

MILESTONES



A CENTURY OF SERVICE
The Fromkin Family
FEATURE ARTICLE ON PAGE 8

CAR RAFFLE

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WEDNESDAY DEC. 13

2023 
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**Monmouth
Medical Center**
Foundation

Let's be healthy together.

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MISSION

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 LEADERSHIP

“We are humbled by the trust and confidence placed in us to transform healthcare in the region.”

One of the highlights of the summer was breaking ground on the Vogel Medical Campus in Tinton Falls with Sheldon Vogel and so many of you, our dedicated board members and donors, by our side. It was exciting to talk about our partnership with Rutgers Cancer Institute of New Jersey and the outstanding care and healing environment that we will offer there.

The groundbreaking was followed by a very special Power of Pink event, where our own Karen Siciliano, past board member, supporter and champion of the Jaqueline M. Wilentz Breast Center, shared the powerful story of her mother’s and her own breast cancer journeys. Karen praised the dedicated MMC surgeons, breast imagers, oncologists, nurses and other clinicians who comprise our outstanding breast cancer care team. We are so grateful to Karen for sharing her story.

In approximately three years’ time, we will be caring for patients like Karen at the Vogel Medical Campus, providing them with the compassionate care they have come to expect from Monmouth Medical Center. And this care will be provided in a state-of-the-art facility that will be unparalleled in our region, bringing world-class care to a beautiful, parklike setting. This expansion of the Monmouth Medical Center campuses in Long Branch and Lakewood will ensure easily accessible, high-quality care now and for generations to come.

Our evolution is only made possible thanks to the community leaders and philanthropic supporters who work alongside us to bring Monmouth County’s residents what they need. For the last few years, we have been quietly building on Sheldon and Anne’s investment with a campaign to support the development of this campus. Our strides in this direction have only strengthened, with more and more opportunities to celebrate our community’s support of this campus and the provision of the very best of care close to home.

We are so proud and grateful to share in this issue news of two significant gifts from Sam and Ivey Fromkin, and Greg and Suzette Fromkin, extraordinary philanthropists and multi-generational supporters of MMC oncology services. In recognition of these gifts, the Infusion Floor and the Infusion Floor Lobby in the outpatient center at the Vogel Medical Campus will be named in their honor.

We are humbled by the trust and confidence placed in us to transform healthcare in the region, and we can’t wait to provide the next update on this exciting project. Together, we will continue to work with our patients, families, clinicians and partners to advance healthcare in our communities.



“Together, we are doing incredible things for our community, fueled by our shared belief that our families deserve to be able to access world-class healthcare, and that together we can make that happen.”

— CLAIRE KNOPF

What an incredible year to be involved with the Monmouth Medical Center Foundation. It was such a pleasure to have so many opportunities to celebrate with you. As I look back at the excitement of the Groundbreaking of the Vogel Medical Campus and the incredible Power of Pink and Swing Pink events, and all the moments of connection in between, I am struck by a feeling of immense gratitude. Together, we are doing incredible things for our community, fueled by our shared belief that our families deserve to be able to access world-class healthcare, and that together we can make that happen. As Chair of the Foundation Board, and Co-Chair of the Leon Hess Cancer Council, thank you to everyone who played a part – and especially to our remarkable donors. Our community’s generous philanthropic culture is only getting stronger. I am humbled by this community’s dedication to meeting every challenge and surpassing even our most ambitious goals, and I am excited to see what the future will bring.

Claire Knopf
CLAIRE KNOPF
 Chair, Monmouth Medical Center Foundation
 Board of Trustees

MESSAGE FROM THE FOUNDATION

“The strength of this community has never been more evident than when I looked around at everyone who gave so generously to help their loved ones and neighbors live longer, healthier lives.”

— CAITLIN OLSON

We began the year looking forward to the start of construction at the Vogel Medical Campus, new milestones and setting bold goals for an exciting year. In spring of 2023, construction equipment rolled onto the site of the future Vogel Medical Campus in Tinton Falls, NJ, and our leaders, Trustees and top donors came together on June 20th at our Groundbreaking Celebration. As summer peaked, the powerhouse community leaders behind our 28th Annual Power of Pink luncheon broke all previous records and raised nearly \$600,000 to support Monmouth Medical Center’s oncology programs. The strength of this community has never been more evident than when I looked around that tent filled to the brim with more than 400 people (dressed to the nines as always!) who gave so generously to help their loved ones and neighbors live longer, healthier lives. You can read more about both of these incredible events in this issue of Milestones. As you hear about the exciting opportunities to get involved, please do not hesitate to reach out.

Caitlin Olson
CAITLIN OLSON
 Regional Vice President of Development
 for Monmouth Medical Center and
 Monmouth Medical Center Southern Campus



WELCOME NEW TRUSTEES



CHRISTINA ALFONSO-ERCAN

CHRISTINA ALFONSO-ERCAN is a post-exit ESG/fintech entrepreneur, senior advisor and academic lecturer with 20+ years of international experience launching and scaling PE-backed businesses. Her leadership competencies include introducing key product innovations during major market shifts, leading institutional fundraising, developing and diversifying talent, and overseeing financial, accounting, and internal audit functions. For over a decade she has advised globally on ESG integration, including the establishment of operational policies, practices, growth strategies, investments and reporting frameworks.



DAYNA GOLD

DAYNA GOLD is a Managing Director at Gold Group Realty in Ocean, managing a real estate portfolio of residential, commercial and industrial rental properties. She graduated from University of Miami with a dual major in Communication Studies and Psychology. Previously Dayna was an Account Manager at Tribeca Enterprises where she was responsible for the development, execution and management of revenue-generating sponsorship contracts and programs.



