friday, May 18, 2012

Chic Boutique Luncheon & Fashion Show

11:00 am - 2:00 pm
Eagle Oaks Country Club, Farmingdale
Benefiting: Once Again Thrift Boutique

Sunday, May 20, 2012

Finn Fest

2:00 pm - 6:00 pm
Norwood Inn, Avon-by-the-Sea
Benefiting: David S. Zocchi Brain Tumor Center

Friday, September 14, 2012

4th Annual Bowl-a-thon

6:00 pm - 9:00 pm, Shore Lanes, Neptune
Benefiting: The Valerie Fund Children's Center

Sunday, September 23, 2012

6th Annual Big Steps for Little Feet

10:00 am
Beach Front North, Long Branch
Benefiting: H. and A. Hovnanian Foundation NICU

18th Annual Two Rivers

Antiques and Art Show & Garden Tour

Preview Party Friday, September 28, 2012

7:00 pm - 9:00 pm, Ranney School, Tinton Falls
Cocktails and Lite Fare

Show Dates

Saturday, September 29, 2012

Sunday, September 30, 2012

11:00 am - 5:00 pm

Vineyard/Orchard Tour

Saturday, September 29, 2012

Location & Time: TBD

Wine & Cheese Tasting

Saturday, September 29, 2012

6:00 pm - 8:00 pm, Ranney School, Tinton Falls

Sunday, October 7, 2012

The Women's Council Duathlon

8:00 am, Sandy Hook, NJ
Benefiting: The Leon Hess Cancer Center

Saturday, November 3, 2012

Crystal Ball

6:30 pm - 12:00 am
Convention Hall, Asbury Park
Benefiting: Cancer Services

Save these Dates 2012

Friday, June 1, 2012

Rain date: Monday, June 11, 2012

Tennis Tournament

8:30 am Registration & Breakfast
Spring Lake Bath and Tennis Club
Benefiting: Jacqueline M. Wilentz Comprehensive Breast Center

Thursday, June 14, 2012

Rain date: Thursday, June 21, 2012

Golf

9:30 am Registration & Brunch, 11:00 am Shotgun
Hollywood Golf Club, Deal
Benefiting: Cancer Services

Thursday, July 19, 2012 (Tentative)

Power of Pink

11:00 am - 2:00 pm
The Fort Chapel and Grounds at Sandy Hook
Benefiting: The Leon Hess Cancer Center

For more information on these events, please contact the Monmouth Medical

Center Foundation at
732-923-6886.

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.

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.



▲ **Bottom row from left:** Susan Dulczak, clinical director of the Valerie Center, Irene Lima, church member, Luciana Silva, church member, Jonathan Silva, Christopher Demelo, Tara Kelly, vp of development, Frank C. Muzzi, business manager, Our Lady Star of the Sea Church

Top row from left: Dr. Heather Grossman, Valerie Center, Elisangela Araujodas Silva, Izabel Demelo, Dr. Pardes, Breast Center, Margie McDonald, Breast Center, Maria Dolan-Graminski, social worker and Father Juan D. Peirano, Our Lady Star of the Sea Church



Each day, Kristin and Beth prepare children for medical procedures, distract them during procedures by singing or playing I 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 21 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. ■

– by **Stacey Abate**

Child Life Program

Certified Child Life Specialists, **Kristin Kuhi** and **Beth Baratz** spend their days helping children and their families overcome life's most challenging events.

According to the Child Life Council, child life specialists promote effective coping through play, preparation, education, and self-expression activities. At MMC that means supporting kids and families during an illness by making sure that everything is understood the way a child would understand it. The child life specialists explain and teach the children what to expect and makes sure they understand what's happening to them and what to expect next.

Working with the kids may be the best part of their job but it's not the only thing they do. Kristin and Beth also work with parents who are in the ICU or the adult oncology unit, helping them learn ways to talk to their kids about the parent's illness. They participate in family visits to help the children be less fearful as they visit their parent in the hospital.

When not visiting with kids or parents, Kristin schedules Pet Therapy visits and gives pre-op tours for kids undergoing same day procedures. Kristin works with every child who is an inpatient, from the infants to the young adults, while Beth works with outpatients receiving treatment for cancer or a blood disorder in the Valerie Center.

Beth is assisted by a team of medical play dolls, who help show kids what their procedure will entail. The dolls can be used to show port access, bone marrow aspirates, spinal taps, and IV starts. The dolls even have removable hair so that they can be bald just like some of their patient friends.

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



▲ From Left: Beth Baratz and Kristin Kuhi, certified child life specialists

Foundation Team *NEW* Members



Natalie Stephens-Stewart
Major Gifts Officer

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 13 month campaign for major gifts.

Her 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 joins the MMC Foundation team as a grant writer, from Georgian Court University where she was the director of grants 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.



▲ 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

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

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 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.

Celebrating
125 Years of Excellence
Monmouth Medical Center
Healing. Teaching. Caring.

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."



Class of 1904



MMC Circa 1891



Horse-drawn Ambulance
at Monmouth Medical Center
Circa 1902



Monmouth Medical Center Circa 1960



Monmouth Medical Center 2012

The Concierge at Monmouth Medical Center

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
(faxing, 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:

mmconcierge@barnabashealth.org



Milestones designed by Janice Hahn

BARNABAS HEALTH
Monmouth Medical Center Foundation

300 Second Avenue ■ Long Branch, NJ 07740

Address Service Requested

Non-Profit Org.
U.S. POSTAGE
PAID
Red Bank, NJ
Permit 554

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.

2012 Range Rover Evoque Car Raffle

*to benefit Cancer Services
at Monmouth Medical Center*



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

Information:
enitis@barnabashealth.org
p. 732.923.6886 f. 732.923.6898

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