

■ ■ Monmouth Medical Center Foundation
■ ■ Barnabas Health

Milestones **FALL** 2015



**FAMILY
CENTERED
CARE**
*Close to
HOME*

FEATURE ARTICLE ON PAGE 4
COVER PHOTO: JACK ESPOSITO AND
HEATHER H. GROSSMAN, MD, FAAP
CHIEF OF PEDIATRIC HEMATOLOGY/ONCOLOGY



MESSAGE FROM FOUNDATION Vice President

Dear friends of MMCF:

At Monmouth Medical Center, philanthropy plays an essential role in enabling us to successfully advance for our future while continuing to fulfill our mission of building healthier communities. Through the installation of the most advanced technology, the creation of state-of-the-art facilities and the expansion of services, we prided ourselves in 2015 on ensuring our communities continue to have access to the very best health care, close to home.

We have this ability due to the generosity of our supporters, people like you! Without you, we could never achieve the types of successes we've been experiencing with our fabulous events and successful campaigns, all of which translate into funding for an exceptional teaching hospital meeting the needs of every patient who walks through our doors.

So far this year, the Foundation has transferred nearly 1 million dollars to the hospital for programs and services in every area. The largest and most innovative purchase was a new CT scanner which uses a computer to take data from several X-ray images of structures inside the body and convert them into pictures on a monitor. In addition, we were able to provide the ED with pediatric transportation in the form of Kiddee Kruzzers, cardiac exercise equipment and orthopedic workroom equipment.

In the following pages, you will see the impact of these gifts and you will meet Lincroft resident Jack Esposito who is being treated at The Valerie Fund Children's Center within The Unterberg Children's Hospital. Like all of our patients, Jack is receiving extraordinary care, close to home. You will also read about how the many events featured in this issue have raised nearly 1 million dollars this year, which will impact every aspect of our hospital community.

Thank you for your commitment to our patients and communities and for doing your part to help us remain a strong organization with a vibrant future. Your support is incredibly important and deeply appreciated. On behalf of the communities we serve, I thank you.

Best wishes for a healthy and happy holiday season!

Tara F. Kelly
Vice President
Monmouth Medical Center Foundation

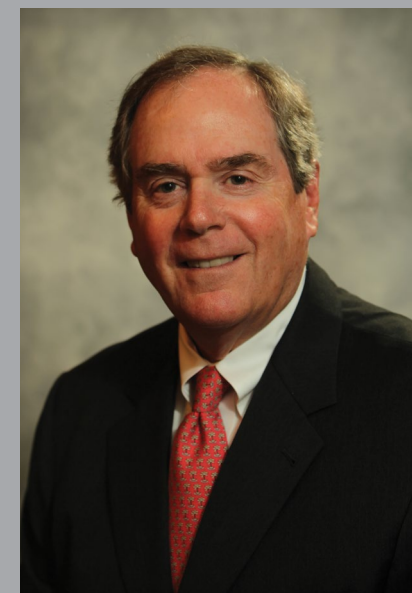


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Lincroft resident **Jack Esposito**, 11, is one busy guy. Between school, piano, sports, playing with sisters Katie, 13, and Caroline, 6, and frequent appointments with the team at The Valerie Fund Children's Center for Cancer and Blood Disorders at The Unterberg Children's Hospital at Monmouth Medical Center, he barely had time to squeeze in a visit with Eli Manning, Victor Cruz and the rest of the team practicing at the Giants Training Center.

The Esposito's relationship with The Valerie Fund Children's Center began in August 2014 when Jack was diagnosed with Acute Lymphoblastic Leukemia (ALL). Jack went from swimming, playing Little League baseball and vacationing on Long Beach Island directly to the Ann and Thomas Unterberg Pediatric Emergency Department, where the family first met Dr. Heather Grossman.