WAHEED ERAKY, MD

WAHEED ERAKY, MD is the Chairman of the Department of Anesthesia at Monmouth Medical Center (MMC). He is responsible for the preparation and execution of all department plans and administrative tasks as well as improving and measuring the patient treatment quality. Dr. Eraky has been with Monmouth Medical Center since 1993 and has held various roles, including his current position as the Clinical Director of MMC Operating Room and Staff Attending Anesthesiologist.



BARRIE KNEE

BARRIE KNEE began her career working in advertising sales, which led to her becoming Director and VP of Sales and ultimately COO for the Media Division of DoubleClick. While raising her twin daughters, she patented and manufactured decorative covers for children's bed rails called Kover-Ups. This product earned several awards including Best Product from iParenting Media. Most recently, she wrote a book titled Plain Jane, which was adapted into a screenplay currently in pre-production, titled RUN.

A Century of Service The Fromkin Family

OUR IMPACT



FROM LEFT: Greg, Suzzette, Ivey and Sam Fromkin at the Groundbreaking Ceremony

Building on their nearly 100 years of cumulative commitment to Monmouth Medical Center (MMC), the Fromkin family will continue their legacy of strategic leadership and generosity at the Vogel Medical Campus. The Foundation has received two significant gifts from Sam and Ivey Fromkin, and Greg and Suzzette Fromkin, extraordinary philanthropists and multi-generational supporters of oncology services at MMC. In recognition of these gifts, the Infusion Floor and the Infusion Floor Lobby in the outpatient center at the Vogel Medical Campus will be named in their honor.

The Fromkin family joined us to see their investment begin to take shape as we celebrated the groundbreaking of the first building on the campus on June 20th, 2023. The Fromkin Infusion Floor will be the entire fifth floor of the 150,000 square-foot building, occupying approximately 24,000 square feet. As patient volume grows over several years after opening, MMC expects to provide about 22,000 treatments per year on the infusion floor and care for the nearly 900 patients who are diagnosed with cancer each year at MMC.

“The Fromkin family has a long standing legacy of exceptional philanthropy and steadfast support for oncology services that spans multiple generations.

— CATILIN OLSON
Regional Vice President of Development
MMC and MMCSC

The Fromkin family, who own Fromkin Brothers, an architectural finishing company founded in 1912, has an inspiring legacy of generosity at MMC. Their incredible philanthropic support for our oncology patients includes the creation of the Fromkin Family Oncology Fund, which established the Bernard Fromkin Oncology and Special Care Unit and the Pauline Fromkin Family Lounge. These beautiful spaces located in MMC's Betty Block Roberts Pavilion (BBR2) provide an inviting, comfortable space for cancer patients family and friends. Also in BBR2 is Suzzette's Haven, designed by Suzzette Fromkin, the first meditation and relaxation room designed for nursing staff at MMC. When the Vogel Medical Campus opens, these spaces supported by the Fromkin family will provide connection and continuity as BBR2 continues to provide the community in Long Branch with the compassionate oncology care local families need.

In addition to decades of philanthropic support that has included major gifts to past capital campaigns, the Fromkins have been active in fundraising on behalf of the MMC Foundation. For many years, they hosted a highly successful golf outing and have been steadfast supporters of our special events, including our signature Power of Pink luncheon. The Fromkin family has been exceedingly generous with their time in support of the hospital, patients, and staff. In addition to serving seven years on the MMC Operating Board, Sam Fromkin was appointed to the MMC Foundation Board in 1997 and is currently a Foundation Advisory Board member. Greg was first on the Foundation Board where he was co-chair for a few years before joining the MMC Operating Board in May 2009 and being appointed Emeritus in May 2019. Their extended family has also personally invested in the well-being of our team members, donating and delivering holiday meals for staff and providing thoughtful gifts that support self-care for our heroes, including massage chairs and relaxation spaces.

“It is through the philanthropic support of a caring community that we have been able to continually advance the care we deliver to our patients. We are so very grateful to the Fromkin family for their remarkable investment in MMC that has now expanded to our Vogel Medical Campus. Because of the Fromkin family's extraordinary support of the Leon Hess Cancer Center, the community will continue to receive outstanding and compassionate oncology care close to home,” said Caitlin Olson, Regional Vice President of Development, MMC and MMCSC.



SCAN QR CODE FOR A 360 DEGREE TOUR
OF A COMMUNITY INFUSION BAY AT THE
NEW VOGEL MEDICAL CAMPUS.



FROM LEFT: Eric Carney, *President and CEO, MMC and MMCSC*; Mark E. Manigan, *CEO RWJBarnabas Health*; Sheldon Vogel; Bill Arnold, *Executive Vice President RWJBH, President RWJBH Southern Region, CEO RWJ University Hospital*

The Countdown Begins! Groundbreaking Event

On June 20th Monmouth Medical Center (MMC) celebrated the groundbreaking of the Vogel Medical Campus. Gathered at the site of the future campus located at the historic Fort Monmouth Myer Center property in Tinton Falls, the Groundbreaking Celebration brought together leaders from across our community to envision the future we are building together.

In approximately three years, the first building to rise on the Vogel Medical Campus will be completed thanks to the generosity of so many leaders who continue to step up and support our community. The campus will offer seamless access to surgical and imaging services and comprehensive cancer care together with Rutgers Cancer Institute of New Jersey, the state's only National Cancer Institute-designated Comprehensive Cancer Center.

The groundbreaking was an opportunity to bring together and celebrate our Campaign Cabinet, volunteer leaders whose generosity is bringing MMC's vision for the future into focus. The crowd stood to applaud Sheldon Vogel who, alongside his late wife Anne Vogel, named the campus with a landmark \$50 million gift in 2020. Among the guests were many local public officials, who are excited for their constituents to realize the benefits from Monmouth Medical Center's expansion to the Vogel Medical Campus.

