

Monmouth
Medical Center

RWJ Barnabas
HEALTH

Foundation

WINTER 2017

MILESTONES



**The Power
of Thank You.**

**Leader...Visionary...Philanthropist
A Dawkins Family Legacy Continues**

FEATURE ARTICLE ON PAGE 6

Officers

Robert Butters
CHAIR

Terry Ingram
Robert Patton
VICE CHAIRS

Bonnie Klein
TREASURER

Tara F. Kelly
VICE PRESIDENT OF DEVELOPMENT,
EX-OFFICIO MEMBER

Board of Trustees

Victor Almeida, DO, FACEP
Bill Arnold
Ex-officio member
Virginia S. Bauer*
Ana Blank
Scott Carmilani
John B. Checton, MD*
Gary Chropuvka
Carolyn DeForte Wasserfall, DMD
Michael J. Del Priore*
Carolyn C. DeSena
Anthony J. Diaco*
Warren Diamond
Douglas H. Forsyth
Samuel Fromkin*
Gregory A. Greco, MD, FACS
Kevin Kelly
Claire M. Knopf
Marshall Knopf
Jeffrey Lederman, D.O.
Ex-officio member
Bruce M. Meyer*
Mario A. Monello*
Gloria Nilson*
Ty J. Olson, MD, FACS
Michael O'Neill
Luanne M. Peterpaul, Esq.
Carl Reiss
Ron Riccio
Ex-officio member
Joseph J. Romanowski*
Richard B. Ruchman, MD*
Patrick P. Scire
Anil K. Sharma, MD
Karen Siciliano*
Robert H. Sickles
Carol Stillwell
Ann Unterberg
Dan Whalen

* ADVISORY BOARD MEMBER

Honorary Trustees

John Archibald
Alan Davis, Esq.
Lewis M. Eisenberg
Julian Hoffman
Shelley D. Schultz
Don J. Summa, CPA
Alexis Tucci, Esq.

Contents

| | |
|--|------------|
| MILESTONES | 2 |
| Message from the President & CEO | 3 |
| Message from the Foundation Chair | 4 |
| Feature Article | 6 |
| Message from the Foundation Vice President | 8 |
| Grateful Patients | 12-17 |
| Cranmer Legacy Society | 18 |
| Events | 20-24 |
| Employee Campaign | 24 |
| Foundation News | 26-31 |
| | BACK COVER |

Mission and Vision Statement

Mission

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

Vision

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.

Message from the President and CEO

During this reflective time of year, we look back with pride on the many successes of 2017 and look forward to great promise in 2018. We've positioned Monmouth Medical Center to continue to thrive during this time of profound health care change.

Over the last year, Monmouth Medical Center has once again received a host of quality awards. The only hospital in Monmouth and Ocean counties to consistently receive an "A" safety rating from the Leapfrog Group, we also are ranked among the safest hospitals for maternity care in the region. We are one of eight hospitals to receive a four-star rating, the highest in New Jersey, by The Center for Medicare and Medicaid Services (CMS). And once again, the Asbury Park Press Reader's Choice Award for Best of the Best Hospitals in Monmouth County has gone to Monmouth Medical Center.

Also in 2017, the Leon Hess Cancer Center attained American College of Surgeons – Commission on Cancer Accreditation with silver commendation. The Jacqueline M. Wilentz Comprehensive Breast Center received the Women's Choice Award as One of America's Best Breast Centers for the fourth year in a row, acknowledging its dedication to providing exceptional patient care and treatment.

Looking to the New Year and beyond, our goal is to create a sustainable future for the hospital and a strategic plan that keeps us at the forefront of health care in our region. This includes a strong primary care network as well as an ambulatory services network that efficiently delivers high-quality health services to more people throughout Monmouth County.

Through our new partnership with the Rutgers Cancer Institute of New Jersey, we're providing access to the latest advances in cancer genomic analysis, clinical trials and cutting-edge cancer research. Monmouth Medical Center and RWJBH are significantly expanding our cancer center footprint throughout New Jersey. And through a new partnership between RWJBarnabas Health and Rutgers University, which will create the state's largest academic health care system dedicated to providing high-quality patient care, leading-edge research and world-class health and medical education, Monmouth Medical Center will change its academic affiliation on July 1, 2018, from Drexel University School of Medicine to Rutgers New Jersey Medical School.

Through a partnership with the world-renowned heart surgery program at our sister hospital Newark Beth Israel Medical Center, Monmouth Medical Center is preparing to launch a Transcatheter Aortic Valve Replacement (TAVR) Screening Program. TAVR is a minimally invasive alternative to open heart surgery for patients with severe aortic stenosis, and our program is a testament to the strength and breadth of our system, as we now will be able to offer eligible cardiac patients the ability to undergo this advanced procedure within two weeks of initial consultation.

The period of unprecedented growth at Monmouth Medical Center we have and continue to experience is an affirmation of our dedication to excellence in healing, teaching and caring. Philanthropic support from our generous community helps Monmouth Medical Center to continually bridge the gap between today and the future.