Dr. Grossman met privately with Jack's parents, Colleen and Keith, to explain Jack's diagnosis and what their next steps would be as Jack was admitted to what would ultimately be a 29-day hospital stay. Colleen recalls that Dr. Grossman was very encouraging and explained things both clearly and compassionately. In typical Jack fashion, he insisted that his parents take turns between the hospital and finishing out the family vacation as planned so that his sisters would not be disappointed. As Colleen says, "Jack sets the tone so no one is doom and gloom."

Colleen and Keith explored all options for Jack, including major research centers several hours away but decided, in consultation with those medical providers, that the best care would be found close to home. The family discovered that there was no need to travel; they simply would not get the level of personal care that Monmouth provides anywhere else.

Prescribed treatment for Jack included eleven months of intense chemotherapy followed by two and a half years of maintenance chemotherapy. Jack's team includes physicians, nurses, social workers, child life specialists, and renown pet therapy dogs, whom Colleen describes as "amazing." Jack and his family feel that "the staff at The Valerie Fund Children's Center are just fantastic; we adore them all and Dr. Grossman really is one of our favorite people." In fact, younger sister Caroline frequently accompanies Jack to his appointments just so that she doesn't miss out on any potential fun activities happening at The Valerie Fund Children's Center.

Jack returned to school this September. Although he will remain in treatment for quite some time, he has the support of his home community, his new school, and of course, everyone at The Valerie Fund who, as Colleen says, "Treat the whole family and really do make the best of a terrible situation." ■

FAMILY CENTERED CARE *Close to* HOME

“ I liked meeting
Giants' player
Mark Herzlich because
he is a cancer survivor,
and it showed me that
there is so much
I can achieve
after cancer too! ”

— Jack Esposito



◀ **From Left:** Jim Quirk, executive director, National Football League Referees Association; Eli Manning, Quarterback, New York Giants; Jack Esposito

Through the help of
Monmouth Medical Center Foundation,
Jack recently had the day of his dreams
when he made a special trip to the
NY Giants' first practice
of the 2015 – 2016 season.



A GOOD CAUSE *for* Celebration

The Unterberg Children's Hospital
Celebrates 10th Anniversary Year

 **The Unterberg Children's Hospital at Monmouth Medical Center**
Barnabas Health

▼ From Left: Margaret C. Fisher, MD, chair of the Department of Pediatrics and medical director of The Unterberg Children's Hospital; Kristin F. Kuhl, certified child life specialist.

Around 1887, an epidemic struck Long Branch, leaving eight children from underprivileged families sick and in need of care. With no hospital in the area, local businessmen rented four rooms over a Broadway storefront to care for the children – an act that laid the foundation for what is now Monmouth Medical Center. This long-time commitment to children's health was formally recognized in January 2006, when Monmouth Medical Center was licensed by New Jersey as an official children's hospital for Monmouth and Ocean counties, one of only 220 nationwide.

As we prepare for our 10th anniversary year, The Unterberg Children's Hospital at Monmouth Medical Center continues its pattern of excellence by providing renowned medical expertise that only a leading academic medical center can offer, with 140 pediatric specialists in 26 fields of medicine. As a dedicated children's hospital and a teaching affiliate of the prestigious Drexel University College of Medicine in Philadelphia, we have a team of pediatric specialists in virtually every area of children's health, working together to deliver the best solutions for the most complex health problems around the clock.

The 10th anniversary celebration began in October when The Unterberg Children's Hospital Leadership Council and friends came together for the second annual "A Toast to Children's Health" benefit to celebrate the nearly 22,000 pediatric patients from the community who are treated at The Unterberg Children's Hospital each year. The festivities will continue throughout 2016 with special events at local schools, educational opportunities for parents and community activities honoring 1st rate family-centered care available so close to home. ■



▲ From Left: Joshua T. Mendelson, MD, regional director of neurology and director of the Epilepsy Monitoring Program, Monmouth Medical Center, talks with Tyler and Sadie Marino of Monmouth Beach about Neurology at Story Pirates.

