

■■ BARNABAS HEALTH
■■ Monmouth Medical Center Foundation

Milestones *SPRING* 2013

SPECIAL ISSUE:
2012
ANNUAL
REPORT



▲ **COVER PHOTO:** Mr. Warren Diamond
Leadership gift to MMC to create the
Cheryl L. Diamond Cancer Care Pavilion.
Feature article on page 6

MY
MONMOUTH
Medical Center
Foundation



MISSION & VISION STATEMENT

MISSION

As a facility of the Barnabas Health Care System, **Monmouth Medical Center Foundation** is a leader in identifying, cultivating and soliciting charitable gifts in support of Monmouth Medical Center's mission to deliver quality-driven, efficient and responsive health care services to the community.

VISION STATEMENT

Monmouth Medical Center Foundation, a charitable organization dedicated to supporting Monmouth Medical Center and its programs and services, has a five-fold mission:

- To develop and implement foundation programs that provide charitable financial support to Monmouth Medical Center.
- To demonstrate to the public at large how philanthropy benefits donors, patients and the community served by Monmouth Medical Center.
- To increase public awareness and enhance the community's positive perception of Monmouth Medical Center by being an advocate of the center's commitment to the community.
- To serve responsibly as the steward of contributed funds to Monmouth Medical Center.
- To develop candidates for leadership positions for Monmouth Medical Center Foundation and Monmouth Medical Center.

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MESSAGE FROM THE Board Chair

Over this past year, our hospital has celebrated 125 years of service to our community, withstood a once-in-a-century storm, and has embarked on an ambitious journey to meet the needs of the next 125 years.

In the pages ahead, you will read about capital enhancements throughout the hospital that have been made possible thanks to visionary leadership and the extreme generosity of local philanthropists. Monmouth Medical Center is well on its way toward the completion of several exciting capital projects over the next few years. I am excited to share with you in these pages some images of our new state of the art surgical suites, private patient rooms, our new clinically advanced NICU, our restful new mother/baby rooms, and our exceptional new cancer center.

Our donors frequently share their reasons for giving with me. Most often, people choose Monmouth Medical Center for their philanthropic dollars because Monmouth was there for them when they most needed help. I am honored to work with our donors and share their stories. I would like to express deepest gratitude to all of our donors, and particularly, to Warren Diamond for his leadership gift that will be used to create the Cheryl L. Diamond Cancer Care Pavilion in honor of his late wife.

As we continue to focus on our fundraising in support of the ongoing capital improvements, we also remain committed to our all-important annual fundraising and our special events. We will come together and support the Monmouth Medical Center community at golf outings, luncheons, and festive celebrations. Looking forward to it all and seeing you at one of our upcoming signature events. Please, say hello and share with me your reasons for choosing Monmouth for your family. I love hearing your stories.

This year has not been without its challenges. This publication typically has photos from our Annual Crystal Ball, which had been planned for November 3rd and will now take place this spring. The Monmouth Medical Center family pulled together like never before to help storm survivors rebuild their lives. The financial support, which rallied from our board of trustees and community, left me feeling proud to be a part of this hospital and community yet again. We have served the Jersey Shore community for over a century; we look forward to continuing to serve the rebuilt Jersey Shore for many more years. Your ongoing support is needed and much appreciated.

Best wishes to you and your family,

Ann Unterberg
Ann Unterberg
Board Chair



MMCF

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RETRACTION: Foundation Trustee Barbara Goldfarb served as the Vice President of the Board of Monmouth Museum Board of Trustees from 1990 through 2007 and was not on Monmouth Medical Foundation's Board during that time as stated in the foundation's new trustee article from the Fall issue of "Milestones".

HONORARY TRUSTEES

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* Advisory Board Member	



MESSAGE FROM FOUNDATION Vice President

2012 has certainly been an eventful year. While we celebrated the hospital's 125th anniversary we also looked back on 30 years of Foundation successes. In 2012, MMCF raised over 7 million dollars. In the pages ahead you'll read about how these funds have enhanced and transcended some of the marvelous medicine happening throughout our halls everyday.

Read ahead to learn about the exceptional care provided by our Cystic Fibrosis Team, led by Dr. Zanni, through the eyes of our young patients. In addition, Monmouth Medical Center has taken a leadership role in the regions neuroscience care through the opening of the Neuroscience Institute headed by Dr. Neil Holland. At the Neuroscience Institute, world-class specialists in Neurology and Neurosurgery provide the region's only comprehensive, multidisciplinary programs for treatment of brain, spine, and neuromuscular conditions. Our expertise and accomplishments in these areas are unmatched in Monmouth County, and are on par with the largest academic medical centers throughout the country.

We'll also share our own Sandy story – unimaginable devastation resulted in the most remarkable outpouring of support by MMC employees and our Barnabas Health family throughout the state. Over 140 of our MMC employees were victims of Sandy, yet continued to put the needs of our patients and their families above all:

- 89 babies were born while MMC was on generated power.
- Over 1,200 patients were treated in Emergency Services during the storm.
- All residents, nurses and physicians worked during the entire storm, not returning to their own families for days.
- MMC employees donated to assist over 125 displaced fellow employees and their families who lost their homes.

It is the power of the human spirit and the sense of family that energizes our work and makes MMC one of the most sought after places to be employed.

Did you realize that MMC has more physicians (53!) rated as Top Doctors than any other hospital in the area per New Jersey Monthly magazine? I am extremely fortunate and grateful to be surrounded by such high performing professionals. Their dedication to excellent medicine makes it easy for me and my team to explain how *Marvelous Medicine... Outstanding Outcomes has become a standard here at MMC, not a goal.*

Please join me in celebrating the past year and looking forward to the future of your Monmouth Medical Center.

Tara F. Kelly
Vice President

Monmouth Medical Center Foundation

2013 FOUNDATION Team NEW Members



Eileen Galarza
Staff Assistant

Eileen Galarza joined Barnabas Health in the Fall of 2011 as an employee of the Monmouth Medical Center Gift Shop, and most recently brought her talents to the Monmouth Medical Center Foundation team as Staff Assistant. Prior to this, Eileen had been an Executive Secretary at W.R. Grace & Co. for twelve years. During most of that time, she worked directly for J. Peter Grace, Jr., Chairman and CEO. Eileen attended Grace Institute, a professional business school in New York City. While raising her three children, Eileen remained active in her community as a volunteer in her children's schools. She also served as a religious education teacher at her parish, as well as a Leader with the Girl Scouts of the Jersey Shore. Eileen currently resides in Holmdel, NJ with her husband and three children.