On behalf of the Board of Directors, the Board of Trustees of the Foundation, our Medical and Dental Staff and our employees, I express our deepest gratitude to our family of donors for your continued dedication to Monmouth Medical Center. We look forward to the New Year and our collaborative efforts to effectively deliver the highest quality health care to our community.

Best wishes for a joyous holiday season and a healthy and rewarding New Year.

Bill Arnold
PRESIDENT AND CHIEF EXECUTIVE OFFICER
MONMOUTH MEDICAL CENTER AND THE UNTERBERG CHILDREN'S HOSPITAL





Message from the Foundation Board Chair

Dear Friends,

Health care costs are growing faster than any other part of the economy! Government payment, especially Medicaid, frequently do not pay enough for hospitals to cover the costs, and with rising health care premiums, employers are shifting insurance cost and choices to employees who are looking for lower cost options. This is causing downward pressure on hospital revenue and profit nationwide; as such, most institutions are turning to philanthropy as a way to support the health care of their communities.

As Trustees, it's our job to support our hospital. We are committed to a positive outcome. The future will include educating the local community around daily choices to keep themselves and their families healthy. In addition, the Foundation will continue to support important

purchases of state-of-the-art medical equipment necessary to attract and retain some of the best doctors in the State. The philanthropic generosity of the community has played a large role in delivering State-recognized levels of medical excellence right here in Monmouth County. We know for certain that our fund-raising efforts will help the hospital succeed.

Your support allows Monmouth Medical Center to offer the best health care possible, and as the Foundation Board works alongside the hospital team, we ensure:

- Innovation and leading-edge technology are available to our dedicated health care team.
- Wellness and community programs continue and expand in our community.
- Strategic growth of the hospital that aligns with community needs is made possible in a timely fashion.

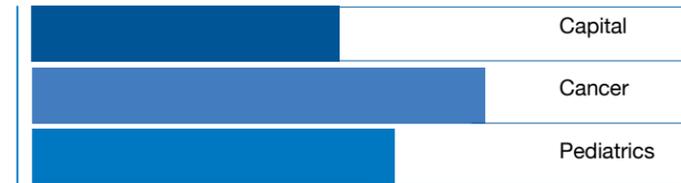
I encourage you to acknowledge the wonderful work of Monmouth Medical Center and our staff. You can do so by either writing a simple note of gratitude and/or by making a donation to a department or program of your choice.

Your support and personal comments make a difference in the quality of health care for our patients. We thank you for choosing Monmouth Medical Center Foundation as a recipient of your philanthropy.

– Robert Butters
Chair of the Board
Monmouth Medical Center Foundation

MMC Foundation 2017 Impact

Thank You for Improving Lives in Our Community



Your support helps our hospital provide exceptional patient care.

Every moment of every day, the generosity of caring community members like you is felt by patients, their families and hospital staff at Monmouth Medical Center.

In fact, members of our community help fund patient care, equipment, programs and services at Monmouth Medical Center. The article found on this page illustrates one piece of equipment from the impact of giving and just how important you are to creating a hospital that can provide the services and patient care that our community expects and deserves.

The clinical team performed 100 bone density screenings. The portable machine is used at health fairs and for seminars on bone health. The screening offers patients, whose results warrant further testing, the opportunity to have a Dexa scan at MMC Radiology Department. The education helps patients improve their bone health and gives them the information they need on the risk factors for osteoporosis.

Community Health – Portable bone density machine





Leader...Visionary...Philanthropist

A Family Legacy Continues

Judi Dawkins loved being involved with Monmouth Medical Center.

For 20 years, it was a centerpiece of her life. She became an advocate, a board member, a devoted disciple and an inspirational leader. It was her passion!

Early this year, the sudden onset of a virulent autoimmune disease cut short her life. In recognition of all she had brought to the MMC community, Judi's family and friends announced a multi-million dollar gift, and the formation of the *Judith W. Dawkins Women's Health Program at Monmouth Medical Center*.

Judi was absolutely tireless in her quest to promote women's health. This program, which carries Judi's name, will provide Monmouth Medical Center a full spectrum of women's health care services, built around MMC's leading physicians, surgeons and health care professionals – and offering interdisciplinary medical specialties and subspecialty services that women need.

"I am honored by the generous gift from the Dawkins Family to name our Women's Health Program after Judi. This gift recognizes a beloved Trustee, mother, and wife whose impact in our community will empower women to lead stronger healthier lives."

– BILL ARNOLD
President and CEO,
Monmouth Medical Center

Judi's influence and impact were felt in virtually every part of our clinical institution. Especially noteworthy was her time as chair of the Monmouth Medical Center Foundation's board from 2000 to 2003, where she helped launch the *Redefining Health Care Capital Campaign*. That Campaign included oversight of \$15 million in upgrades for the Leon Hess Cancer Center and, in addition, the expansion of the Jacqueline M. Wilentz Comprehensive Breast Center.

Judi's husband, Pete, and her family, are honored and appreciative to have Judi's vision of women's health continue – and, indeed, grow – as a pillar of Monmouth Medical Center's commitment to women, and to the community.

"Everyone who knew Judi knows how much her spirit, and her tireless energy meant to Monmouth Medical Center," Pete said. "The Women's Health Program is a fitting and wonderful way for her to be remembered: as a champion, always striving to make things better, and to help those around her."