"We are proud of the trust and confidence placed in us to transform healthcare in the region through the development of the Vogel Medical Campus," said, Eric Carney, President and CEO, MMC and MMCSC. "Together, we will continue to work with our patients, families, clinicians and partners to

advance healthcare in our communities." MMC has engaged in years of planning to reach this important milestone, working with local community members and partners to develop a new campus that will provide exceptional, patient-centered care close to home for more Monmouth County residents.

"Our collective investment in Monmouth Medical Center, through the Vogel Medical Campus, allows us to expand access to high-quality, equitable care to the residents of Monmouth County and beyond," said Mark E. Manigan, President and CEO, RWJBarnabas Health. "It is our privilege to have the opportunity to care for the community, and we thank them for trusting us to be their partner in health and wellness."

The five-story, 150,000-square-foot outpatient center will honor Fort Monmouth's legacy of innovation. The campus will leverage the very latest advancements in medical space planning and technology to provide easy access for patients and their loved ones and an ideal space for physicians to deliver the highest caliber of care.

The new medical campus is designed to enhance the patient experience by providing same-day surgery, on-site specialty physician offices and advanced diagnostic imaging. Multiple floors will be dedicated exclusively to state-of-the-art cancer services, offering a comprehensive oncology clinic and centers for state-of-the-art infusion and radiation therapy treatment.

"We know that cancer doesn't travel well, and patients shouldn't have to leave the state or go far from home to receive the best care possible," said Steven Libutti, MD, FACS, Director of Rutgers Cancer Institute of New Jersey and Senior Vice President of Oncology Services for RWJBarnabas Health. "As New Jersey's only NCI-designated Comprehensive Cancer Center, we are at the forefront of cancer research and care – transforming discoveries into clinical practice, advancing our understanding of a disease that impacts so many, and supporting our patients from prevention to treatment and survivorship."



We are excited to provide updates to our community throughout the building process. For the latest information, please visit: www.rwjbh.org/vmc



FROM LEFT: Sheldon Vogel; Mark E. Manigan, *President and CEO RWJBarnabas Health*



“Our evolution is only made possible thanks to the community leaders and philanthropic supporters who work alongside us to bring Monmouth County's residents what they need.”

— ERIC CARNEY
President and CEO,
MMC and MMCSC



TO SEE HIGHLIGHTS OF THE
GROUNDBREAKING CEREMONY,
PLEASE SCAN HERE

PODIUM: Eric Carney, *President and CEO, MMC and MMCSC*



IAATO Supports Pediatric Food Insecurity Program

The Italian American Association of the Township of Ocean (IAATO) has generously supported the Unterberg Children's Hospital at Monmouth Medical Center (MMC) by raising funds through their annual Auto Show Charity Event.

When Joe Boscia Jr. moved to the area a few years ago, he joined the IAATO club. Joe said since he always loved cars, he thought hosting a car show would be a great way to meet new people, showcase some beautiful cars and raise money for a good cause. Joe, a Partner at Boscia & Boscia, along with his mentor, Greg Frasca, and the other club members, put a lot of time and energy into making this event a success.

In two years, the Auto Show has raised \$18,000 for the Unterberg Children's Hospital and is funding a program to help local families facing food insecurity. According to Lou Albruzzese, the club's President, "This donation exemplifies IAATO's dedication to children, families and service to the community. We really enjoy feeding the community, so this seemed like the perfect fit for us."

According to Jonathan Teitelbaum, MD, Chair, Department of Pediatrics and Chief of Pediatric Gastroenterology and Nutrition, "Food insecurity is sadly a common problem in the United States, and unfortunately the families of Monmouth and Ocean counties are similarly affected. Studies suggest that 8-10% of families, and 10-20% of the children in these counties do not regularly have food to eat. We strive to identify those families within our community who are struggling to put food on the table, and this generous donation from IAATO enables us to supply nutritious meals to them while connecting them with additional local resources."

At MMC, the pediatric clinical team works hard to identify children with food insecurity. Through the program, families identified by their medical provider as food insecure receive a bag of food providing a full week of meals for a family of four. Pediatric Resident Mariz Ebu, MD, said, "We consistently screen for food insecurity among our patient population and help augment the food supply of families in times of need. This is determined with the use of a screening tool targeting problems that impact the health and development of a vulnerable pediatric population. Thanks to the help of generous donors, we have been able to increase food bag distribution from 12 to 20 families each month. With support of the community we're able to continue the project and better the health of the kids in our county."

“We strive to identify those families within our community who are struggling to put food on the table, and this generous donation from IAATO enables us to supply nutritious meals to these families while connecting them with additional local resources.”

— JONATHAN TEITELBAUM, MD,
Chair, Department of Pediatrics
and Chief of Pediatric
Gastroenterology and Nutrition



Pediatric Residents Mariz Ebu, MD and Renu Bhuj, MD



ABOVE: Joe Boscia Jr (center with check) and members of IAATO presenting check to Jonathan Teitelbaum, MD, Chair, Department of Pediatrics and Jacqueline Brunetto, MD, Director of Pediatric Inpatient Services

BELOW: Eileen Dupey, Development Manager, MMC Foundation; Joe Boscia Jr; and Jonathan Teitelbaum, MD



To make a donation or to learn more about the ways you can be involved, please contact us at 732.923.6886 or go to monmouthgiving.org

Create a healthy tomorrow by leaving a lasting legacy today.

Help ensure that the next generation has easy access to extraordinary health care by including Monmouth Medical Center in your estate plans. You can create your legacy today by including the medical center as a partial beneficiary of your will or retirement account. It's simple. It's impactful. It's lasting.