Phil Villapiano
Manager of Retail Operations/
Development Associate

Phil Villapiano joined the Monmouth Medical Center Foundation team in the summer of 2012 as the Manager of Retail Operations and Development Associate. He brings a diverse background of professional experience which allows him to wear many hats within the department. Phil's responsibilities include adding to the success of the Monmouth Medical Center Gift shop, as well as lending his expertise to our Special Events staff. Also, he will work as the Foundation's liaison within the communities served by Monmouth Medical Center. Outside of the office, Phil sits on multiple committees of The Foundation to Save the Jersey Shore, a nonprofit organization whose mission is to help those adversely affected by Superstorm Sandy.

His enthusiasm, compassion and exceptional communication skills will certainly produce outstanding results for the Foundation. Phil currently resides in Red Bank, NJ with his girlfriend Laura.



Thomas Murgio
Finance Manager

Thomas Murgio joined the Monmouth Medical Center Foundation as Finance Manager in November of 2012. He is a graduate of Monmouth University, and brings with him many years of accounting and finance experience. Most notably, Tom served as the Controller for The Robertson Douglas Group, a developer located in Monmouth County. Here he aided in the company's success for more than two decades as they built new home developments, as well as commercial projects.

Tom's extensive financial background, along with his business-minded focus, should prove to be a great asset to the Foundation. He currently lives in Jackson, NJ with his wife, Diane, and three children.



Patty Zimmerman
Bookkeeper

Patricia (Patty) Zimmermann joined the Foundation team as Bookkeeper with over 20 years of varied business experience. Most recently, she was Accounting Manager for Updata Partners, LLC, in Red Bank, New Jersey for six years. During her tenure, she managed the Accounting Department for a venture capital firm with committed capital of \$210 million, playing a key role in maintaining efficient fund management through timely and accurate accounting processes. Patty contributed to increased investor satisfaction and retention through proper reporting and quality client relations.

Volunteering has always played an important role throughout Patty's life. She has given her time to her church and local parent-teacher association, serving as several committee chairs over 10 years. Currently, Patty serves as both a trustee of the Charitable Fund of Michael W. Thorne, and a committee chairperson for the annual Michael W. Thorne Scholarship Run, which raises money to support a scholarship fund in memory of Michael Thorne, a volunteer fire fighter who died in the line of duty. Patty currently resides in West Long Branch, NJ with her husband and two children.

2013
Foundation Staff

Tara F. Kelly
Vice President of Development

Jean McKinney
Director of Development

Maja Meighan
Director of Major Gifts

Evelyn Nitis
Director of Special Events

Tom Murgio
Finance Manager

Robin Embrey
Director of Donor Relations

Phil Villapiano
Manager of Retail Operations/
Development Associate

Stacey Abate
Grant Writer

Patty Zimmermann
Bookkeeper

Angie Henschel
Board and Donor Relations Associate

Jaci McHugh
Marketing Coordinator/
Development Associate

Davina Feingold
Special Events Associate

Eileen Galarza
Staff Assistant

Monmouth Medical Center expresses our gratitude and admiration to Warren and Scott Diamond for their leadership gift to honor the memory of a beloved wife and mother, Cheryl L. Diamond.

Mrs. Diamond fought a seven year battle with breast cancer. Since her passing in 2001, her family has sought a meaningful way to honor her memory, and recently dedicated the new Cancer Care Pavilion in her name. Mrs. Diamond was well-regarded in the community because of her compassion. Warren Diamond and his son, Scott Diamond, have pledged \$2.5 million to establish the Cheryl L. Diamond Cancer Care Pavilion. This Pavilion is intended to bring light and cheer to those in need, just as Mrs. Diamond brought light to all who knew her. The new Cheryl L. Diamond Cancer Care Pavilion will be located at the Leon Hess Cancer Center at Monmouth Medical Center.

DIAMOND FAMILY *Gifts* \$2.5 MILLION



“Our family is dedicated to supporting the best, state-of-the-art, comprehensive oncology care possible...”

— Warren Diamond

Dr. David J. Sharon, Medical Director of the Leon Hess Cancer Center, explains that over 46,000 patient visits will take place in 2013, “Our dream, for many years, has been to provide our patients and their families a cohesive cancer center, the major departments and divisions of which would be linked by a common, warm and embracing entry. An entry that would inspire in our patients and families confidence in the care they receive here at Monmouth Medical Center. The Cheryl L. Diamond Cancer Care Pavilion will transform that dream into a reality. For that, our gratitude to the Diamond Family will only be echoed and enhanced by our patients and their families.”

Rivaling any hospital in the tri-state area, The Leon Hess Cancer Center at Monmouth Medical Center provides cancer patients with state-of-the-art prevention, detection, diagnosis and treatment, provided by a team of skilled and compassionate medical specialists. The center also features The Institute for Advanced Radiation Oncology, home to a renowned radiation oncologist course on TomoTherapy, which attracts physicians from around the world seeking to learn how to use this advanced technology to treat cancer tumors.

The Leon Hess Cancer Center at Monmouth Medical Center has advanced technology, and compassionate care, which is combined in one of the most innovative oncology programs on the Jersey Shore. The new Cheryl L. Diamond Cancer Care Pavilion at the Leon Hess Cancer Center will bring together our highly trained cancer specialists, high impact technology screening and treatment, research and clinical trials, community outreach and education in an outstanding array of services specific to cancer for our patients and their families.

At the Cancer Center, patients work in collaboration with their primary care physician and our multidisciplinary medical teams to develop a care plan that includes:

- Comprehensive clinical care using advanced technologies
- Convenient patient access
- Programs to enhance the doctor-patient relationship
- Appropriate complementary therapies
- Post-treatment survivorship planning

The Diamonds are true philanthropic leaders, providing transformational support with far-reaching impact in our community, benefiting patients and families dealing with the challenges of cancer. “Our family is dedicated to supporting the best, state-of-the-art, comprehensive oncology care possible, that is why we picked Monmouth Medical Center,” says Warren Diamond. ■



▲ From Left: Warren Diamond and son, Scott Diamond

At the **Neuroscience Institute at Monmouth Medical Center**, world-class specialists from multiple clinical disciplines provide the region's most comprehensive, patient-centered programs for treatment of brain, spine, and neuromuscular conditions. Our expertise and accomplishments in these areas are unmatched in Monmouth County, and are on par with large academic medical centers throughout the country.

For more than 15 years, our neurologists, neurosurgeons and neuroradiologists have provided patients with advanced brain tumor treatment, utilizing state-of-the-art technologies, including Gamma Knife and brain mapping. Working as a team with neuro-oncologists and radiation oncologists, we give patients with brain cancer and cancers of the central nervous system access to the best available therapies and the most promising clinical trials, right here in New Jersey.