Over the past year, **The Unterberg Children's Hospital Leadership Council** hosted several large educational lectures, many 'Lunch and Learns', as well as three large community events. One lecture was held in collaboration with Little Silver's Parent-Teacher Organization, allowing for expanded community outreach. Two other educational lectures were held at the homes of Abby and Kevin Kelly in Monmouth Beach and Marcey and Bill Schaefer in Rumson. Physicians from The Unterberg Children's Hospital covered topics including Raising Healthy and Confident Children and Adolescent Substance Use.

The Council also hosted Story Pirates, a health fair for children at The Ranney School. Story Pirates, the nationally acclaimed theatrical group from New York City, performed an engaging, enriching and entertaining play about health and wellness for 165 children and their families. According to Margaret C. Fisher, MD, medical director of The Unterberg Children's Hospital, "Story Pirates was a fabulous event - from the preshow activities to the live show and audience participation. Children explored health and wellness in a fun and interactive way."

In 2016, **The Unterberg Children's Hospital Leadership Council** will be expanding these educational initiatives further into the community through a new partnership with the Long Branch School System. These lectures and educational events give The Unterberg Children's Hospital an opportunity to bring our children's hospital physicians into the community and are an excellent way to introduce new people to all that Monmouth Medical Center has to offer. ■

KEEPING the Next Generation Healthy



▲ From Left: Janice Knopf; Marshall Knopf, trustee, MMCF Board; Emily Knopf-Kuskin volunteer their time at Story Pirates.



PRIVATE ROOM EXPANSION

Private single rooms are preferable for many reasons, the first of which is that they **ensure privacy**. Additionally, patients appreciate a more restful stay in a private room, **lowering their stress levels and fostering quicker recuperation**. At Monmouth Medical Center, a family-centered environment is the driving force behind the private room expansion. It simply means **better patient safety and better outcomes**.

Improvements include:

- Implementing a private single room model
- Providing greater family centered care
- Converting to private rooms in a stepwise plan throughout the hospital

Named Gift Opportunities:

- Individual Private Rooms



MESSAGE FROM THE Vice President of *Gift Planning*



Anne DeMesa can assist you with finding a charitable giving strategy that meets your needs and will happily welcome you as the newest member of the **Cranmer Legacy Society**.

Over the past decade, the Cranmer Legacy Society has recognized many charitable individuals who have provided for Monmouth Medical Center in their estate plans. If you want to create your own legacy at Monmouth Medical Center for future generations to come, but have questions about how to structure a charitable gift to MMC that can also benefit you and your family, Anne DeMesa, Vice President of Gift Planning, can help. A recent addition to the Barnabas Health Foundation family, Anne comes to us with many years of experience in making legacy gifts a reality for individuals and families.

Did you know you can earn guaranteed income for life while making a gift to the hospital? It's called a Charitable Gift Annuity.*

*Single-life annuity rates, effective October 2015. Rates subject to change.

(Barnabas Health, Inc. and its affiliates, including Barnabas Health Foundation and Monmouth Medical Center do not provide tax, legal or accounting advice. This material on gift planning and charitable legacy gifts has been prepared for informational purposes only, and is not intended to provide, and should not be relied on for assistance on planning charitable gifts, tax, legal or accounting advice. You should consult your own tax, legal and accounting advisors before engaging in any charitable giving transaction.)

SAMPLE RATES:

Age	Rate
65	4.7%
70	5.1%
75	5.8%
80	6.8%
85	7.8%

PLEASE CONTACT: ANNE DeMESA
VP of Gift Planning, Barnabas Health Foundation
973.322.4292 or andemesa@barnabashealth.org
<http://monmouthgiftplanning.barnabashealth.org>



From Left: Bill Arnold, chief operating officer, MMC; Frank J. Vozos, MD, FACS, president and chief executive officer, MMC; Michael Del Priore, trustee, MMCF Board; Ann Unterberg, chair, MMCF Board; Thomas Unterberg; Nancy Del Priore; Tara Kelly, vice president of development, MMCF; George Davis, MD.