For more information, please contact Greg Ellmer at **973-322-4302** or Gregory.Ellmer@rwjbh.org. Information is also available online by visiting monmouthgiving.org.

RWJBarnabas
HEALTH

Monmouth
Medical Center

Let's be healthy together.



The LiveWell Center Celebrates a Successful First Year

Anne Vogel Family Care and Wellness

In May, Monmouth Medical Center (MMC) celebrated the first anniversary of the LiveWell Center, which opened its doors last year at the Anne Vogel Family Care & Wellness Center in Eatontown. This facility offers a variety of free community health education and nutrition programs, events, and screenings that help community members prevent disease and improve their overall health. "The LiveWell Center is a hub embedded within our community, where individuals can focus on their wellness, learn skills that lead to healthy behavior changes, and gain health knowledge, all while having fun!" says Abigail Thompson, MPH, Regional Program Director, LiveWell Center, Community Health and Social Impact & Community Investment, MMC and MMCSC.

This investment in the health of our community is exceeding all expectations. The LiveWell Center's programs are free of charge, supplementing and reinforcing a wide range of services available for adults, families and children at the Anne Vogel Family Care & Wellness Center. In the LiveWell Center's first year, more than 5,000 individuals from nearly 60 communities in Monmouth and Ocean counties and beyond have attended more than 475 programs. Offerings ranged from youth programming on nutrition, childhood injury prevention, and mental health to healthy eating on a budget, movement classes, and support for growing families and adults. Additionally, the LiveWell Center's successful Green Market served 213 customers and donated \$750 worth of produce to the community in 2022.

FROM LEFT: Gina Zagami, Administrative Coordinator for Community Health; Abigail Thompson, MPH, Regional Program Director, LiveWell Center, Community Health and Social Impact & Community Investment, MMC and MMCSC; Kenneth Granet, MD, Chief Medical Officer for MMC and LiveWell Center Medical Director; Jennifer Klein, Registered Dietitian; and Eric Carney, President and CEO of MMC and MMCSC



“The LiveWell Center is a hub embedded within our community, where individuals can focus on their wellness, learn skills that lead to healthy behavior changes, and gain health knowledge, all while having fun!”

— ABIGAIL THOMPSON
MPH, Regional Program Director, LiveWell Center, Community Health and Social Impact & Community Investment, MMC and MMCSC

In celebration of the first anniversary of the LiveWell Center, registered dietitian Jennifer Klein, prepared a healthy watermelon "cake" to mark the occasion in the center's state-of-the-art WEforum Demonstration Kitchen.



SCAN HERE TO FIND OUR
COMMUNITY EDUCATION
EVENTS CALENDARS

To make a donation or to learn more about the ways you can be involved, please contact us at 732.923.6886 or go to monmouthgiving.org

Fireflies Council For Behavioral Health Cultivation Event



FROM LEFT: Eric Carney, President and CEO of MMC and MMCSC; Anne Evans Estabrook, Trustee of MMC and RWJBarnabas Health; Frank Ghinassi, PhD, ABPP, SVP, Behavioral Health and Addictions Service Line, RWJBH, and President and CEO of Rutgers University Behavioral Health Care; Caitlin Olson, Regional Vice President of Development, MMC and MMCSC



FROM LEFT: Eric Wasserfall, Esq; Carolyn DeForte Wasserfall, DMD, Chair of Fireflies Council, and MMCF Trustee; and Marli Gelfand, AVP, Behavioral Health



FROM LEFT: Tia Frazier, RN; Laura Burque, RN; Anthony Manduca, Recreational Therapist; Rebecca Dominguez, BSN, RN, Clinical Director, Children's Crisis Intervention Services; Rebecca Colson, MA, NCC, LPAT, ATR-BC, LAC, Adjunct Therapy Supervisor; and Nahomie Marcenat, RN, with a mural painted by a former patient

The Fireflies Council for Behavioral Health is a group of dedicated individuals who are proud to support the largest and most comprehensive behavioral health program in Monmouth County serving children, adolescents, adults, and seniors. They come together to raise funds and spread awareness for mental health services at Monmouth Medical Center (MMC).

In May, the Fireflies Council invited a group to gather at the home of Anne Evan Estabrook, Trustee of MMC and RWJBarnabas Health (RWJBH) and longtime supporter of MMC. During this intimate evening of conversation, guests heard from Eric Carney, President and CEO, MMC and MMCSC, Marli Gelfand, AVP, Behavioral Health services at MMC; and Frank Ghinassi, PhD, ABPP, SVP, Behavioral Health and Addictions Service Line, RWJBH, and President and CEO, Rutgers University Behavioral Health Care.

The guests learned about how Dr. Ghinassi's extensive experience in evidence-based treatments for behavioral health and addiction services will help to create synergies throughout our healthcare system, strengthening our services and care pathways to the communities we serve.

Marli Gelfand spoke about how proud she is to be part of the incredible team at MMC. She shared a moving experience about how Rebecca Dominguez, BSN, RN, Clinical Director, Children's Crisis Intervention Services, and Rebecca Colson, MA, NCC, LPAT, ATR-BC, LAC, Adjunct Therapy Supervisor, worked together to help a teenager in their care. Initially the teen was resistant to participate in group sessions and was struggling with identifying and verbalizing triggers for emotional pain to the treatment team. An observant clinical member recognized that the teen only appeared relaxed and happy when painting and drawing, and thought that maybe through art the teen would be able to communicate in a way that felt more comfortable. Eventually, the clinical team allowed the teen to paint beautiful murals on the walls within the department. During this process the clinicians noticed a remarkable shift in the teen's communication with staff and ability to voice feelings, concerns and progress. The teen's parent was overjoyed to see that their child felt seen and appreciated for the first time in years. "This is the first hospitalization where my child actually made progress and felt comfortable sharing their challenges and building trust with the staff," the teen's mom said about the experience at MMC. This is just one example of many daily occurrences showing how dedicated the behavioral health professionals are to individualizing treatment plans for the benefit of their patients.