WORLD-CLASS BRAIN, SPINE & NEUROMUSCULAR CARE

Our interdisciplinary spine programs provide expert care from neurologists, neurosurgeons and orthopaedic specialists. Our dedicated centers for stroke, spasticity and dystonia, epilepsy, and neuromuscular conditions, including ALS/Muscular Dystrophy, are among New Jersey's best. From pediatric neurology through geriatric care, including dementia and Alzheimer's disease, we offer outstanding clinical care, rehabilitative care, and the supportive programs that New Jersey's patients and families need.

In addition, the Neuroscience Institute at Monmouth Medical Center is proud to announce the opening of its brand new out-patient clinic space on the 4th floor of the Wimpfheimer building, which will become the home of its many new innovative programs, including the MDA clinic, Brain tumor center, Spasticity Center, Headache and Facial Pain Center, Hydrocephalus Center, Epilepsy Center and the Sleep Center.

The Medical Director of the Neuroscience Institute, Dr. Neil Holland, explained that one goal of the center is to integrate neurologic patients into other services available at the hospital, such as radiation oncology, neurosurgery, orthopaedics, pulmonary, physiatry, geriatrics, and even palliative care when appropriate. This multidisciplinary approach better enables physicians to monitor patient outcomes, thereby improving care. As MMC is a teaching hospital, a second goal of the Institute is to train medical students, nurses, pharmacy students, residents and fellows in best practices in neuroscience.



▲ Florence Armour, program nurse practitioner



▲ Grateful patient and retired nurse, Eileen Theall of Middletown, with Dr. Neil Holland, chief of Neurology and medical director of the Neuroscience Institute at Monmouth Medical Center.

Dr. Holland further explains that MMC's Neuroscience Institute is the premier Center in the region due to our:

- 1 Outstanding medical staff that collaborates seamlessly. According to US Today and NJ Monthly, in 2012, MMC has more physicians rated as "Top Docs" and that hold subspecialty board certifications than any other hospital in the area.
- 2 Availability of technology, including Gamma Knife, Epilepsy Monitoring Unit, and our Infusion Center.
- 3 Newly renovated outpatient area.
- 4 Medical infrastructure, which includes Advanced Registered Nurse Practitioners who work closely with patient navigators and families to facilitate insurance issues and promote efficient out-patient testing.

Simply stated, the Neuroscience Institute improves the quality of life for patients suffering from a variety of neurological disorders. Grateful patient and retired nurse, Eileen Theall of Middletown (pictured with Dr. Neil Holland, medical director of the Neuroscience Institute), was treated at the institute after suffering a TIA (mini-stroke). She says, "I could not have been in better or kinder hands." ■

To visit Dr. Holland's blog, go to www.mmcneuro.wordpress.com

THE CF TEAM AT MMC... WORKING TOWARDS IMPROVING PATIENT QUALITY OUTCOMES

When a child is sick, a warm and caring environment matters just as much as clinical expertise. Mariah, mother of a 15-year-old patient, explains that their family has “been coming to the **Cystic Fibrosis (CF) Center** since my daughter was 2 weeks old. Dr. Zanni and his staff are like family. We would not go anywhere else. My daughter is very comfortable there and feels safe, and that is all that matters to me.”

Cystic fibrosis is an inherited progressive disease caused by a defective gene that produces unusually thick, sticky mucus in multiple organs. CF affects the lungs and digestive system of about 30,000 children and adults throughout the United States. In the 1950s, few children with cystic fibrosis lived to attend elementary school. Today, thanks to advances in research and medical treatments, the survival age for a person with CF can be into the 40s and older.



Megan, the mother of an 8-year old patient recently recounted, “After being thrown into the world of chronic illness with our son’s CF diagnosis, we have come to accept his CF team at MMC as our second family. Our son’s life is in their hands. We are so grateful and blessed with the care and expertise in which they handle it.”

The **Cystic Fibrosis Center at Monmouth Medical Center** is one of 115 comprehensive Cystic Fibrosis Centers accredited by the Cystic Fibrosis Foundation (CFF). The Center was established in 1970 and is the oldest CF Center in New Jersey. Our **Cystic Fibrosis Center at Monmouth Medical Center** has an affiliate Cystic Fibrosis program at Saint Barnabas Medical Center in Livingston. Robert L. Zanni, MD, CPI, Pediatric Pulmonologist, has been the CF Center Director for 28 years. The multidisciplinary team of physicians, nurses, respiratory therapists, a registered dietician and social worker care for patients ranging from infancy through adulthood. As they transition to the Adult CF Program, the patients’ care shifts to the leadership of Doantrang Du, MD, Adult Program Director. Patients are seen in the CF Center every 2-3 months for close surveillance throughout their entire life.

Dr. Zanni and his research staff encourage their patients to join clinical trials and work closely with them throughout the clinical trial process. 19-year-old Taylor explains that, “The doctors and nurses show true compassion when treating me, making me feel like part of a team. I am not just a subject of their research; instead I work with the CF center as a research participant. My experience at the CF center has been anything but ordinary, going beyond the doctor-patient relationship. We are a team, working towards a healthier me.”

27-year-old Meg further describes her experience at the CF Center as, “nothing short of wonderful. The team really cares about your well being as a CF patient and as a person; they go above and beyond for their patients. I trust this center with my care and the trials I have done and am looking forward to doing.”

Besides patient care and research, over the past eight years, the MMC CF staff has worked closely with the CFF on Quality Improvement processes. Dr. Zanni and the CF Center Coordinator, Bridget Marra, BSRN, CCRC are both part of the CFF’s faculty of quality coaches. Their role is to work with other CF centers around the country to aid them in improving patient quality outcomes. The nutrition and pulmonary outcome improvements at the **Cystic Fibrosis Center at Monmouth Medical Center** have received national recognition.

But it’s local recognition that matters most. 14-year-old Veronica says that, “The entire office staff makes me feel like I am part of their family. I feel very comfortable in this warm and caring environment.” ■

◀ From Left: Gabriella, Robert L. Zanni., MD, CPI, director of both the Pediatric Pulmonology department and the Cystic Fibrosis Center at The Children’s Hospital. Dr. Zanni has been listed among the Best Doctors in America, included on NJ Monthly’s list of Top Docs and listed as a Top Pediatrician by the Consumer Research Council of America.

