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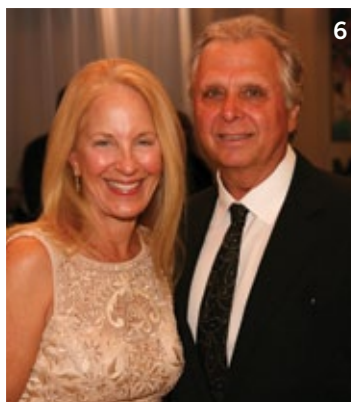


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MONMOUTH MEDICAL CENTER FOUNDATION HOSTS 42ND ANNUAL CRYSTAL BALL GALA

MONMOUTH MEDICAL CENTER Foundation hosted its 42nd Annual Crystal Ball Gala recently at The Robert J. Collins Arena at Brookdale Community College in Lincroft. The 2014 Physician Leadership Award was presented during the Crystal Ball to Michael A. Goldfarb M.D., FACS, immediate Past Chairman and Program Director of the Department of Surgery at Monmouth Medical Center for the last 14 years. The Community Leadership Award was presented to Judi Dawkins, a member of the Monmouth Medical Center Board of Trustees, and her husband, Brig. Gen.(Ret'd.), Pete Dawkins, Ph.D., of Rumson, for their continuing support of the hospital and other charitable activities in the Two Rivers area.



1. Bill Arnold, chief operating officer, Monmouth Medical Center, his wife, Nancy, and Frank J. Vozos, M.D., FACS, president and chief executive officer, Monmouth Medical Center, and his wife, Nancy.
2. Monmouth Medical Center's 42nd annual Crystal Ball Gala Community Leadership Award recipients Judi Dawkins, Monmouth Medical Center Board of Trustees, and her husband, Brig. Gen. (Ret'd.) Pete Dawkins, Ph.D., of Rumson with Ann Unterberg, Chair of the Monmouth Medical Center Foundation Board of Trustees and her husband, Tom Unterberg of Rumson.
3. From left, Michael and Nancy Del Priore, Megan and Mark Del Priore.
4. From left, John Floyd, Rosanna Fazio, Barbara Goldfarb and Physician Leadership Award recipient Michael A. Goldfarb, M.D., FACS.
5. From left, Glenn Miller, chief development officer for Barnabas Health, Lewis and Judith Eisenberg, Tara Kelly, vice president of development, Monmouth Medical Center Foundation, and the Dawkins.
6. Tom and Michele Karagianakis.
7. Crystal Ball Honorees Pete and Judy Dawkins and Michael A. Goldfarb, M.D., FACS, and his wife, Barbara, and Dr. Vozos.
8. From left, Woody and Claire Knopf, the Goldfarbs, Nancy and Michael Del Priore.
9. From left, Marshal and Janice Knopf and Claire and Woody Knopf.

TO LEARN MORE ABOUT FUND-RAISING EVENTS AND GIVING OPPORTUNITIES AT MONMOUTH MEDICAL CENTER, CALL THE FOUNDATION AT 732-923-6886.



◀ State Senator Robert Singer (R-30), center, presents, from right, Frank J. Vozos, M.D., FACS, President and CEO, Monmouth Medical Center, and Michael Mimoso, FACHE, President and CEO, Monmouth Medical Center, Southern Campus, with a New Jersey State Legislature proclamation recognizing the positive impact the merger will have on the region.

MONMOUTH MEDICAL CENTER, SOUTHERN CAMPUS HOSTS COMMUNITY CELEBRATION

MORE THAN 350 MEMBERS of the community joined local officials, leaders and executives from Barnabas Health on June 23 to celebrate Monmouth Medical Center, Southern Campus' regionalized, two-campus partnership with Monmouth Medical Center.

Lakewood Township Mayor Menashe Miller and state Senator Robert Singer (R-30) presented Monmouth Medical Center, Southern Campus with proclamations recognizing the positive impact the merger will have on the region—including expanded outpatient services, renovations and upgrades to the Lakewood hospital, and enhanced emergency medicine services.

"This merger is really a step to the future," Senator Singer said. "Monmouth Medical Center and Monmouth Medical Center, Southern Campus create a center of excellence right here in our community."

The celebration honored Dr. Paul Kimball's pioneering vision and leadership in building Ocean County's first hospital, recognizing that the merger is a continuation of the hospital's

effort to build upon Dr. Kimball's legacy of improving the health of the community. The plaque will be built into the building's Route 9 façade during an \$11 million construction project that will result in private patient rooms for all overnight stays.