Judi's efforts have been previously honored several times, including the 2013 New Jersey Hospital Association Hospital and Healthcare System Trustee of Year Award, and the Community Leadership Award at Monmouth Medical Center's 42nd Annual Crystal Ball the following year.

In addition to the *Judith W. Dawkins Women's Health Program*, at Monmouth Medical Center has created the *Judith W. Dawkins Ambassador of Excellence Award*. It will be given each year to a clinical team member, MMC trustee or outstanding community leader who exemplifies Judi's influence and lasting personal achievement.

The Judith W. Dawkins Women's Health Program will provide an array of highly specialized services, including:

- Primary care for women and health maintenance
- Well-women exams
- Obstetrics services, including pregnancy tests, prenatal care and early pregnancy classes
- Breast health services, including mammography and breast imaging
- Cancer wellness
- Autoimmune disease care
- Nutrition and sports medicine
- Family planning
- Gynecology services, including menopause and pelvic health
- Cardiovascular health
- Mental health services
- Radiology
- Bone density scanning



Message from the Foundation Vice President

To be in the presence of Judi Dawkins one quickly understood the definition of ambassador, philanthropist and leader. I had the honor of working alongside Judi in many of her leadership roles as a trustee on our operational and foundation boards since 2011, and it remains my honor to work alongside her family and her legacy.

Through the 20 years Judi was involved with MMC, we witnessed her determination and perseverance to achieve great results, for our patients, their families and the latest and greatest clinical technology accessible to our clinical teams. *The Judith W. Dawkins Women's Health Program* will continue to grow into a comprehensive roster of the industry-leading preventive, diagnostic and treatment services for women of all ages, something which Judi was extremely passionate about.

As we come to a close on another successful fundraising year here at Monmouth we are proud to share some of our accomplishments and greatest patient stories in the pages ahead. 2017 holds particular meaning for us as we were yet again able to increase our attendance across the board with our signature events, educate invaluable resources into our communities, while navigating our donors through their philanthropic goals and guiding their investment towards the most amazing clinical technology.

As we look forward to 2018, we continue to build a framework to monitor our fund-raising progress and outcomes. We will call on each of our trustees and donors to help us set our course and begin the fund-raising planning process for the future of Monmouth Medical Center. Our strategic priorities continue to be our focus and at the forefront of each conversation and gift.

We invite you to read about all of the successes you helped us to achieve in 2017. As always, we are grateful to you and your unwavering support that allowed us to provide all of our patients and their families who walk through our doors immediate access to the best health care, close to home.

Best Always,

Tara F. Kelly
Vice President of Development
Monmouth Medical Center Foundation

OPPOSITE PAGE: LEFT TO RIGHT: Tara F. Kelly with Noel Mihalow and Brigadier General Pete Dawkins.

The Power of Thank You.

We Have a National Crisis that is Beyond Political Debate

Nearly two thirds of adults and 1 in 5 children are considered overweight or obese. Nearly 50 percent of all deaths are caused by chronic illnesses and women suffer from them at staggering rates higher than men. This is why WEForum was formed.

The Women's Education Forum, partnered with Monmouth Medical Center RWJBarnabas Health, have made it their mission to change the healthcare paradigm and shift the focus to early detection, prevention and maintaining optimal health. With a banner year launching the 2016 Health & Wellness conference forging their partnership, WEForum Group will continue raising awareness and funds to benefit free health and wellness programs and services offered by Monmouth Medical Center. Proceeds from the 2016 Conference will fund a kitchen in a new off-site health facility that will house health and wellness programs and services that are free and accessible to everyone in our community. This critical addition will help Monmouth Medical Center educate its patients and local residents on the importance of proper nutrition to maintain overall health and prevention of chronic disease.

Following the 2016 Health & Wellness Conference, Monmouth Medical Center and WEForum hosted their inaugural Community Conversation "Responding to the Heroin Epidemic" that drew a captive audience of health care professionals, teachers and concerned parents at Monmouth University's Pollack Theater to shed light on this national drug epidemic. An expert panel led by Dr. Victor Almeida, Chairman of Emergency Medicine at Monmouth Medical Center, Dennis Makarowski, Co-Occurring Disorder Specialist of Behavior Health at Monmouth Medical Center, and Monmouth County Prosecutor, Christopher J. Gramiccioni, offered staggering statistics on the high heroin addiction and overdose rates in New Jersey, while also offering practical tools on how community members can take a proactive approach to mitigate our children's risk of exposure and addiction to this deadly drug that is gripping our community's youth and adult populations.

The women of WEForum come from a variety of impressive professional and philanthropic backgrounds, with many serving on charitable boards or devoting their careers to volunteering and helping others. Together, these women give WEForum the ability to have a broad impact on the community by offering an inspiring array of events and fund-raisers that resonate with a broad base of supporters. People often ask, "Are men and children recipients of some of these free programs and services?" The answer is a resounding "YES"! Everyone can participate in the awareness and educational events offered by WEForum and MMC. WEForum targets women because they are the primary health care consumers – they tend to be the ones who research the health care providers and book the medical appointments for their families. It's important that we change this statistic and hope everyone will be a part of the decision-making that affects their health and lifestyle.