MAY IS National Cystic Fibrosis AWARENESS MONTH

- 30,000 children and adults have CF in the United States.
- More than 10 million Americans are symptomless carriers of the defective CF gene.
- The disease occurs in one of every 3,500 live births of all Americans and about 1,000 new cases of cystic fibrosis are diagnosed each year.
- More than 70% of patients are diagnosed by age two.
- More than 45% of the CF patient population is age 18 or older.
- The predicted median age of survival for a person with CF is in the late 30s.

Friday, May 31
(Rain Date-Monday, June 3)

TENNIS

8:30 am, Spring Lake Bath and Tennis Club
\$200 per player (includes lunch)
\$50 per person (lunch only)
Benefitting: The Jacqueline M. Wilentz
Comprehensive Breast Center

Thursday, June 13

(Rain Date-Thursday, June 20)

GOLF

9:30 am, Metedeconk National Golf Club, Jackson
Benefitting: Capital Projects

SAVE the Dates 2013

Wendy Williams, **▶**
television talk show host,
author, radio personality
and executive producer



POWER of Pink

Thursday, July 11

POWER OF PINK

11:00 am, Riverwind, private home
of Morgan E. Cline

HONOREE: Robert A. Graebe, MD, chairman
and program director of the Department of
Obstetrics and Gynecology

GUEST SPEAKER: Wendy Williams of the
Wendy Williams Show

\$175 per person

Benefitting: The Leon Hess Cancer Center

www.monmouthfoundation.org/pop



▲ **From Left:** Kellie Enstrom, Women's Council board member, POP event co-chair,
Morgan E. Cline, MCMF trustee and host, Bonnie Levin, founder of the
Women's Council, Claire Knopf, president of the Women's Council,
Val Zabaleta, Women's Council board member, POP event co-chair

Sunday, September 22

BIG STEPS FOR LITTLE FEET

10:00 am, Beach Front North, Long Branch
Honoree: The Shumer and Whiteley Families
Benefitting: The Hirair and Anna Hovnanian
Foundation NICU

www.bigstepsforlittlefeet.com

Saturday, October 5

**A COCKTAIL PARTY CELEBRATING 18 SUCCESSFUL YEARS
THE TWO RIVERS ANTIQUES AND ART SHOW & GARDEN TOUR**

7:00 pm, at the home of Janice and Marshall Knopf, Rumson

\$150 per person

Benefitting: The Jacqueline M. Wilentz Comprehensive Breast Center

www.tworivershow.org

Friday, October 4

5TH ANNUAL BOWL-A-THON

6:00 pm, Shore Lanes, Neptune
Benefitting: The Valerie Fund Children's Center for Cancer
and Blood Disorders at the Children's Hospital

Thursday, November 14

NICU WINE TASTING

6:30 pm, Stella Marina, Asbury Park
\$75 per person
Benefitting: The Hirair and Anna Hovnanian Foundation NICU

FOR MORE INFORMATION PLEASE CONTACT EVELYN NITIS: 732.923.7525 OR VISIT MONMOUTHFOUNDATION.ORG

2013 MERCEDES BENZ GLK350 CAR RAFFLE

\$100 per ticket

Only 1,500 tickets will be sold.

Drawing to be held at...
Monmouth Medical Center Foundation's

INVITATIONAL GOLF CLASSIC

ANNOUNCING THE NEW LOCATION...

METEDECONK NATIONAL GOLF CLUB
Jackson, NJ

THURSDAY, JUNE 13, 7:00 PM

RAINDATE: THURSDAY, JUNE 20

COCKTAIL RECEPTION
TICKETS AVAILABLE AT \$100 EACH



CONTACT INFORMATION: T 732.923.6886 ■ F 732.923.6898 ■ Email: enitis@barnabashealth.org

Winner need not be present to win. Winner responsible for all taxes and registration. Car valued at \$50,135. No substitution of the offered prize may be made and no cash will be given in lieu of the prize. License # RA-1552 ID # 266-4-31486

Bowl-A-Thon

The Bowl-A-Thon sold out for the fourth year in a row and raised over \$16,000 for the Valerie Fund Children's Center for Cancer and Blood Disorders at the Children's Hospital. The event was held at Shore Lanes in Neptune.

Winning Results

The 18th ANNUAL TWO RIVERS ANTIQUES & ART SHOW



▲ The Big Steps Committee

BIG STEPS for LITTLE FEET

Big Steps for Little Feet had a record breaking year with over 400 walkers, raising close to \$70,000. Unfortunately, the Wine Tasting event at Stella Marina was cancelled due to Hurricane Sandy, and will return November 14, 2013. Wine barrel raffle tickets still available in the Foundation Office.



▶ The DiStefano Family participating for the third time, walking in honor of Mason who was born at 24 weeks at 1lb 10oz.

The Two Rivers Antiques & Art Show, celebrating their 18th anniversary, raised over \$110,000 for the Jacqueline M. Wilentz Comprehensive Breast Center. This year's event, held at the Ranney School in Tinton Falls, also included a Vineyard Tour at 4JG's Vineyard in Colts Neck.



▲ FROM LEFT: Ty J. Olson, MD, FACS, neurosurgeon, medical co-director of the Gamma Knife Program, Terry Ingram, vice chair of MMCF trustees, committee member, Susan Olson, committee member



▲ FROM LEFT: Bill Arnold, chief operating officer of MMC, Rosanna Fazio, event co-chair, Barbara Goldfarb, Antiques co-chair, Frank J. Vozos, MD, FACS, president and chief executive officer of MMC, Cathy Goldberg, event co-chair, Kara Short, Antiques co-chair, Joyce Sycoff, Larry Sycoff, headmaster at the Ranney School.



▲ FROM LEFT: Hilde Hovnanian, Shant Hovnanian, Frank J. Vozos, MD, FACS, president and chief executive officer of MMC



▲ FROM LEFT: Matt Kelly, Tara Kelly, vp of Development, MMCF, The Honorable Bette Urmacher, MMC trustee, and her husband Mr. Martin Gale



▲ Kyle Marsh, RN and Victoria Kotch, RN from our new Mother-Baby Unit

OBSTETRICS EXPANSION

The Eisenberg Family Center

The new **Eisenberg Family Center** at Monmouth Medical Center opens in 2013. It is an entirely private room maternity unit providing care for a new mother and her healthy newborn. Our physicians and nurses are trained to meet the needs of these special patients. We understand that birth is a normal process leading to exciting changes for the whole family. Moms are encouraged to keep her baby at her bedside to learn how to respond to her baby's needs, establishing skin to skin care, and to identify feeding cues while establishing breastfeeding skills. Our rooms have guest sleeping arrangements so the new mom can have a family member or a friend stay with her. With almost 5,000 births at Monmouth Medical Center per year, this unit promotes a family centered birthing unit which is most memorable to our parents.