"Barnabas Health is continually identifying ways to provide the highest level of quality care to the communities it serves," said Barry H. Ostrowsky, President and CEO, Barnabas Health. "By merging these two great hospitals, we are able to enhance access to Monmouth's specialty services in northern Ocean County and also make Monmouth Medical Center, Southern Campus part of a great teaching hospital."

The theme of the celebration was the hospitals' willingness to adapt to the seismic shifts occurring within the industry as demand for outpatient medicine grows and the demand for inpatient medicine shrinks.

"This merger represents our effort to adjust to the rapid changes occurring within our industry," said Michael Mimoso, FACHE, President and CEO,

Monmouth Medical Center, Southern Campus. "I believe one day we will look back at this partnership as a vital moment in the history of this hospital and this community."

"We believe Monmouth Medical Center, Southern Campus represents the future of health care," said Frank J. Vozos, M.D., FACS, President and CEO, Monmouth Medical Center. "We will bring many of the great services that currently exist at Monmouth Medical Center and join them with the great services that have always existed at the former Kimball Medical Center and create a new model of care."

Since the hospitals first announced their intention to merge in January, Monmouth Medical Center has added the following services to the community:

- Geriatric and Pediatric Emergency Medicine Units at Monmouth Medical Center, Southern Campus;
- Monmouth Hematology Oncology Associates;
- Adult Neurology and a High Risk Cancer Assessment Program and genetic counseling services at 51 Kent Road in Howell.

Hospital officials noted plans include the addition of:

- The New Jersey Bariatric and Metabolic Institute for comprehensive weight management services;
- Multispecialty surgical services;
- Outpatient cardiology;
- A pediatric subspecialist from The Unterberg Children's Hospital;
- A comprehensive sleep program; and
- A Transient Ischemic Attack Program for outpatient treatment of mini strokes.

A single Board of Trustees oversees both the Long Branch and Lakewood campuses. During the event, the outgoing Board of Trustees was joined by Board of Trustees' Chairman Ronald Riccio and Vice Chairman Raymond Shea, Jr., and was recognized for its service to Lakewood.

"Everybody associated with Monmouth Medical Center wants both institutions to flourish and be first rate in every respect," Riccio said.

► Frank J. Vozos, M.D., FACS, president and chief executive officer of Monmouth Medical Center, holds the Women's Choice Award Trophy. With Dr. Vozos are members of the multidisciplinary team for the hospital's Jacqueline M. Wilentz Comprehensive Breast Center, which has been honored with the Women's Choice Award as One of America's Best Breast Centers.

MONMOUTH MEDICAL CENTER'S WILENTZ CENTER RECEIVES WOMEN'S CHOICE AWARD AS ONE OF AMERICA'S BEST BREAST CENTERS

THE JACQUELINE M. WILENTZ

Comprehensive Breast Center at Monmouth Medical Center has been named a recipient of the Women's Choice Award as one of America's Best Breast Centers, acknowledging its dedication to providing exceptional patient care and treatment.

Breast cancer is the second most common form of cancer among American women according to the American Cancer Society, and one in eight women in the U.S. will develop invasive breast cancer during her lifetime.

By carrying the Women's Choice Award seal, The Jacqueline M. Wilentz Comprehensive Breast Center at Monmouth Medical Center has signified its commitment to a global mission to elevate the patient experience for women and all patients as one of America's Best Breast Centers.

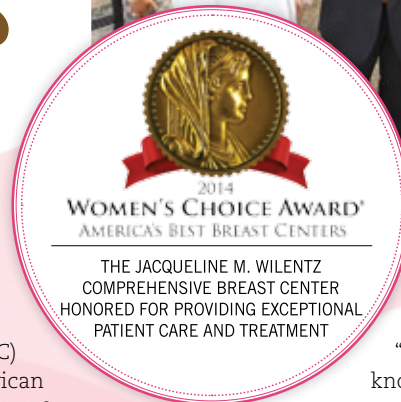
"Breast care is extremely vital to women's health and we want them to know that the Jacqueline M. Wilentz Comprehensive Breast Center at Monmouth Medical Center has met the highest standards in caring for the needs of their female patients," said Delia Passi, CEO & founder of WomenCertified, home of the Women's Choice Award. "The Women's Choice Award is the only program that identifies the nation's best in health care based on patient satisfaction, clinical excellence and what women really want when it comes to treatment and a quality medical experience."