WEforum's 2018 Health and Wellness Conference, slated for next November, will address the impact food and nutrition have on our health, in particular, for those living in underserved communities. The United States is the richest nation in the world, yet food deserts are a commonplace existence throughout many, especially low-income areas in our country. A food desert is simply described as an area that does not have access to healthy produce or nutritious foods.

To keep this topic front and center, the countdown to the 2018 Health & Wellness Conference will kick-off with a series of community events to continue the momentum of WEForum's mission to strengthen the health and wellness of communities by educating and empowering individuals to take charge of their health care choices, including the Third Annual WEForum Fit Crawl and Wellness Ambassador Program. The Fit Crawl gives participants



PICTURED LEFT TO RIGHT: Kellie Fisher, sitting Abby Kelly, Carolyn C. Desena standing, behind Carolyn is Laura Oncea, Kathryn Bateman, Amy McDonagh

the opportunity to get fit for a cause by sampling the hottest fitness studios in Monmouth County. Post-Crawl, participants gather to celebrate their efforts with a healthy happy hour. The power of community is key in promoting WEForum's mission and the Wellness Ambassador Program enlists passionate health and wellness leaders and advocates to join forces to advance WEForum's cause.

WEforum wants to build your arsenal of knowledge so that you are empowered to make an informed decision when you choose what's right for your body. There's a lot of misinformation and oftentimes it can be overwhelming. Balance is key and knowledge is power. Working together, Monmouth Medical Center RWJBarnabas Health and WEForum will raise the level of awareness of how chronic illnesses remain a critical health care issue. Only through education and positive reinforcement for making healthy choices will the coming health care crisis be averted. Start with yourself. Then, do it for your family. Adopt a new lifestyle. Share the knowledge. WEForum 2018.

The Power of Thank You.

Introducing Minimally Invasive Robotic Laparoscopic Surgery Urogynecologist Grateful Patients

Over 25 years of suffering in silence, urinary incontinence fixed by skill of a surgeon.

Several years after having children, Judy Ziegler, Red Bank, started experiencing problems with her bladder. She said, "every time I would sneeze, laugh or cough I would leak urine. I was embarrassed to talk to anyone about so I just wore Depends. It wasn't until my sister Anne Vogel, Colts Neck, told me that she was also having urinary problems that we began to talk about it. After researching online and asking our primary care doctors and friends we were advised to see Dr. Martin Michalewski, M.D., FACOG, FPMRS, who has extensive experience in robotic and minimally invasive laparoscopic surgery and has helped pioneer a number of anti-urinary incontinence and urogynecological laparoscopic procedures."

For Anne, her incontinence problem began years back, when she started to notice small leaking throughout feeble, everyday activities such as standing up from her couch, or sitting up in bed. "It was very frustrating; it would restrict me from doing the things I loved." In 2016 Anne decided that enough was enough; that is when she met up with Dr. Martin Michalewski. Dr. Michalewski began to help Anne through medication and acupuncture treatments. "There was an instantaneous difference," exclaims Anne, "after just a few treatments, I had immediately noticed a difference in my bladder control and was able to begin doing activities such as golfing and taking my dogs for a long walk – something that I would have previously avoided because of my incontinence."

Anne's beneficial experience allowed her to become more vocal about her long-time suffering with chronic incontinence, and further encouraged her sister Judy to visit Dr. Michalewski as well. "I was always ashamed of my chronic incontinence," Judy says, "it wasn't until my sister had confronted me about her experience had I considered getting help myself." Not long after Anne had referred her sister to Dr. Michalewski, Judy underwent urinary testing at his Colts Neck office and shortly after, a minor surgical procedure at Monmouth Medical Center that cured her problems.

Dr. Michalewski is one of the first 500 U.S. physicians to hold dual board certification in both American Board of Obstetrics and Gynecology (ABOG) and Female Pelvic Medicine and Reconstructive Surgery (FPMRS). To treat Judy, Dr. Michalewski performed a short 20-minute outpatient surgery during which Judy's bladder was put back into place. And her pelvic floor – the muscles, ligaments, connective tissues and nerves that support the bladder, uterus, vagina, and rectum and help these pelvic organs function – were tightened. "It was wonderful," says Judy, "I was back on my feet in just one day after surgery!" With the encouragement and help from her sister Anne and Dr. Michalewski's voluminous experience and expertise, Judy no longer shamefully suffers from incontinence. The procedure results were excellent and both sisters were able to return to their everyday routine shortly after their treatments and live their happy lives to the fullest!

For more information about giving, visit www.monmouthgiving.org



LEFT TO RIGHT: Anne Vogel, Martin P. Michalewski, MD and Judy Ziegler

Hirair and Anna Hovnanian Foundation, Inc. Regional Newborn Center

Caring for the Smallest, Most Fragile Patients

Leigh Fitzsimons welcomes her new-born son Bodhi,
who arrived on March 16, 2017

It was the happiest day of our lives; our battle with infertility was over, and our greatest adventure was about to begin.