NICU EXPANSION

The Hirair and Anna Hovnanian Foundation Neo Natal Intensive Care Unit

Within the growing Eisenberg Family Center, the **Hirair and Anna Hovnanian Foundation Neo Natal Intensive Care Unit (NICU)** expanded to provide more than 30 bassinets. Our updated equipment, improved lactation facilities, parent "Michael's Feat" resource room, and NICU Knowledge computer system provides updated information for parents about conditions affecting their babies.

This new area has all the above, and promotes the following:

- A family-centered care approach in the design of each room
- A family waiting area, which is a quiet room available for reading or meditation
- A parent transition room, allowing parents to spend the night with their child pre-discharge to better prepare for home
- Dim lighting, soothing colors and a quiet atmosphere to account for developmental needs



▲ Neonatologist, Diane Attardi, MD, Susan Hudome, MD, medical director, NICU, and Neonatologist, Carlos Alemany, MD

THE VALERIE FUND CHILDREN'S CENTER FOR CANCER & BLOOD DISORDERS EXPANSION

The Valerie Fund Children's Center at Monmouth Medical Center is one of seven hospital-based programs in the tri-state area that is part of The Valerie Fund, an organization supporting comprehensive health care services for children with cancer and blood disorders; such as sickle cell anemia, thalassemia and thrombocytopenia. It is one of the nation's largest and most advanced pediatric oncology/hematology networks.

The Center is in need of expansion. Each year in the US, there are approximately 13,400 children between the ages of birth and 19 years of age who are diagnosed with cancer. About one in 300 boys and one in 333 girls will develop cancer before their 20th birthday. Cancer kills more children than AIDS, asthma, diabetes, cystic fibrosis and congenital anomalies combined.

The Center renovation plans will change the overall look and functionality of the Center, providing our patients and team with more space and programs for the 1,400 patient visits that happen within our Center each year.

The Valerie Fund Children's Center For Cancer & Blood Disorders

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



▲ **Left to Right:** Margaret Fisher, MD, medical director, The Children's Hospital at Monmouth Medical Center; Carol Stillwell, co-chair Valerie Fund Committee for Capital Projects at MMC, Susan Dulczak RN, PNP clinical director and nurse practitioner of the Valerie Fund Children's Center surrounded by children at the Summer Party.

SURGICAL SUITE EXPANSION

Monmouth Medical Center is leading the way in advanced brain, spine, back and neck surgery with the opening of our two new 700 square-foot, cutting-edge neurosurgical and orthopedic operating rooms. With the opening of our new surgical suites, we have revolutionized our efficiency and precision of care. As the leader on the Jersey Shore, Monmouth Medical Center's technologically advanced surgical space now features 16 operating rooms outfitted with the latest technology. Our technology includes:

- 1080 pixel laparoscopic camera system
- Two Si DaVinci robots (latest model)
- Fluorescent imaging for robotic partial nephrectomies with drop-in probe for ultrasound
- Single-site robotics for cholecystectomy
- O-arm: for accurate CAT scan images of the body in real-time for 3-D images during surgery
- Medtronic Stealth Navigation system for spine and neurosurgery
- Navigation system for sinus surgery
- Completely modern cystoscopy room
- Up-to-date endoscopy



▲ **New Surgical Suite**

MMC VISIONARIES

The Torcivia Family



▲ Joseph A. Torcivia, MMCF advisory board member and Benedict J. Torcivia, Jr.

The legacy of **The Torcivia Family** has been a collaboration with Monmouth Medical Center lasting decades, and has benefited the hospital in a myriad of significant and extraordinary ways. We are extremely grateful for their sustained support and presence.

“We applaud Monmouth Medical Center’s commitment to medical excellence and to the highest levels of family centered care. My family values the many ways we have worked with Monmouth over the years to support the community.”

— *Joseph A. Torcivia and Benedict J. Torcivia, Jr.*

The Women’s Council

The **Women’s Council**, now in its 18th year, has committed to fulfilling a pledged gift to name the Patient Infusion Center at the Leon Hess Cancer Center. This is one more expression of their long time commitment to benefit cancer patients and their families. This infusion unit will host an array of highly trained individuals who specialize in oncology care, focusing on patient and family care, treatment, education and service.

The 2013 Women’s Council Members ►



The Knopf Family

“Our commitment to Monmouth Medical Center is unwavering – we were eager to provide impactful support. Monmouth Medical Center was our clear first choice for our philanthropy. Our decision to contribute is indicative of our confidence in Monmouth Medical Center, and we are proud to share this message with our family, our friends, and our community.”

— *Woody and Claire Knopf*

We thank the Knopf family for their generous gift and commitment to Monmouth Medical Center!



▲ Woody Knopf, MMC trustee and Claire Knopf, president, Women’s Council

GENEROUS BENEFACTORS & FOUNDATION TRUSTEES HOST EVENTS for the Capital Projects

Siran Hovnanian Sahakian, foundation board member and lead donor in the NICU expansion at Monmouth Medical Center, welcomed friends and supporters to her home to learn more about the expansion.



◀ From Left: Tara Kelly, vp of Development, MMCF, Siran Hovnanian Sahakian, MMCF trustee, Darrel Jackson, Marie Jackson with her children, James, William, Lucy and Frank J. Vozos, MD, FACS, president and chief executive officer, Monmouth Medical Center



▶ From Left: Ana Blank, Bill Arnold, chief operating officer, MMC



▲ From Left: Claire Strouse, Diane Attardi, MD, Nick Brown, Tracy Brown, MMCF trustee, Ana Blank

A generous benefactor and foundation board member, **Morgan E. Cline**, graciously opened his home for an evening of cocktails and conversation about Monmouth Medical Center and the next 125 years of service.



▲ From Left: Bill Arnold, chief operating officer Monmouth Medical Center Medical Center, Scott Diamond, Tara Kelly, vp of Development, MMCF, Morgan E. Cline, honorary chair Capital Projects and MMCF trustee, Frank J. Vozos, MD, FACS, president and chief executive officer, Monmouth Medical Center



▲ From Left: Kathleen Croddick Molyneaux, board member, the Women's Council, Claire Knopf, president of Women's Council



▲ From Left: Terri Klein, board member, Women's Council, Matthew S. Klein, MD, chair of Department of Anesthesiology

We offer a **SPECIAL THANKS** to **PAT AND JENNIFER SCIRE** for hosting the first MMC gathering in their home to promote awareness for the capital projects.

Thank you for a great night of rare wine, dinner and conversation. The three course dinner was expertly prepared by **Restaurant Nicholas**, and each course was paired with a fine wine selected from Pat's extensive wine selection.