The Behavioral Health team at MMC offers a wide variety of services to the community. These evidence-based programs provide services that not only help patients address the challenges they currently face, but also help them thrive and maintain good health. Whether through acute care inpatient programs or individually structured outpatient services, patients' needs are evaluated and addressed for progress and recovery.

To make a donation or to learn more about the ways you can be involved, please contact us at 732.923.6886 or go to monmouthgiving.org

I am grateful to have the opportunity to work with this creative team of professionals whose purpose is to serve the most vulnerable individuals in our communities with compassion every day

— MARLI GELFAND
AVP, Behavioral Health, MMC



Torcon, Inc. foursome



Ben Harvey Construction foursome



Michael Del Priore foursome



Fromkin Brother's foursome



William E. Thygeson, Golf Committee Chair

2023 Invitational Golf Classic

The annual Monmouth Medical Center (MMC) Invitational Golf Classic was held on Thursday, June 15th at Hollywood Golf Course in Deal. This year's sold out event was supported by generous donors and high-level sponsors, which helped us to exceed our goal. Over \$250,000 was raised to support the initiatives that strengthen and sustain MMC's industry-leading advances in facility innovations, medical services and patient care.

Thank you to all of our Sponsors

**SAVE THE DATE
for 2024**
Thursday, June 20th
Hollywood Golf Course

For more information on how to get involved,
visit www.mmcevents.org



Bill Arnold, Executive Vice President, RWJBarnabas Health, President RWJBH Southern Region, CEO RWJ University Hospital; and Eric Carney, President and CEO, MMC and MMCSC

SPECIAL EVENTS

INVITATIONAL

GOLF
Classic

GOLF CHAIR

William E. Thygeson, Jr.

COMMITTEE

Bill Boglioli
Eric Carney
Scott Coleman
William Cook
Chris Dieterich
William Downs, MD
Doug Forsyth
Benjamin R. Harvey, IV
Joe Hill
Todd Katz
Barbara Mihelic
Michael O'Neill
Rob Patton
Michael Perdoni
Judy Polgardy
Douglas Powell
Alyssa Ruby-Mako
Andrew Sun, MD
Doug Wells

“Your support is a tangible demonstration of the value you see in our mission, and helps fortify a culture of giving within the community.”

— MARK MANIGAN
President and CEO,
RWJBarnabas Health



Hosts Eddie and Lydia Haddad with community leaders making a difference

Deal Community Tree of Life Event

In a heartwarming display of community support, the annual Deal fundraising event at the home of Eddie and Lydia Haddad was held on June 23rd. The event, which brought together individuals and businesses, showcased the unwavering dedication and generosity of the community for ensuring the best medical care close to home.

Hosted by Eddie and Lydia Haddad, Sam and Milo Haddad, and Norma and Michael Cohen, this year's attendees pledged over \$600,000 in just under two hours! The funds raised for Monmouth Medical Center (MMC) were due to the commitment of community leaders Sam Haddad and Maurice Zekaria.

Mark Manigan, President and CEO, RWJBarnabas Health, Eric Carney, President and CEO, MMC and MMCSC, expressed their gratitude to the community for their continued support. Mark Manigan said, “Your support is a tangible demonstration of the value you see in our mission, and helps fortify a culture of giving within the community. The community's commitment has not only made a significant difference in the lives of patients we serve but also serves as a shining example for other communities to follow.”

Before the event concluded, Norma Cohen presented a special community leadership award to Dr. Victor Fariwa for his tireless efforts and selflessness in caring for the community. It was an incredible day to honor and celebrate the local healthcare heroes.

We hope that you will join those who support MMC by considering adding your name to the Tree of Life in the lobby at MMC.

You may donate online at www.rwjbh.org/MMCTreeofLife

The Leon Hess Cancer Center Council Power of Pink

On July 20th, The Leon Hess Cancer Center Council (LHCCC) celebrated the 28th annual Power of Pink luncheon in Rumson at the home of Daniel and Amy Reich. The hosts graciously opened their home to over 430 attendees on a picture-perfect, summer day.

At this record-breaking event, nearly \$600,000 was raised to enhance the care delivered to oncology patients. This brings the total raised by the LHCCC to almost \$8 million. The proceeds from this year's event will benefit the development of innovative cancer care at the new Vogel Medical Campus in Tinton Falls. Through our partnership with the Rutgers Cancer Institute of New Jersey, we will provide access to unparalleled oncology treatment through the state's only National Cancer Institute-designated Comprehensive Care Center.

The event was co-chaired by Sima Yakoby Epstein, DMD, and Debbie Menkowitz, along with boutique co-chairs Jessica Buchner and Michelle Kutsak. Attendees shopped at over 20 boutiques from the tri-state area for items such as jewelry, clothing and artisanal foods and beverages.

During the lunch program, guests heard from Eric Carney, President and CEO, MMC and MMCSC, as well as Steven Libutti, MD, FACS, Senior Vice President of Oncology Services for RWJBarnabas Health (RWJBH), Director of Rutgers Cancer Institute of New Jersey (RCINJ) and Vice Chancellor for Cancer Programs for Rutgers Biomedical and Health Sciences, and grateful patient Karen Siciliano. This year's keynote speaker was Stephanie March, an actor, producer, activist and entrepreneur.