Our son Bodhi was born via emergency C-section after I was induced at 42 weeks the night before. Weighing in at 8lbs 5 oz, he was the picture of health and latched right away while I was in recovery. Periodically, Bodhi was taken to the nursery to spend some time under the lights because he was running a little cool, which I am told is common for C-section babies. He slept well and made several more nursing attempts, but he would vomit what appeared to be bile after being fed. No one seemed alarmed, so we continued trying to feed him, assuming the spit up was normal. However, after 24 hours he was not producing wet diapers, and he had yet to pass his meconium. Once he hit 36 hours without these milestones, Bodhi was admitted to the Neonatal Intensive Care Unit for further observation and testing.

The nurses we encountered while in the NICU all went above and beyond to not only give Bodhi the best care possible, but to help my husband and me feel comfortable and aware of any changes in his condition. The doctors worked quickly to help us get some answers. Bodhi needed to go under anesthesia for biopsies, which led to a diagnosis of Hirschsprung's Disease. We found out that

a large portion of his colon was missing the nerve cells necessary to move stool, which caused him to become distended and unable to tolerate food. It was terrifying to watch our newborn baby go through all of this with tubes and wires everywhere, but the doctors and nurses were very knowledgeable and reassuring. He underwent emergency surgery to place a colostomy bag. He recovered quickly and was eating and making eyes at us and all the nurses in no time! Our daytime nurse, Trish, showed us how to change his ostomy bags and care for his stoma, something neither of us had ever encountered before. Robin, the lactation consultant, was helpful throughout Bodhi's NICU stay, as well. She helped me find the right pump to help establish my milk supply while Bodhi was in the hospital. Her lactation support group also helped me monitor Bodhi's weight to ensure he was getting enough to eat – and was he ever! He quickly packed on the pounds once he was home. Bodhi is currently awaiting surgery to have his colostomy reversed, but is otherwise a very happy and healthy boy who is meeting all of his milestones! He loves music, Gymboree class, and making everyone around him smile!

For more information about giving, visit www.monmouthgiving.org

One-stage Breast Surgery with Fantastic Cosmetic Results

Plastic Surgery Grateful Patient Shawna Dempsey

I am a 31-year-old healthy, nonsmoking, active female that was diagnosed with high-grade ductal carcinoma on June 3rd, 2017.

I lost my mother to cancer two years earlier and never expected a cancer diagnosis of my own, especially at my age. This was the scariest experience of my life.

Although my cancer was detected at Monmouth Medical Center, I sought an opinion at a very well-known cancer center. They told me I would have had to undergo three major surgeries and did not entertain any other possibilities.

When I met with the breast surgeon at Monmouth, Manpreet Kohli, MD, FACS, I felt an immediate connection – she put me and my family at ease with her words. Dr. Kohli's plan of care was to safely get rid of the cancer but also to save as much of "Shawna" as possible. Through her, I was introduced to Dr. Greco, plastic surgeon. Together, they offered me an advanced single-stage procedure that allowed me to preserve a very natural appearance after a mastectomy. I have no visible reminder of the mastectomy or malignancy. I feel comfortable in my own skin and most people cannot tell that I had surgery. Psychologically and emotionally, this has helped me move past my cancer

diagnosis and without scars that are constant reminders. I am thrilled to be cancer free—and as a bonus; I've had a fantastic cosmetic result.

From the day I was diagnosed to the day I was deemed cancer free, I could not have asked for better care than what I received at Monmouth Medical Center. My entire experience at MMC was amazing, and above all, I felt safe here! The best decision of my life thus far was choosing to be treated at Monmouth Medical Center. Dr. Kohli, Dr. Greco, and their team are my angels on earth. They not only saved my life, they helped preserve my identity, so I can live a normal life after breast cancer.

"It is important to remember that early stage breast cancer, like Shawna's, have an excellent prognosis. Treating the cancer is always the first priority, but we don't always have to sacrifice cosmesis. Allowing her to be confident and happy with her appearance for the many years that we have preserved is very important," said Dr. Kohli.

For more information about giving, visit www.monmouthgiving.org



LEFT TO RIGHT: Manpreet K. Kohli, MD, FACS, Breast Surgery; Shawna Dempsey; and Gregory A. Greco, DO, FACS, Program Director, General Surgery Residency Training Program Section Chief, Division of Plastic Surgery Monmouth Medical Center and Monmouth Medical Center Foundation Board Member



A Life Centered on Giving Back

Cranmer Legacy Society

Sandy Mullaney could not have known what a big influence Monmouth Medical Center would have on her life when, at just at 18 years old, she began her studies in their Medical Technology program.

"I not only got an education at the hospital, but I met my husband at one of their events, a roller skating party in Asbury Park." Now, Sandy and Bill are celebrating 60 years of marriage and Sandy has decided to honor the occasion by including a gift to Monmouth Medical Center in her estate plan. "I knew I wanted to give a significant gift to the hospital and had heard about the Cranmer Legacy Society," Sandy notes. "It seemed like a good way to make a lasting difference".