A TRULY MEMORABLE EVENING!

McLOONE EVENT SUPPORTS The Valerie Fund Children's Center at MMC



Beth and Tim McLoone hosted a kick-off event at the McLoones Supper Club, Asbury Park, for the Valerie Fund Children's Center for Cancer and Blood Disorders at the Children's Hospital at Monmouth Medical Center. Tim has pledged to raise funds to support the Center through his eight restaurants. Please stop by any one of the McLoone's restaurants and support them as he supports us.

◀ **From Left:** Beth McLoone, Peri Kamalakar, MD, director of Pediatric Hematology-Oncology Barnabas Health, director Valerie Fund Children's Centers for Cancer & Blood Disorders at Children's Hospital at Monmouth Medical Center, St. Barnabas Medical Center and Newark Beth Israel Medical Center Barnabas Health System, and Tim McLoone, co-chair Valerie Fund Committee for Capital Projects

"From the moment my sister and I met the extraordinary medical team, support staff, children and families of the Valerie Center at Monmouth Medical, our lives were forever changed. The Valerie Center provides not only the best clinical care for childhood cancer, but each and every family that comes through the doors becomes a part of the 'Valerie Center Family'. I am extremely proud to pledge my continued support of the Valerie Center, as they provide families with information, treatment, caring, comfort and above all... hope!

– Carol Stillwell, trustee of the Foundation and master of ceremonies for the evening

“ We thank everyone for supporting the event. There are so many opportunities for others to join us to help raise the funds needed to build a larger Valerie Fund Center at the Children's hospital at MMC. ”

– Tim and Beth McLoone



▲ **From Left:** Bill Arnold, chief operating officer, Monmouth Medical Center, Susan Dulczak, RN, PNP clinical director, and nurse practitioner of the Valerie Fund Children's Center for Cancer and Blood Disorders, Tara Kelly, vp of Development, MMCF, Margaret C. Fisher, MD, medical director, The Children's Hospital at Monmouth Medical Center, Carol Stillwell, co-chair Valerie Fund Committee for Capital Projects, Beth McLoone, Tim McLoone, co-chair Valerie Fund Committee for Capital Projects, Frank J. Vozos, MD, FACS, president and chief executive officer, Monmouth Medical Center

Marvelous MEDICINE!
Outstanding OUTCOMES!



We express our heartfelt appreciation to all those who have pledged or donated to the Capital Projects during the fiscal year beginning January 1, 2012 through December 31, 2012. Together, they are ensuring the health of today's patients and generations to come.

Up to \$2.5 million

Mr. Warren Diamond and Mr. Scott Diamond

\$500,000 - \$999,999

The Women's Council

\$250,000 - \$499,999

The Hirair and Anna Hovnanian Foundation, Inc.
Torcivia Family Foundation, Inc.

\$100,000 - \$249,999

Mrs. Anne Evans Estabrook
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The Murphy Family Foundation
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Mr. and Mrs. Thomas I. Unterberg

Up to \$99,999

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Mr. and Mrs. James S. Vaccaro
Dr. and Mrs. Frank J. Vozos
Mr. and Mrs. Donald Welcome
*denotes deceased

CAPITAL PROJECTS' SUPPORTERS

TRUSTEES IN MEMORIAM

The Monmouth Medical Community lost three longtime friends and ardent supporters in the past year with the deaths of John Brockriede, Harry Franco and LeRoy Herbert. Their financial and business acumen provided great confidence and clarity that helped create the platform for many years of growth and philanthropy for Monmouth Medical Center and they will be truly missed.



John Brockriede

MMC Board Member
2001 – 2012

Foundation Board Member
2009 – 2012



Harry Franco

Founding MMC Foundation Board Member
MMC Foundation Honorary Board Member
1997 – 2013



LeRoy J. Herbert

MMC Board Member
1985 – 2012

Founding MMC Foundation Board Member
1997 – 2012

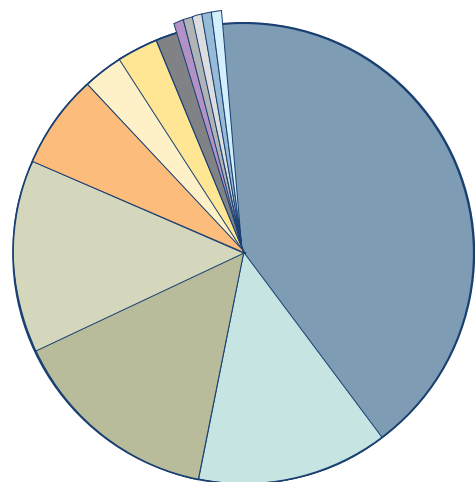
MMC Board of Trustees Chair
1994 – 1997

2012 ANNUAL FINANCIAL REPORT

This Annual Report documents the generous support of many donors who made gifts from January 1, 2012 to December 31, 2012. **Monmouth Medical Center Foundation** raised **\$7,050,668** (including \$670,794 in public grants).

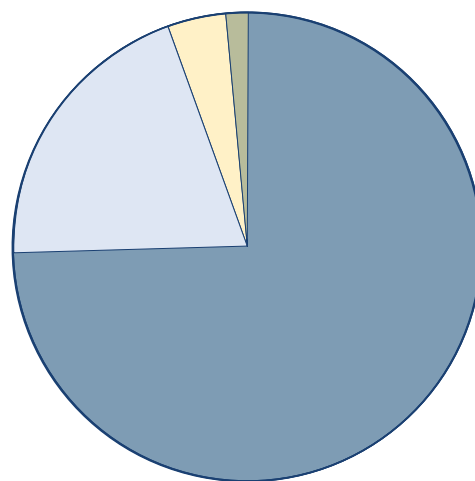
At year-end 2012, the Foundation's total assets were **\$26,013,779**. The Foundation had an excess of income from operations of **\$3,555,771**. Contributions consisted of cash and pledges in support of the capital campaign, planned gifts and bequests, special events and grants. The largest source of funds contributed was from individuals at 78 percent.

Total funds raised in 2012 were \$7,050,668 and total fundraising expenses were \$2,824,103.



2012 Charitable Turnovers to MMC

Cancer Center	44%
Pediatrics	13%
Cystic Fibrosis	13%
David S. Zocchi Brain Tumor Center	12%
Community Connections	5%
Nursing Education	3%
Misc. Gifts	3%
NICU	2%
Department of Surgery	1%
Emergency Department	1%
Patient Comfort	1%
Radiology	1%
Employee Emergency	1%



2012 SOURCES of Contributions

Total Fundraising \$7,050,668

Individual	78%
Grants	15%
Auxiliary	5%
Planned Gifts	2%

Note: It is the policy of the Monmouth Medical Center Foundation, an affiliate of Barnabas Health, that 5% of restricted gifts and up to 10% of restricted special event revenue is allocated for unrestricted purposes, which may include administrative and operational expenses.