The Jacqueline M. Wilentz Comprehensive Breast Center at Monmouth Medical Center earned the award by having met the National Accreditation Program for Breast Centers (NAPBC) standards from the American College of Surgeons. As one of America's Best Breast Centers, the Jacqueline M. Wilentz Comprehensive Breast Center at Monmouth Medical Center also carries the Seal of the American College of Radiologists as a Breast Imaging Center of Excellence, and scored above-average on the Centers for Medicare and Medicaid Services' patient satisfaction measures.

"We're extremely proud to be recognized with the Women's Choice Award as one of America's Best Breast Centers," said Monmouth Medical Center president and CEO Frank J. Vozos, M.D., FACS. "This award affirms the Jacqueline M. Wilentz Comprehensive Breast Center's commitment to offering its patients every significant advantage in their battle against breast disease."

The Women's Choice Award helps women and their families by providing recommendations they can trust and use when making health care choices.

"We have found that recommendations are the single most important consideration used by women in selecting a hospital or care



center," added Passi. "By letting women know which breast centers in their area are among America's best, we are able to reduce risk by helping them make better decisions and smarter health care choices."

The NAPBC, a program administered by the American College of Surgeons, granted a three-year full accreditation designation to the Wilentz Center for "providing the highest quality evaluation and management of patients with breast disease." To receive this designation, a first for Monmouth and Ocean counties, the Center demonstrated compliance with standards established by the NAPBC for treating women who are diagnosed with the full spectrum of breast disease.

The Jacqueline M. Wilentz Comprehensive Breast Center at Monmouth Medical Center was introduced in 1994 to provide patients with clinically excellent and compassionate care in a supportive and comfortable setting that provides the very best in breast cancer detection and treatment. In 2010, it became the state's first Certified Quality Comprehensive Breast Center of Excellence.





MONMOUTH MEDICAL CENTER LAUNCHES SECOND ANNUAL 'ROLL OUT THE RIBBONS' CAMPAIGN TO SUPPORT THE FIGHT AGAINST ALL CANCERS

IN AN EFFORT TO RAISE AWARENESS

of cancer in all its forms and educate the public about the importance of early detection and prevention, Monmouth Medical Center created a unique awareness campaign designed to strengthen the fight against cancer and honor courageous individuals who have and are fighting the battle.

Roll Out The Ribbons is Monmouth Medical Center's awareness campaign designed to bring together the surrounding communities in the fight against all types of cancer. The second annual Roll Out The Ribbons campaign—which kicked off at the Oceanfest 4th of July festival in Long Branch—also focuses on providing therapeutic avenues for those affected by cancer. (See details at right.)

"We all know that there is strength in numbers and one unified voice speaks louder and more clearly than many different ones," says Frank J. Vozos, M.D., FACS, president and CEO of Monmouth Medical Center. "The Roll Out The Ribbons campaign is designed to do

just that—bring together surrounding communities for a strong fight against a single enemy that takes on many forms—cancer."

A focal point of Roll Out The Ribbons is engaging the public in the creation of the Promenade of Hope—a half-mile stretch of railing along the boardwalk in Long Branch that begins near Rooney's Oceanfront Restaurant and ends just before the Ocean Place Resort and Spa—by tying multi-colored ribbons with messages along the rail. From Memorial Day through Labor Day 2013, Monmouth Medical Center proudly hung more than 7,000 ribbons along Long Branch's oceanfront Promenade.

Dr. Vozos notes that the Promenade of Hope delivers messages of hope and healing to the community. "As we once again fill the promenade with ribbons throughout the summer, we create a beautiful visual reminder of the fight against cancer and the need to support those facing a cancer diagnosis or grieving the loss of a loved one to the disease," said Dr. Vozos. "We

thank the individuals and businesses who supported this exciting campaign by helping us create an unforgettable and inspiring Promenade of Hope last summer, and look forward to joining with the community on another successful campaign."

Roll Out The Ribbons' "Ribbon of Honor" was designed to represent all types of cancer, as symbolized by its color: lavender, the official color of awareness of all cancers. The colored stripes represent the 12 most common

types of cancer: thyroid, prostate, pancreatic, bladder, breast, colorectal, endometrial, kidney, leukemia, lung, melanoma and lymphoma.