Longtime supporters of Monmouth County, Sandy and Bill have built a life centered on giving back to the community that has nurtured them throughout a lifetime, and Monmouth Medical Center is grateful for their benefaction. As a member of the Pollak Auxiliary, Sandy has worked alongside her fellow Auxilians to build support for the hospital's Behavioral Health Network. As accomplished business owners, the Mullaney's presence at MMC's fund-raising events was integral to the success of those endeavors.

"I have been amazed at the progress I've seen at the hospital," says Sandy, who still remembers donning a uniform, living in the nursing residences, and studying in the lab under Dr. Martin Rush. "In your time of need, when you are distraught, when you are sick... you want to go where you will receive care and compassion. When you [go to] Monmouth Medical Center, you know you are getting the best of both."

With an estate gift to Monmouth Medical Center, Sandy has ensured that legacy of care and compassion will be available to Monmouth County far into the future. Indeed, she has set a shining example of how donor support can truly make a difference in the lives of others now and for generations to come.

For more information about giving, visit www.monmouthgiving.org



Margaret C. Fisher, MD, Medical Director, The Unterberg Children's Hospital at Monmouth Medical Center

Two-Time Cancer Survivor

Margaret C. Fisher, MD

It is wonderful being a pediatrician. Every single day I get to interact with children – providing physical, mental and emotional care for my patients and families.

The children are honest and engaging and when they are sick it is sometimes a mystery. They cannot always tell you what is wrong so I get to play detective and figure it out. It is important to me to make sure that quality care is available close to home for my patients. I want to give kids what they need to live the best lives ever. They are the best part of my job!

In January of 2017, I felt a lump. I immediately said 'uh-oh'. But once I got past that fear and found the right place for treatment, I knew I was going to be fine. Fortunately, we have the Jaqueline M. Wilentz Comprehensive Breast Center at Monmouth Medical Center. They provide a comfortable and supportive setting with all outpatient breast health care services. I was able to have my mammogram and ultrasound set up within a day.

When I was told I had breast cancer, the staff at the Breast Center could not have been more compassionate and understanding of my feelings and my diagnosis. I'm also grateful that everything I needed was within the hospital.

The fear of the unknown can be a great challenge when coping with a cancer diagnosis. My 14-year-old 'nephew by choice' was with me and he immediately picked up on the fact that he needed to have an active role. The doctor told him his job was to keep me healthy and strong for my surgery and he took that role to heart. We went to the gym every day and played basketball and he made sure I got my 10,000 steps in. He made Team Meg wristbands too; I am still wearing mine.

This was my second battle with cancer. My first was in 2000, just before I moved to Long Branch from Philadelphia. The first diagnosis was devastating. It takes over your life, your mind. It is very difficult time in your life. The second time was a bit easier. Being close to home for treatment with the support of family and friends makes a huge difference. It truly is a family affair. But now I am through to the other side: survivorship.

– Margaret C. Fisher, MD
Medical Director,
The Unterberg Children's Hospital
at Monmouth Medical Center



The Wagner Family

Big Steps

The 11th Annual Big Steps for Little Feet Walk took place on September 17, 2017 along the boardwalk at the Great Lawn North in Long Branch, NJ. This year we had 500 participants at the walk and rose over \$70,000 from generous donations. Each year, the Walk honors our Neonatal Intensive Care Unit (NICU) graduates and provides valuable financial support for the unit. This year's honorees were the Sprizza and Wagner families. The Walk benefits The Hirair and Anna Hovnanian Foundation Regional Newborn Center, at The Unterberg Children's Hospital at Monmouth Medical Center. The center specializes in care for high-risk premature and critically ill newborns. Our board certified neonatologist and nursing team specialize in family-centered treatment providing a multidisciplinary experience. The NICU staff gives each baby their best fighting chance to thrive, while offering comfort and convenience for families. Monmouth's NICU cared for 542 critically ill and premature babies last year, and boasts one of the state's highest infant survival rates.

Sprizza Family with Team Double Trouble



FROM LEFT TO RIGHT: Bill Arnold, President and CEO, Monmouth Medical Center, Tara F. Kelly, Vice President of Development, Monmouth Medical Center Foundation, Robert Butters, Chair of the Board, Monmouth Medical Center Foundation, Ann Unterberg, Monmouth Medical Center Foundation Board Member, Marshall Knopf, Monmouth Medical Center Foundation Board Member, Janice Harrington-Knopf, and Emily Kuskin.

A Toast to Children's Health

Over \$200,000 was raised to benefit the Child Life Program at The Unterberg Children's Hospital at Monmouth Medical Center.

More than 250 guests, including many Monmouth Medical Center physicians, recently joined The Unterberg Children's Hospital Leadership Council for the fourth annual A Toast to Children's Health event at the home of Marshall and Janice Harrington-Knopf to "toast" the health of children in our community.

The Child Life program exists to help alleviate fears of pediatric patients through the use of medical play and age appropriate education while also helping children to master their fears, clarify their misconceptions, distract from pain and illness, and provide happiness and normalcy. Nearly 22,000 pediatric patients from the community are treated

at the hospital annually. These funds will ensure the hospital's continual success in delivering extraordinary care that changes children's lives, restores hope and fosters dreams for tomorrow.