The CRANMER Heritage Society

“The success of Monmouth Medical Center and its world class care in a community hospital setting is something we are very proud to be a part of. Please join us as a member of the Cranmer Heritage Society to help ensure the continued realization of the hospital inspiring goals now and into the future.”

– Bonnie and Simon Levin

The Cranmer Heritage Society was established in honor of Ella B. Cranmer, whose estate gave Monmouth Medical Center \$4.5 million, the largest gift in the hospital's history.

To become part of this distinguished society, members have agreed to provide for Monmouth Medical Center in their estate plans. Membership in the Cranmer Heritage Society signifies a remarkable gift to help ensure that Monmouth Medical Center will continue to provide “Marvelous Medicine and Outstanding Outcomes” for many years to come!

UPCOMING EVENT
for The Cranmer Heritage Society members
will be at Old Oaks, the home of
Woody and Claire Knopf
on July 25, 2013.

Ensuring the Legacy of Monmouth Medical Center!

Mr. and Mrs. Simon Levin, Esq.
Co-Chairs, Cranmer Heritage Society
Ms. Sherry Balmat
Mrs. Ann Barr
Ms. Carolyn Campo
Ms. Mary Cassaro
Ms. Mary Frances Ciesla
Mrs. Gail Crotty
Mr. and Mrs. Paul Fabry
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IN MEMORY OF**
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Mrs. Judith Stanley Coleman
Mrs. Ella B. Cranmer
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Mr. Benjamin Mann, Sr.
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Mrs. Gloria York
Mr. Seymour Ziff

Please contact
Maja Meighan,
director of Major Gifts,
at **732.923.7986**
for more information
on this event or
on how to become a
**Cranmer Heritage
Society member.**

2012 Honor Roll of DONORS

\$250,000-\$1 MILLION

The Hirair and Anna Hovnanian Foundation, Inc.

\$100,000-\$249,999

Cystic Fibrosis Foundation Therapeutics, Inc.

Mr. and Mrs. Jack Rudin

Mr. and Mrs. Anthony P. Terracciano

The Susan G. Komen Breast Cancer Foundation

The Valerie Fund

Mr. and Mrs. Thomas I. Unterberg

\$50,000-\$99,999

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J.A.M. Anonymous Foundation, Inc.

*MAKING A
DIFFERENCE!*



▲ Student representatives from the Seashore School in Long Branch, presented a Banner of Hope they created and \$1,054 they raised to Angie Henschel and Jaci McHugh of the Foundation. The students chose to make a difference by lending a hand to fight breast cancer. The funds raised went towards local women that cannot afford mammograms because early detection is crucial to survive.

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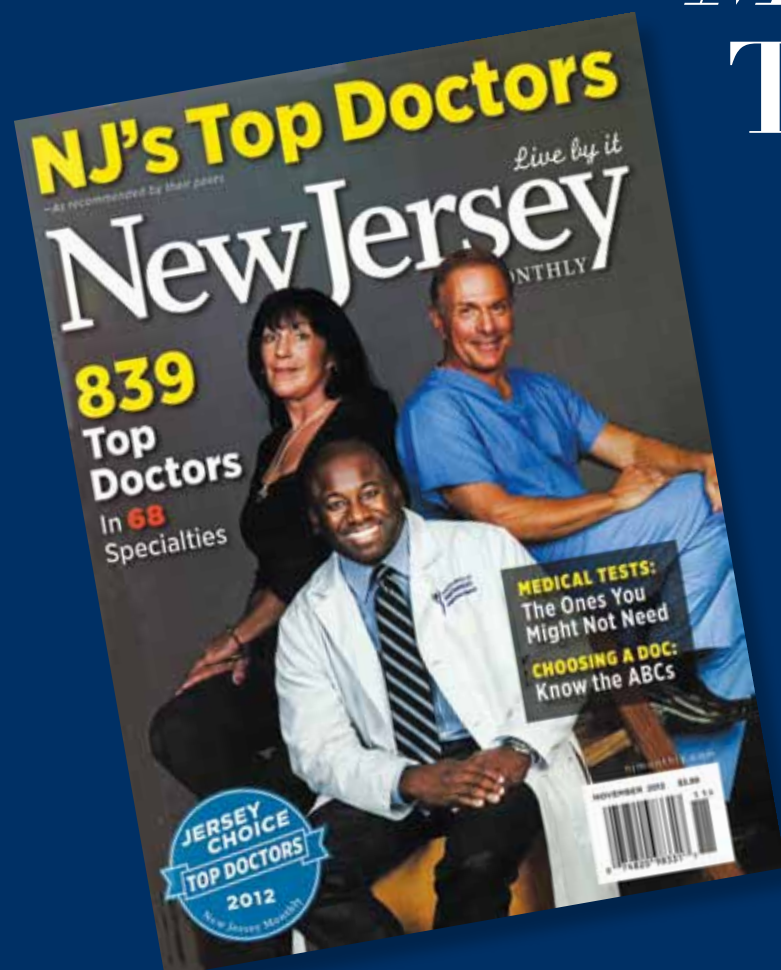
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Safe Kids New Jersey
Saint Barnabas Medical Center Foundation
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T.F.F. Landscape Managerial Co.
Lydia Tiedemann
Monmouth Medical Center Foundation has made every effort to record the names of donors in this Annual Report accurately and completely. If we have inadvertently omitted or misstated your name, please accept our sincere apology and let us know by calling Monmouth Medical Center Foundation at 732.923.6886.



MORE TOP DOCS

THAN ANY HOSPITAL
IN THE REGION.

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Monmouth Medical Center



BARNABAS HEALTH

EVERY DAY, EXTRAORDINARY.

MMC DOCTORS IN THE NEWS

Dr. Victor Almeida was appointed chair of the Emergency Department, effective July 1, 2012. Dr. Almeida received his medical degree from the University of Medicine and Dentistry of New Jersey School of Osteopathic Medicine and is board-certified in emergency medicine. He is immediate past president of the New Jersey chapter of the American College of Emergency Physicians and is a fellow of both the American College of Osteopathic Emergency Physicians and American College of Emergency Physicians.