CONTINUED ON PAGE 25

For more information on
how to get involved, visit
www.mmcevents.org



Hosts Daniel and Amy Reich

THE 28th ANNUAL POWER of pink COMMITTEE

COUNCIL CO-CHAIRS

Terry Ingram
Claire Knopf

CO-CHAIRS

Sima Yakoby Epstein, DMD
Debbie Menkowitz

BOUTIQUE CO-CHAIRS

Jessica Buchner
Michelle Kutsak

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Jacklyn Esposito
Stephanie Flynn
Pari Harrison
Kristen Hoey
Anna Grace Howie
Chris Katz
Casey Kegelman
Debbie Memmot
Sonya Moroney
Debbie O'Donoghue
Susan Olson
Amy Reich
Linda James Smith
Victoria Tizzio
Suzanne Veninata
Lauren Vernon
Maggie Weikel

ADVISORY MEMBERS

Donna Crosson
Judy Eisenberg
Beliza Ann Furman
Susan Doctorian Kyrillos
Bonnie Levin*
Mary Ann Martin
Gloria Nilson
Leah Soltas
Ann Unterberg

*Founder



OPPOSITE PAGE: PAGE 24:

- 1_ MMC Nurses
- 2_ Suzzette Fromkin (center) and guests
- 3_ June and Joy Fashion Accessories
- 4_ Boutique shopping around the pool

POWER of pink



THE LEON HESS CANCER CENTER COUNCIL POWER OF PINK

CONTINUED FROM PAGE 23

The program at this year's Power of Pink Luncheon was informative, moving and motivational.

Steven K. Libutti, MD, FACS, Senior Vice President of Oncology Services for RWJBarnabas Health (RWJBH), Director of Rutgers Cancer Institute of New Jersey (RCINJ) and Vice Chancellor for Cancer Programs for Rutgers Biomedical and Health Sciences, spoke about the impressive work that RCINJ and RWJBH are making together as the leading cancer program in New Jersey. "It is a transformational time in cancer research and treatment. One where collaboration among scientists is at the crux of our progress in cancer care and helping us to achieve greater impact that leads to improvement," states Dr. Libutti. He made it clear that "bringing the latest discoveries, the most advanced treatment options, and exceptional care close to home for patients is our top priority."

Grateful patient, MMC Foundation Advisory Board of Trustee member, and Cranmer Legacy Society Chair, Karen Siciliano, took to the stage to share her personal journey. Karen has been a longtime supporter and advocate of the Jacqueline Wilentz Breast Center, which she credits with screening her regularly, diagnosing her early and treating her locally. Karen was diagnosed with breast cancer at age 60, the same age her mother was when she died of the disease. Karen expressed her gratitude for her "dream team" of doctors and the support staff at MMC. "No one gets to the other side of a cancer diagnosis alone. I decided to tell my story today and on video forever in an effort to change outcomes and to support a facility that has supported me."

Lastly, keynote speaker Stephanie March delivered an inspiring and heartfelt address about her experience with her mother's difficult battle with cancer. March described the emotional journey and her gradual comprehension of what real care is. This was the first time Stephanie publicly spoke of this deeply personal experience and she was "so honored and so moved to have the opportunity to speak to (the guests in attendance) today."

In her closing remarks, March told the audience how her mother would have absolutely loved the Power of Pink luncheon noting, "She would have delighted in the blended company of scientists and citizens; humanitarians and philanthropists," she said. "Your efforts on behalf of people suffering through this monstrous disease will save lives. Your CARE will save lives and for that, I say thank you."

“One of the most exciting days at Monmouth Medical Center Foundation is when we gather for the Power Of Pink. I am so grateful for every person who helped us break all records this year!

— CAITLIN OLSON,
Regional Vice President of Development, MMC and MMCSC

OPPOSITE PAGE: PAGE 24:

1_ FROM LEFT: Michelle Kutsak, Debbie Menkowitz, Stephanie March, Jessica Buchner and Sima Yakoby Epstein, DMD

2_ FROM LEFT: Grateful patient Karen Siciliano and Katie Halo

3_ FROM LEFT: Grateful patients Shawna Dempsey, Kelly Thomas, Crystal Morgan, Erica Herbst, Maggie Chetrit, and Stephanie March

4_ FROM LEFT: Richard Lazarro, MD, FACS, Southern Region Chief of Thoracic Surgery for RWJBarnabas Health; Steven K. Libutti, MD, FACS, Senior Vice President of Oncology Services for RWJBH; Claire Knopf, MMC Board Chair and The Leon Hess Cancer Center Council Co-Chair; Stephanie March; Caitlin Olson, Regional Vice President of Development, MMC and MMCSC; Eric Carney, President and CEO, MMC and MMCSC

THE 9th ANNUAL
Swing Pink
COMMITTEE

EVENT
Terry Ingram
Debbie O'Donoghue

GOLF
Maggie Weikel
Kristen Hoey

PADDLE
Alex Conley
Casey Kegelman

PICKLE
Susan Olson
Kim Smith

TENNIS A
Stephanie Flynn

TENNIS B
Jessica Angstreich
Sonya Moroney

The Leon Hess Cancer Center Council Swing Pink

The ninth annual Swing Pink Women's Sporting Event and Luncheon was held this year on September 18th at the Navesink Country Club in Middletown. The event raised over \$132,000 for breast cancer services and programs at the future Vogel Medical Campus in Tinton Falls.

Event co-chairs, Terry Ingram and Debbie O'Donoghue, led the Swing Pink committee with the support of The Leon Hess Cancer Center Council at Monmouth Medical Center (MMC). Typically, Swing Pink is a day filled with morning tennis, golf, paddle and pickle ball sports, followed by a luncheon. Due to rain this year, the morning activities were cancelled, but that didn't dampen the spirits of this enthusiastic group of over 125 women from gathering in support of MMC. The luncheon was moved indoors, where Terry Ingram, Swing Pink Founder, Co-Chair and MMC Foundation Advisory Board Trustee, was presented with 2023 Judith W. Dawkins Ambassador of Excellence Award.