Guests purchased artwork created by pediatric patients with guidance from local professional artists and our community partners Canvas Studio Art. In addition, exclusive art painted umbrellas, t-shirts, and other merchandise by the hospital's pediatric patients were for sale. The hospital's great friend and host of the Emmy-nominated television show "Eat, Drink, Italy", Victor Rallo, provided wines for tasting.

The Unterberg Children's Hospital Leadership Council, led by a group of individuals who serve as ambassadors for the hospital through education and local events, supports Monmouth Medical Center's commitment to pediatric excellence. Their mission is to educate the community about services available at the hospital, develop philanthropic relationships and promote the health and wellness of children in the community.

FROM LEFT TO RIGHT: Kathryn and Michael Fithian, Kari and Vic Rallo, Jr.



FROM LEFT TO RIGHT: Matt and Lindsay Cooke, Grey J. Dimenna, President of Monmouth University, Abby and Kevin Kelly, Monmouth Medical Center Foundation Board Member.





TOP PHOTO:
LEFT TO RIGHT: Ann Unterberg with Power of Pink guests

BOTTOM PHOTO:
Women's Council, Power of Pink committee accompanied by award winning Journalist, guest speaker Tamron Hall, honoree, Seth Cohen, MD, Regional Medical Director of Oncology Clinical Research at Monmouth Medical Center and Monmouth Medical Center, Southern Campus, Bill Arnold, President and CEO Monmouth Medical Center, Tara F. Kelly, Vice President of Development, Monmouth Medical Center Foundation

Power of Pink

The Annual "Power of Pink" Luncheon was presented by the Women's Council for the Leon Hess Cancer Center, on July 13 at the Guggenheim Gardens at Monmouth University, West Long Branch. This year's event featured celebrity guest speaker Tamron Hall, award-winning journalist and community advocate. The Power of Pink Luncheon recognized Seth Cohen, MD, Regional Medical Director of Oncology Clinical Research at Monmouth Medical Center and Monmouth Medical Center, Southern Campus, as this year's honoree.

As the organization's flagship event, the Power of Pink Luncheon brings community members together to raise funds and enhance the quality of care delivered to cancer patients at Monmouth Medical Center. Since The Women's Council's inception, nearly \$3 million has been raised, and proceeds from this year's luncheon will benefit the Deep Inhalation Breathing Hold Equipment for the hospital's Institute for Advanced Radiation Oncology. This equipment provides an effective method of limiting radiation exposure to the heart and lungs, and is particularly useful for treating patients with left-sided breast cancer.

For more information or to make a donation to the Women's Council, visit www.barnabashealth.org/pop



Women of Wilentz, Swing Pink Committee

Swing Pink

The Women of Wilentz hosted the **Third Annual Swing Pink** event, chaired by Debbie Memmott and Kara Short, on September 25 at Navesink Country Club. Close to 200 participants enjoyed a morning of golf, tennis, paddle, and pickle ball followed by a luncheon to raise money for the Jacqueline M. Wilentz Comprehensive Breast Center. President and CEO Bill Arnold welcomed guests; while grateful patient Lisa Becker inspired the room with her personal experiences as a survivor. An eclectic assortment of vendors were available for shopping. Since opening in 1994, the breast center has offered a wide range of breast health services and offers state of the art breast imaging equipment for the early detection of breast cancer. Proceeds from this year's event will go towards the purchase of the Holgic Selenia 2D mammography unit, which provides patients with a low-dose digital exposure and excellent image quality.

LEFT TO RIGHT: Bonnie Klein, Barbara Goldfarb

Swing Pink Tennis Ladies





Why I Give...

I support the Employee Campaign which allows me to contribute to my fellow employees who may be facing financial hardships or in times of need.

– Beth Liguori, RN,
Case Management

2018 EMPLOYEE & PHYSICIAN Charitable Gift Campaign

EMPLOYEES HELPING EMPLOYEES
NOVEMBER 1, 2017 – NOVEMBER 30, 2017

Did You Know?

129 Departments
Participated

22 Departments
had 100% of
Employees Participate

\$150,000 Raised to support
the Employee Emergency
Assistance Fund, the Employee
Scholarship Fund and the
Patient Comfort Fund

20 Scholarships
Awarded to Employees
or their Children

89 Employees received
Financial Support from the
Employee Emergency
Assistance Fund in 2017

Why I Give...

Monmouth Medical Center is a special place because of our people. The Employee Campaign is a great way to help other team members when they need it most.

– Michael S. Perdoni,
Vice President of Operations



Why I Give...

I can't thank the hospital and the Employee Emergency Assistance Fund enough for all it's done for me, both financially and spiritually. How great is a place that cares about trying to help make my life a little easier at such a difficult time.

– Joy Knabe,
Environmental Services

**Every Gift truly matters.
We hope that we can
count on your support.**



Growing Through Grants

The Cystic Fibrosis Foundation

The **Cystic Fibrosis (CF) Center at MMC** is fortunate to have three grants from the Cystic Fibrosis Foundation (CFF).

The CF Center grant is renewed annually. The grant is based on the number of patients we provide care for and patient data that is entered into the Cystic Fibrosis Registry. The CF Registry has been in existence for decades and serves as a prime source of information for clinical research and quality care.