From Left: Mark Del Priore; Meghan Del Priore; Michael Del Priore, MMCF trustee; Nancy Del Priore; Mary Del Priore; Michael Del Priore, Jr.

The **DEL PRIORE FAMILY** celebrated their parents as they were honored with the **Community Leadership Award** at the **43rd Annual Crystal Ball**.



4 3 R D A N N U A L

2 0 1 5 C R Y S T A L B A L L



From Left: Louis J. Zinterhofer, MD; Victor Almeda, MD; Andrew Sun, MD; Jesse L. Israel, MD; Robert A. Graebe, MD; Richard B. Ruchman, MD; Mathew S. Klein, MD.



From Left: Monmouth Medical Center Foundation Board of Trustee Members Ana Blank, Terry Ingram and Carolyn DeSena pose for a picture.

The **43rd Annual Crystal Ball** was held on Saturday, May 9, 2015 at the Robert J. Collins Arena at Brookdale Community College. Guests enjoyed cocktails, dinner and dancing to a live band as well as a silent auction. This year, the Physician Leadership Award was presented to George C. Davis, MD, pulmonologist and past president of Monmouth Medical Center's 900-member medical and dental staff. Dr. Davis has been teaching future generations of doctors at MMC for over 40 years by providing lectures to nursing staff, medical and surgical residents and the Barnabas Health ICU Leadership Committee. The Community Leadership Award was given to Michael Del Priore, a member of the Monmouth Medical Center Foundation Board of Trustees, and his wife, Nancy Del Priore. For the last 22 years the Del Priore's have served Monmouth Medical Center and the community through outstanding dedication and support. Proceeds from this year's gala directly benefitted hospital programs and services.



From Left: Matthew S. Klein, MD, chief of anesthesia, MMC, and wife Terri enjoy a night out at the annual Crystal Ball Gala.



the women's council
**20th ANNUAL
 POWER
 of pink
 LUNCHEON**

The Women's Council celebrated its 20th annual Power of Pink Luncheon at the home of Ann and Thomas Unterberg, which rests on the shore of the Navesink River in Rumson. The event, which benefits the Leon Hess Cancer Center at Monmouth Medical Center, was attended by over 350 guests who enjoyed a day of lunch, cocktails, shopping and listening to the captivating story of guest speaker, Hoda Kotb. Hoda, a four-time Emmy nominee and co-host of the fourth hour of NBC's "Today", spoke about her rise to fame and her very own battle with breast cancer.

▲ From Left: Kellie Enstrom, president, The Women's Council; Hoda Kotb; Claire Knopf, immediate past president, The Women's Council and chair, 20th annual Power of Pink Luncheon.



▲ **POP COMMITTEE:** From Left (back row): Bill Arnold, chief operating officer, Monmouth Medical Center; Tara Kelly, vice president of development, Monmouth Medical Center Foundation; Kelly Boyer; Jennifer Rosen; Avery Brighton; Claire Knopf, immediate past president, The Women's Council and chair, 20th annual Power of Pink Luncheon; Susan Kyrillos, co-chair, 20th annual Power of Pink Luncheon; Lisa Goodwyn; Donna Crosson; Debbie Menkowitz; Lauren Vernon; Frank J. Vozos, MD, FACS, president and chief executive officer, Monmouth Medical Center.

From Left (front row): Pari Harrison; Kellie Enstrom, president, The Women's Council; Sarah Vates; Carol Ann Mireider.



From Left: Susan Kyrillos, co-chair, 20th annual Power of Pink Luncheon; Hoda Kotb; Claire Knopf, immediate past president, The Women's Council and chair, 20th annual Power of Pink Luncheon; Bonnie Levin, founding chair, The Women's Council.



THE FOUNDING BOARD MEMBERS OF THE WOMEN'S COUNCIL ▲ From Left (back row): Gloria Nilson, trustee, MMCF Board; Bonnie Levin, founding chair, The Women's Council; Paulette Roberts; Ann Unterberg, chair, MMCF Board; Ethel Schultz; Ellen Jacobson; Judy Eisenberg.
 From Left (front row): Maryann Martin; Claire Knopf, immediate past president, The Women's Council; Barbara Gitlin; Judi Dawkins, trustee, MMCF Board.