This award exemplifies the late Judi Dawkin's visionary guidance, exceptional leadership and highest ethical standard for the betterment of the patients and families who rely on MMC. President and CEO of MMC and MMCSC Eric Carney presented the award to Terry, for her philanthropic dedication to MMC that spans over 40 years. Terry's involvement with MMC began in 1979 and she has been incredibly impactful not only as the Chairman of the Two Rivers Antiques Show and Garden Tour, and the Founder of Swing Pink in 2015; but she also serves as an Advisory member to the Foundation Board of Trustees and is Co-Chair of the Leon Hess Cancer Center Council. Terry has demonstrated philanthropic leadership by supporting special event initiatives, women's services, the emergency response fund, behavioral health, planned giving and so much more. "MMC will be forever grateful for Terry's incredible generosity, commitment and kindness," said Caitlin Olson, Regional Vice President of Development, MMC and MMCSC.

During the program, guests were also inspired by the touching and courageous story of grateful patient Maggie Chetrit. Maggie, a Middletown resident, shared her ongoing journey of being diagnosed with stage 4 triple negative breast cancer in November 2022 and being told by doctors she had more than 26 tumors in her lungs. After eight months of treatment, Maggie stated that her prognosis is looking hopeful and she feels stronger mentally for her future. "I couldn't do this without the support of my family – because of the team at Monmouth Medical Center, I'm doing well and I am determined to stay well for as long as possible." She thanked those in the room for supporting MMC, adding, "your involvement benefits people like me – you have no idea how grateful I am."

For more information on how to get involved,
visit www.mmcevents.org



1

"I couldn't do this without
the support of my family
– because of the team at
Monmouth Medical Center,
I'm doing well and I am
determined to stay well
for as long as possible.

— MAGGIE CHETRIT,
Grateful Patient



2

1_ FROM LEFT: Grateful patients Erica Herbst; event speaker Maggie Chetrit, and Kelly Thomas; with Terry Ingram, Swing Pink Co-Chair; Leon Hess Cancer Center Council Co-Chair and Advisory Board member

2_ FROM LEFT: Eric Carney, President and CEO, MMC and MMCSC; Darla Harmer, Chief Nursing Officer, MMC; Terry Ingram, Swing Pink Co-Chair and Advisory Board Member; Claire Knopf, MMCF Board Chair and The Leon Hess Cancer Center Council Co-Chair; Julie Chaudhuri, Regional Vice President of Oncology Services; and Debbie O'Donoghue, Swing Pink Co-Chair.

3_ The Leon Hess Cancer Center Council with MMC Leadership



3



FROM LEFT: Jonathan, Terry, and Jay Ingram with the Judith W. Dawkins Ambassador of Excellence Award



1_ Hosts Tammy O'Brien and Kerry O'Brien, Trustee of MMC Foundation with Caitlin Olson, Regional Vice President of Development, MMC and MMCSC

2_ Carolyn DeForte Wasserfall, DMD and Foundation Board Trustee;  Wasserfall, Esq.; Jonathan Teitelbaum, MD, Chair, Department of Pediatrics, The Unterberg Children's Hospital, MMC; Kelly  is,  RWJBH Children's Health and Chief Administrative Officer at Bristol Myers Squibb Children's Hospital; Susan Van Der Sommen,  RWJBH Children's Health Services

3_ Mark McCollum, MD, Chief of Pediatric Surgery, MMC speaks to the event guests

4_ Meg Fisher, MD, Medical Director of Clinical and Academic Excellence MMC and RWJBH; Louis Rodriguez, MMC Board of Trustees; Ann Unterberg, MMC and MMCF Board of Trustees

Children's Health Cultivation Event

On September 21st, Kerry O'Brien, Trustee of Monmouth Medical Center (MMC) Foundation and her wife, Tammy O'Brien opened their home for an evening of conversation about Children's Health.

The guests heard from featured speakers Eric Carney, President and CEO, MMC and MMCSC; Bill Faverzani, Senior Vice President, RWJBH Children's Health; and Mark McCollum, MD, Chief of Pediatric Surgery, who discussed the comprehensive range of children's health services at The Unterberg Children's Hospital at MMC and across RWJBH.

Dr. McCollum spoke about the focus on offering patients top pediatric specialty care in one place while emphasizing a family approach to our young patients, including open communication and continuity of care. "When you come to us for the pediatric needs of your child, you are choosing an amazing team that is more than just compassionate. We are family-focused. You'll be met with the compassion, integrity, and regard for your children and family that sets us apart from other providers."

Bill Faverzani echoed this dedication to medical excellence and providing families with innovative and quality care. Guests learned about the comprehensive range of children's services offered across the system and specifically at the Anne Vogel Family Care and Wellness Center. The 82,000 square-foot medical and wellness facility in Eatontown includes top pediatric subspecialty practices in pulmonology, endocrinology, gastroenterology, cardiology, ENT, urology, general surgery, and infectious diseases. Additionally, children's rehabilitation services are offered by Children's Specialized Hospital.

The evening concluded with a wonderful opportunity for guests to speak with other physicians specializing in Children's Health, including Charles Concodora, MD, Chief, Pediatric Urology MMC, Assistant Professor, Department of Surgery at Rutgers Robert Wood Johnson Medical School; Meg Fisher, MD, Medical Director of Clinical and Academic Excellence MMC and RWJBH, and Jonathan Teitelbaum, MD, Chair, Department of Pediatrics, MMC.