The grant helps to support staff salaries, attendance at the North American Cystic Fibrosis Conference (NACFC) and the CF Family Advisory Board. The CF Center site is visited by the CFF every five years to maintain accreditation for clinical care, research, teaching, and quality improvement.

The Therapeutics Development Center (TDC) research grant is provided by the CFF Therapeutic Development Network (TDN). Our Center has been a designated research site since 2008. The TDC grant is based on the number of patients who participate in clinical trials and the metrics related to the execution of the projects. This grant supports salaries, staff attendance at the bi-annual TDN meeting and research credential support. The TDC grant is renewed annually.

The Mental Health Coordinator grant is a three year grant. With this grant we were able to add Dr. Charles Katz, PhD to our care team to provide free counselling and Cognitive Behavioral Therapy (CBT) to patients 12 years of age and older who are diagnosed with anxiety and/or depression.

For more than 30 years, the CF Center has been led by Robert Zanni, MD, FAAP, Certified Physician Investigator (CPI) accredited by the Association of Clinical Research Professionals, CF Center Director, and Director of the Division of Pediatric Pulmonary Medicine at MMC. A recognized national expert in the treatment of cystic fibrosis and board-certified in Pediatrics and Pediatric Pulmonology, Dr. Zanni served on the Directors Committee of the National Cystic Fibrosis Foundation (1998-2002), and currently serves on the New Jersey Department of Health's Newborn Screening Advisory Review Committee (NSARC).

The multidisciplinary team of clinical and allied health staff, led by Dr. Zanni, provides comprehensive screening, evaluation, and treatment services to CF Center patients. The multidisciplinary team conducts weekly case conferences to discuss cases seen within the week. Each patient receives a clinical visit every two to three months for follow-up care, and appointments are provided five days a week to monitor patient lung function and screen for emerging pathogens in the CF sputum. All patients have access to the full range of medical/surgical specialty/subspecialty care at MMC. Emergency care is available 24 hours per day, seven days per week, through the MMC Emergency Department. Patients requiring hospitalization are admitted to the pediatric, adolescent, or adult cardio-pulmonary units for advanced care.

PHOTO ABOVE RIGHT: FROM LEFT TO RIGHT: Judy Jacobs, RT and Reilly Hoogland Age 10

PHOTO LOWER RIGHT: Robert L. Zanni, MD Pediatric Pulmonologist and Director of the Cystic Fibrosis Program Center at Monmouth Medical Center, Nathan Cavarretta age 3 and Wren Cavarretta 23 months

PHOTO BELOW: FROM LEFT TO RIGHT: Du Doantrang, MD Adult Program Director of Cystic Fibrosis and Amanda Ruthford age 30



The Power of Thank You.

The Grateful Patient Program.

If someone made a difference in the care that you or a loved one received at Monmouth Medical Center, consider a gift of any amount to our Grateful Patient Program. It will bring hope and healing 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 is one of the finest medical centers in our community. With your help, we will continue this tradition of leadership and proudly achieve even more for our patients. All gifts are tax deductible.

To make a gift to the Grateful Patient Program, please visit our website at www.BarnabasHealth.org/MonmouthMakeAGift or ask a nurse for a card and self-addressed envelope.



Diann Johnston, Vice President, Patient Care Services, Monmouth Medical Center, standing; in white lab coat sitting right, Maureen Bowe, MSN, RN, Administrative Director of Critical Care and Nursing Resources, Monmouth Medical Center; sitting white lab coat left, Sharon Holden, AVP Cardiopulmonary, Critical Care, Emergency and Renal Services Monmouth Medical Center; Monmouth Medical Nursing Team

JOIN US IN 2018

FEBRUARY

Fit Crawl

hosted by WEforum

MAY

Spring Lake Tennis

Spa for Spirit

hosted by Women's Council

Cocktail Party

hosted by Pollack Auxiliary

Invitational Golf Classic

and Tennis Tournament

JULY

Power of Pink

hosted by Women's Council

AUGUST

WhatSUP Paddle Race

SEPTEMBER

Big Steps for Little Feet

Swing Pink

hosted by Women's Council

OCTOBER

A Toast to Children's Health

YUMI

NOVEMBER

Conference

hosted by WEforum

Big Steps for Little Feet

NICU Wine Tasting

and Dinner

DECEMBER

Holiday Luncheon

hosted by Pollack Auxiliary



amazon smile

Please write at the address above to have your name removed from future fundraising mailings. All reasonable efforts will be made to honor your request.

Every gift is one step closer to a win for your community.

 **5 gifts of \$100**

allows for patient transportation and small necessities through the Patient Comfort Fund



 **9 gifts of \$200**

assists our Cancer Support Community with activities that promote healthy minds, bodies and spirits

 **5 gifts of \$500**

replenishes support for art and music therapy, touching countless pediatric patients

 **3 gifts of \$1,000**

provides resources for the NICU step down room where parents bond with newborns



Monmouth Medical Center

RWJBarnabas HEALTH

Have an immediate impact on the health of your community by making a gift today at rwjbh.org/monmouthgiving.

Give now.