Madeline Badalaty, DMD, was named chair of the Department of Dentistry, effective January 1, 2013. She has been on the faculty at MMC for many years and has served as the section chief for Pediatric Dentistry since 2003. In addition to her faculty role, Dr. Badalaty is a member of the Regional Cleft Palate Team, a member of the Dental Advisory Board, and has a very busy local practice. New Jersey Monthly Magazine has named her a "Top Dentist."

Dr. Meg Fisher, was recently appointed President of the MMC medical staff, the first woman to serve in this capacity. She is a highly regarded pediatrician amongst her peers nationwide, as evidenced by her selection as a New Jersey and Metro New York "Top Doc" in the area of Pediatric Infectious Diseases. She was recently named President of the New Jersey Chapter of the American Academy of Pediatrics' Disaster Preparedness Advisory Council, is on the Board of Directors of the Central Jersey Family Health Consortium, the Ronald McDonald Houses of Long Branch and New Brunswick and our own Monmouth Family Health Center. Dr. Fisher is a much sought-after speaker for continuing medical education locally, regionally, nationally and internationally.

Dr. Michael A. Goldfarb became President of the American College of Surgery, New Jersey Chapter on January 1st. This prestigious position will allow him to lead the chapter as they work to advance the highest standards of excellence in patient care, through the education of health professionals and the public, and by supporting research and surgical training programs in the state. Dr. Goldfarb has initiated a loan forgiveness program for young surgeons practicing in "needy" areas in New Jersey. He is currently the chair and program director of the Department of Surgery at Monmouth Medical Center.

GRANT SUMMARY

The Monmouth Medical Center Foundation is responsible for managing the grants process on behalf of Monmouth Medical Center. Dedicated staff manage all of Monmouth Medical Center's grants and contracts, funded by federal, state, city and private sponsors. All grant proposals for research, as well as capital and programmatic grant requests, are coordinated through the Foundation.

2012 was a successful year for increasing our grant portfolio thanks to our outstanding medical staff, exemplary programming, and the dedicated efforts of the Foundation in identifying new sources of grants. Grant revenue totaled \$1,084,854 from both public and private grants for an increase of 11% from 2011. Grants accounted for approximately 15% of the Foundation's yearly fundraising total in 2012. Highlights for the year included new funding relationships with the Colon Cancer Alliance, the Muscular Dystrophy Association, and an expanded partnership with the Cystic Fibrosis Foundation.

Grants support essential services in such wide-ranging areas as cystic fibrosis, HIV, cancer services, palliative care, behavioral health, cleft palate, the NICU, the emergency department, the Children's Hospital, and by providing specialized trainings for nurses and administrators through a partnership with Stevens Institute of Technology. Foundation staff works closely with principal investigators, program directors and administrators to develop and manage their grants and contracts successfully through all the phases, including pre-award proposal development to post-award grant accounting. Together we ensure quality proposals and grant management throughout the life of the project. ■

HURRICANE SANDY'S DAMAGE was UNIMAGINABLE... yet so was the GENEROSITY of MANY!

Despite the serious challenges imposed by Superstorm Sandy, Monmouth Medical Center continued to operate and provide quality care to patients – both during and after the storm. MMC began preparing days before Sandy's arrival and opened the Command Center on October 29, as Sandy approached the shoreline. The main focus was on keeping our patients safe and our staff informed. "It was amazing to see the teamwork. I've been an ER nurse for 35 years and never seen the teamwork I have seen here. Everyone—the nurses, doctors, registration—all pitched in together," said Deborah Cioffi, MSN, MSA, RN, director of the Cline-D'Onofrio Emergency Services Pavilion at MMC.

More than 130 Monmouth Medical Center employees either lost their homes entirely or suffered damage as a result of the hurricane. Barnabas Health led the charge of taking care of its own by providing immediate financial assistance to those who lost their primary homes and cars, as well as counseling and other support to employees of Monmouth Medical Center, as well as Kimball Medical and Community Medical, other Barnabas Health facilities. Many employees witnessing the impact of the storm on stricken colleagues rallied with financial support and donations of paid time off.



SUPPORT... from NEAR & FAR!

In the 2012 holiday season, Monmouth Medical Center connected with a Pennsylvania hospital to bring holiday cheer to employees impacted by the storm. On December 19, the MMC management team hosted senior administrators from Easton Hospital, a 254-bed, acute care teaching hospital in Easton, Pennsylvania, who traveled to Long Branch with carloads of gifts for storm-affected employees with children. Mark Knoblouch, the assistant chief nursing officer for Easton, told those gathered for the reception that he became a nurse because he cares about people, and that it was that spirit that enabled them to pull together as a facility to support a fellow hospital community in need. "It was our pleasure to help — as hospital families, we take care of our own," he said.

Employees at MMC raised funds so that these families could spend as they wished to create a joyful holiday. Through an employee fund drive that was bolstered by a generous donation from board member Judith Dawkins and her husband, Pete, the Foundation purchased bank gift cards, which were distributed to affected employees with children along with the gifts from Easton at a holiday reception held in the hospital cafeteria. Age-appropriate toys were donated and delivered to the party by Bradley Beach resident Julianne Pires. The Pires family conducted a toy drive to benefit the children of affected employees. Additionally, all employees affected received a gift bag from Barnabas Health that contained a host of holiday presents along with a Target gift card. ■



◀ Julianne Pires along with MMC employees, April Cancellieri (woman in center) and Randy Daniels (woman on right)



▲ FROM LEFT:
Jean McKinney, director of Development, MMC; Easton Hospital senior administrators: Linda Holene, Quality Improvement coordinator, Mark Knoblouch, assistant chief nurse officer, Sharon Janson, director of critical care, with MMC representatives, Rick Kiernan, vice president of Human Resources, Juliet Gosset, senior generalist of Human Resources, Mike Perdoni, administrator director of Support Services, and Diann Johnston, vice president of Patient Care Services.

“As Hurricane Sandy bore down with winds in excess of 80-mph, Monmouth Medical Center physicians, nurses and staff dodged power lines and fractured tree limbs to get to the hospital. Countless employees went above and beyond the call of duty, including remaining in the hospital for days on end – all to ensure the safety and well-being of our patients. They did this despite their own personal situations, and for that, we could not be more proud or thankful!”

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



Monmouth Medical Center has been named one of the top hospitals in New Jersey by doctors according to the results of a survey recently published in *Inside Jersey* magazine. It's also the only hospital in Monmouth County listed as a Top Hospital for the treatment of:

- Breast cancer
- Prostate cancer
- Pediatric cancer
- Hip and knee repair
- Heart failure
- Neurological disorders
- Stroke
- High risk pregnancy



MILESTONES designed by Janice Hahn

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