▲ From Left: Terry Ingram, vice chair, MMCF Board; Cynthia Wilby; Debbie O'Donoghue; Cathy Goldberg.



▲ From Left: Bill Arnold, chief operating officer, Monmouth Medical Center; Tara Kelly, vice president of development, Monmouth Medical Center Foundation; Hoda Kotb; Claire Knopf, immediate past president, The Women's Council and chair, 20th annual Power of Pink Luncheon; Frank J. Vozos, MD, FACS, president and chief executive officer, Monmouth Medical Center.



▲ Neurosurgical Associates of New Jersey physicians Ty, J. Olson, MD, FACS, Jonathan H. Lustgarten, MD, David Estin, MD, FACS, Timothy E. Link, MD.

MMC DOCTORS SWING INTO ACTION

The 25th Annual Invitational Golf Outing was held in June at the Hollywood Golf Course in Deal, NJ. Over 100 golfers enjoyed a relaxing day of scramble golf followed by an intimate cocktail reception and awards ceremony. Proceeds from this event directly benefitted the Capital Campaign at Monmouth Medical Center.



▲ From Left (front row): Tara Kelly, vice president of development, Monmouth Medical Center Foundation; Victor Rallo, co-chair, SUP 4 Kids; Margaret C. Fisher, MD, chair of the Department of Pediatrics and medical director of The Unterberg Children's Hospital; Kari Rallo, co-chair, SUP 4 Kids; Jane Orr.
From Left (back row): SUP 4 Kids Committee Members, Gregg Gilbert; Suzy Gilbert; Mike Criscola; Camilla Criscola; Bridget Bruno; Mike Bruno; Jennifer GaNun; Paul GaNun; Tim Orr.

GAME . SET . MATCH & GIVE



▲ Tournament players pose for a picture on the Spring Lake Bath and Tennis Club tennis courts.

The Women's Tennis Tournament was held in May at the Spring Lake Bath and Tennis Club. Proceeds from this event directly benefit the Jacqueline M. Wilentz Comprehensive Breast Center. The Ladies enjoyed a morning of tennis followed by lunch and fun chance auction. This event raised over \$18,000.



▲ From Left: Candi Gerard, co-chair; Debbie Ferraid, co-chair.

STAND UP PADDLE 4 kids

This August was the first ever **Stand Up Paddle 4 Kids** – a stand up paddle event chaired by local restaurateur and host of the television show 'Eat! Drink! Italy!', Victor Rallo, Jr. and his wife, Kari. The event, benefiting The Unterberg Children's Hospital at Monmouth Medical Center, kicked off with a 'BBQ and Brews' dinner at the Monmouth Boat Club in Red Bank, NJ followed the next morning by both a 5-mile and a 1-mile paddle ride on the beautiful Navesink River in Rumson, NJ. Monmouth Medical Center supporters took a stand, raising both an extraordinary amount of funds and awareness for the renovation and expansion of The Unterberg Children's Hospital.