"Ribbons are the international symbol for support or awareness, and the cancer world is no exception," says David Sharon, M.D., a medical



oncologist and medical director of the Leon Hess Cancer Center at Monmouth. "Many different and effective cancer-related awareness campaigns occur throughout the year, but the Roll Out The Ribbons campaign is unique in that it pulls together all the cancer-specific ribbons to symbolize the fight against every cancer in every community.

"Through Roll Out The Ribbons, we are striving to educate the community about the risk factors associated with cancer and preventive approaches to the disease, and help those affected cope with the challenges ahead," he adds. "As the regional leader in Cancer Services, it's important for Monmouth Medical Center to lead the charge in raising awareness of cancer in our communities."

It's free to submit a Ribbon of Honor online at www.rollouttheribbons.com. Optional donations will benefit programs and services for patients and family members of both the Leon Hess Cancer Center and the Valerie Fund Children's Center for Cancer and Blood Disorders at Monmouth Medical Center.



◀ Leading the Expressions of Hope project at Monmouth Medical Center are, from left, social worker Joan Hogan and nurses Angela Brathovde and Peggy Laggner.

HOW RIBBONS OF HONOR LED TO EXPRESSIONS OF HOPE

MONMOUTH MEDICAL CENTER is committed to providing support to those affected by cancer.

Its Roll Out The Ribbons cancer awareness campaign is unique in that it pulls together the many cancer-specific ribbons to highlight the need to raise awareness to fight every cancer in every community.

Since the campaign launch in the summer of 2013, thousands of community members have shown support by dedicating Ribbons of Honor to those they love who have been affected by cancer.

In 2014, the campaign has created a natural extension of this message writing by encouraging people affected by cancer to experience the benefits of therapeutic journaling.

“As more and more people created Ribbons of Honor, the therapeutic effects of expressing challenging emotions through the written word became increasingly clear,” said mental health nurse Angela Brathovde, who serves as clinical director, Children’s Crisis Intervention Services for The Unterberg Children’s Hospital at Monmouth and is the facilitator of

Monmouth’s Holistic Council and chair of the systemwide Barnabas Health Holistic Council. “With such overwhelming evidence of the beneficial effects of writing, Roll Out The Ribbons has introduced Expressions of Hope, a project encouraging people affected by cancer to experience the therapeutic effects of creating written expressions.”

As clinical evidence mounts in support of expressive writing and its overall health benefits for people affected by cancer, scientists reveal specific advantages. Expressive writing helps people cope with stress and relieve anxiety, which can mean everything from improved mood to better quality and increased duration of sleep.

“Expressive writing has been shown to boost mental and physical health in people battling cancer; writing helps them express what is on their mind to relieve tension and improve quality of life,” said oncology nurse Peggy Laggner, the clinical director of Outpatient Infusion Services for Monmouth’s Leon Hess Cancer Center and an ad hoc member of the hospital’s Holistic council and a member of the Barnabas

Health Holistic Council. “There are no major guidelines for participating in the Expressions of Hope project—it’s just about grabbing something to write with and something to write on and expressing the way you feel about cancer. Participants shouldn’t feel bound strictly to words and sentences when creating their Expression of Hope—illustrations and graphics are welcome too.”

Key to the Expressions of Hope project will be the creation of a book that compiles the many letters and postcards received.

“It is our hope that the Expressions of Hope, which are being created solely for the therapeutic benefits to the writers, will prove therapeutic for readers too,” said Leon Hess Cancer Center social worker Joan Hogan. “Through the book, people will have the opportunity to identify with the truly honest sentiments—frustration, anger, grief and, most importantly, hope—expressed within the pages.”

Proceeds from the sale of the book will benefit the detection and treatment of cancer at the Leon Hess Cancer Center and The Valerie Fund Children’s Center for Cancer and Blood Disorders at Monmouth Medical Center.

The 2014 Roll Out The Ribbons campaign also will feature a therapeutic journaling/wellness event for oncology patients and their caregivers, as well as anyone in the community affected by cancer. To learn more, visit www.rollouttheribbons.com.



TO SUBMIT AN EXPRESSION OF HOPE, UPLOAD IT AT ROLLOUTTHERIBBONS.COM OR MAIL IT TO ROLL OUT THE RIBBONS, ATTN: EXPRESSIONS OF HOPE, 804 BROADWAY, SUITE 4, WEST LONG BRANCH, NJ, 07764.