Bill Faverzani, Senior Vice President, RWJBH Children's Health; Eric Carney, President and CEO of MMC and MMCSC; Kerry O'Brien, Trustee of MMC Foundation

“As we continue to improve, expand and modernize our facilities, our physicians, nurses and staff across the RWJBH Children's Health network are able to deliver the most advanced pediatric primary and subspecialty care to children in the communities we serve.

— ERIC CARNEY
President and CEO, MMC and MMCSC

To make a donation or to learn more about the ways you can be involved, please contact us at 732.923.6886 or go to monmouthgiving.org



Grateful Patient Maria Silva

In February 2023, Maria Silva was diagnosed with lung cancer, which came as a great surprise to her. She had never smoked, had always eaten well, and was fairly active. Consequently, receiving that news was incredibly frightening.

Maria said she “felt as though her whole world was crumbling since she had no idea what the future held and she believed that she had a lot more to contribute to this world.” She, her husband, daughter, and granddaughter were all really surprised by the diagnosis. But, after they overcame the initial shock of the news, her daughter set out on a mission to find the highest quality of care. She connected with Richard Lazzaro, MD, FACS, who Maria describes as her genuine life saver.

Dr. Lazzaro is a board-certified thoracic surgeon with over 25 years of specialized expertise in minimally invasive and robotic thoracic surgery. He serves as the Southern Region Chief of Thoracic Surgery for RWJBarnabas Health. A renowned national leader in the field, Dr. Lazzaro has pioneered many groundbreaking firsts in robotic thoracic surgery. Using minimally invasive robotic surgery, he specializes in precise surgical procedures that result in minimal scarring and faster recovery times for patients.

Maria explained that, “patients are better equipped to absorb bad news when clinicians create trust and compassion.” Maria swears she knew she was in good hands the moment Dr. Lazzaro came into the exam room and they met for the first time. She reported that he had a terrific bedside manner that put her at ease and made her feel like she was his only patient. He and his colleagues met Maria in the operating room, sat with her, and talked about many topics, including how he had prayed for her that weekend and more. On the day of the surgery, Maria fell asleep with a feeling of relaxation and comfort, knowing that she was in the best of hands and that if anybody could save her life, it was Dr. Lazzaro. Recovery was difficult after the operation, as it is with any major surgery. Yet, she recovered quickly, owing it to Dr. Lazzaro and his great staff, who were with her every step of the way. Maria said that she would put her life in the hands of Dr. Lazzaro any day. She thanks God every day for putting her in Dr. Lazzaro’s path and for giving her many more joyful years to spend with the three most important people in her life: her husband, daughter, and granddaughter.

“Patients are better equipped to absorb bad news when clinicians create trust and compassion.”

— MARIA SILVA
Grateful Patient

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OPPOSITE: Richard Lazzaro, MD, FACS, Chief of Thoracic Surgery, RWJBH Southern Region with Maria Silva



ABOVE: Eric Carney, President and CEO, MMC and MMCSC; Caitlin Olson, Regional Vice President of Development, MMC and MMCSC; Cheryl Solon, Assistant Vice President of Development MMC; Cara Zimmermann, Development Associate, MMC; Claire Knopf, Chair, MMCF Board of Trustees join the 2023 Employee Scholarship recipients.

Each year, Monmouth Medical Center (MMC) associates show tremendous pride and generosity toward their fellow colleagues through the Employee Campaign. This program offers employees the chance to give back to one another by contributing voluntary donations for the Employee Emergency Assistance Fund and Employee Scholarship Fund.

As of September 2023, the Employee Emergency Assistance Fund supported 35 employees and their families in times of crisis. In addition, the Foundation received over 75 applications for the 2023 Employee Scholarship program and awarded a record-breaking 49 scholarships to MMC employees and their children (full-time students were awarded \$2,000 and part-time students were awarded \$1,000).

Eric Carney, President and CEO, MMC and MMCSC said, "It's truly a blessing to work among caring and generous colleagues who want to help lift each other up during both the good times and the bad. By participating in the annual Employee Campaign, our team members made it possible for 49 scholarships to be awarded totaling \$106,000. We are so very grateful to our hospital family for their generosity of spirit and we applaud our scholarship recipients for pursuing their educational goals."

The 2024 Employee Campaign kicked off September 20th with the Strollo's Lighthouse ice cream truck for all employees. Over 250 employees came out to support and complete their 2024 pledge forms. The Foundation is grateful for the hard work and efforts of our employees. They continue to show up and support one another through a campaign that works to lend a helping hand to their colleagues.

WHY I GIVE

**Because we are here
to take care of each other.**

— KELLY ERVING
Labor and Delivery

**We are so very grateful
to our hospital family for
their generosity of spirit and
we applaud our scholarship
recipients for pursuing their
educational goals.**

— ERIC CARNEY
President and CEO, MMC and MMCSC

**To make a donation or to learn more about the ways you can be involved,
please contact us at 732.923.6886 or go to monmouthgiving.org**

MMC FOUNDATION TEAM JUNE 2023 Groundbreaking Ceremony

TOP ROW: Kate Ford, *CCS Consultant*; Beth Parks, *Office Manager*; Robin Embrey, *Principal Gifts Officer*; Caitlin Olson, *Regional Vice President of Development, MMC and MMCSC*; Madison Lopez, *Director of Special Events*; Evelyn Nitis, *Regional Director of Special Events for MMC and MMCSC*; Vincenzo Spanola, *Development Coordinator*

GROUND LEVEL: Eileen Dupey, *Development Manager*; Cheryl Solon, *Assistant Vice President of Development*; Maria Pollard, *Director of Development, MMCSC*