Swing Pink

▲ Tennis Players enjoying the day at SWING PINK

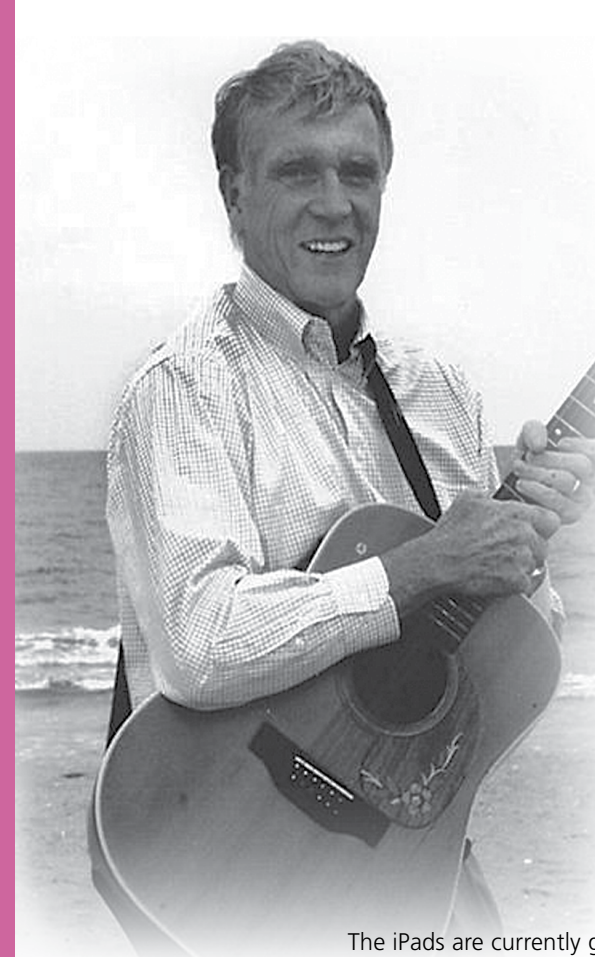
The Women of Wilentz celebrated their inaugural event, **SWING PINK**, on Monday, October 5th at the Navesink Country Club in Middletown. Women enjoyed a day of paddle ball, tennis and golf followed by a light lunch, raffle and guest speaker, Susan Dtejens, who created flower arrangements for their enjoyment. Swing Pink has been established as the new signature event and major fundraiser for the Jacqueline M. Wilentz Comprehensive Breast Center at Monmouth Medical Center.



▲ SWING PINK attendees enjoy lunch and a floral arrangement show by floral designer, Susan Dtejens.



▲ From Left: Terry Ingram, vice chair, MMCF Board; Bonnie Klein, trustee, MMCF Board; Manpreet Kohli, MD; Tracy Brown, secretary, MMCF Board; Karen Siciliano, trustee, MMCF Board; Carolyn DeSena, treasurer, MMCF Board.



Joe Finn, a local Irish folk singer, lived less than four months from the day he was diagnosed with a Glioblastoma brain tumor in the summer of 2008. It was a tragedy that rocked the worlds of not only his family and friends but also his fans. Although the time he spent at Monmouth Medical Center was brief, his family never forgot the respect, care and support he received at the Leon Hess Cancer Center. In an effort to show their appreciation, Joe's family set to raise \$100,000 for a music therapy program at the cancer center.

This money has been raised through an annual event called Finn Fest which is a casual afternoon filled with friends and song at the Norwood Inn in Avon, NJ and has played host to nearly 300 local residents over the past several years. Finn Fest began in 2011 with the hope that a music therapy program could be used to relieve the symptoms cancer patients endure, while encouraging emotional expression and promoting social interaction between them through the use of iPads. Since then, 20 iPads have been purchased and uploaded with various apps including a Joe Finn music library, Pandora, Spotify, Netflix, news outlets, games, social media and meditation programs.

The iPads are currently given to patients who are undergoing hours of chemotherapy and radiation treatments in an effort to allow them to relax and focus their energy elsewhere. There is hope that in the near future the iPads will be used to help staff with clinical flow, provide services such as nutritional classes and to gather research on how the iPads are positively affecting our patients.

The Finn Family celebrated the **5th Annual Finn Fest** this past May, and to date, they have raised over \$84,000 for the Joe Finn Music Therapy Program. They are so very close to hitting their goal of \$100,000 to support the 42,000 patients who visit the Leon Hess Cancer Center at Monmouth Medical Center each year.



Throughout his life, Joe was never shy to share his love and talent, and this annual event has helped to honor his memory and continue his commitment to help others.

FOR MORE INFORMATION ON THE JOE FINN MUSIC THERAPY PROGRAM OR FINN FEST PLEASE CALL 732.923.6886 OR VISIT US ON THE WEB: www.monmouthfoundation.org



Big Steps for Little Feet

A Walk to Benefit The Hirair and Anna Hovnanian Foundation Regional Newborn Center

The Unterberg Children's Hospital at Monmouth Medical Center



The \$80,000 that was raised at this year's walk will go towards helping families like the Russotto's during the hardest days of their lives!

◀ John and Christina Russotto posed for a picture with John, Jr. before beginning the walk.

honored the THE RUSSOTTO FAMILY

This past September, **Big Steps for Little Feet** honored the Russotto family at its annual walk to benefit The Hirair and Anna Hovnanian Foundation Regional Newborn Center at The Unterberg Children's Hospital at Monmouth Medical Center.

In 2013, after three challenging years trying to conceive, John and Christina Russotto were thrilled to find out they were pregnant with twin boys. When Christina went into labor at just 25 weeks, the team at MMC stepped in quickly to make sure her delivery went as smoothly as possible and that the boys were safe.

Sadly, one of the twins, Michael, underwent eye surgery at an out-of-state hospital and never woke up. After 107 days, John, Jr. was taken home. The Russotto's are so grateful for the care they received from physicians, nurses and staff at Monmouth Medical Center. Today they describe John, Jr. as a joyful, hilarious, intelligent, silly, strong, happy, charming and cuddly toddler. ■

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

Monmouth Medical Center is proud to announce our new pediatric hospice and palliative care program. This program, funded in part by The Valerie Fund, will be housed within The Valerie Fund Children's Center for Cancer and Blood Disorders at The Unterberg Children's Hospital.

Dr. Heather Grossman will serve as the medical director of this new program that blends palliative care with curative treatment, providing both the child and family with the most complete medical care possible. The program includes physical, psychological, spiritual and practical supports, all designed with the goals for each child and family at the forefront.

Palliative Care affirms life and helps families navigate their chronic illness. MMC's pediatric hospice and palliative care program includes not only medical management, but any type of support a child may need or want, including wish fulfillment. Palliative care for children is about finding solutions that work for each family. ■

The Valerie Fund Children's Center continues to expand with MMC's *NEW* pediatric hospice and palliative care program.

Marvelous MEDICINE! *Outstanding* OUTCOMES!

WEforum Health & Wellness Conference

LECTURE TOPICS INCLUDE:

- Meditation & The Power of Positive Thinking
- Best Non-Surgical Options for Looking Youthful
- How Toxic is your home?
- Food Politics, Big Business
- End of Life Management: Caring for our Parents
- And many more lectures!

VENDOR FAIR FEATURING:

- Local medical practices, businesses & healthcare facilities in fitness, food, cosmetics and wellness fields
- Products for mind, body and soul
- Free giveaways & raffles

ADMISSION:

- \$99 Early bird special (by March 15th)
- \$125 Regular Admission

PROCEEDS:

- Proceeds from the conference will support free educational health and wellness programs and services developed by Monmouth Medical Center to make vital health care information accessible to the entire community.

■ ■ Monmouth Medical Center
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presents



educate • empower • evolve

April 20, 2016

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For sponsorship & vendor opportunities, please contact Davina Feingold at 732.923.7521 or dafeingold@barnabashealth.org.

GRATEFUL PATIENT PROGRAM

If someone made a difference in the care that you or a loved one received at **Monmouth Medical Center**, pay it forward and consider a gift for any amount to our Grateful Patient Program... bring healing and hope to even more patients and their families. Your donation will also help us to implement new technologies and treatments to enhance our quality of care.

Over the last 130 years, **Monmouth Medical Center** has built a strong reputation as a national leader in academic medicine and one of the finest medical centers in our community. With your help, we can continue this tradition of leadership in quality health care and achieve even more for our patients, families and the community we serve.

*All gifts will be recognized
and are tax deductible.*

To make a gift to the
GRATEFUL PATIENT PROGRAM,
please visit our website at
[www.Barnabashealth.org/
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MILESTONES designed by Janice Hahn Studio

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