



FOUNDATION Journal

Showcasing support of the nonprofit Morristown Medical Center and Goryeb Children's Hospital
SUMMER 2018

Planting Seeds to Last a Lifetime

HEALING THE COMMUNITY THROUGH HEALTHY HABITS **PG 4**

also inside: Artful Healing | Senior Support | A Boost for Babies

SPOTLIGHT

SPOTLIGHT ON INNOVATIVE RESEARCH INTO PANCREATIC CANCER

Pancreatic cancer took the lives of 1,300 New Jersey residents in 2017, including many from Morris County. The five-year survival rate is seven percent and 53 percent of patients are not diagnosed until advanced stages set in.

Luckily for Morris County residents, a new gastrointestinal cancer expert at Morristown Medical Center, Angela Alistar, MD, medical director of GI Medical Oncology, is offering patients her specific expertise in treating this disease. Dr. Alistar's pioneering work in metabolic therapy for pancreatic cancer is a novel way to decode pancreatic cancer biology.

She has already opened several important clinical trials at Morristown, and her goal is to have a clinical trial option for every patient with pancreatic cancer irrespective of stage. Dr. Alistar is currently the co-principal investigator on a Phase III clinical trial of a new multidrug treatment for patients in Stage IV pancreatic cancer, expected to open in July 2018.

To offer support, contact Lisa Duff, major gifts officer, at 973-593-2405 or lisa.duff@atlantichhealth.org.



Q&A with Angela Alistar, MD

Nationally renowned gastrointestinal (GI) cancer researcher Angela Alistar, MD, medical director of GI Medical Oncology at Morristown Medical Center, discusses the most prevalent GI cancers, what symptoms to look for and promising new treatments she has brought with her to Atlantic Health System Cancer Care.

Q: What are the most common types of GI cancers and symptoms?

A: Colon cancer is the most common form, although we have seen an alarming increase in pancreatic cancer – it will be the second leading cause of death from cancer in the United States in the next decade.

It's difficult to pinpoint, but changes in appetite, weight and energy levels are red flags to look for in all GI tract cancers, which include esophagus, stomach, small and large bowel, pancreas, liver and colon.

Q: With such a dramatic increase in pancreatic cancer, are there screenings available?

A: There are no screening tests or blood screening tests for pancreatic cancer. To make matters worse, the presenting symptoms are vague. Patients feel an overall malaise. It's striking to me how many patients

think they have depression when it's low energy due to pancreatic cancer. A development of diabetes in older patients could be a warning sign since the pancreas oversees insulin levels and metabolic function.

Q: Do genetics play a role in pancreatic and other GI cancers?

A: Yes - we're learning a tremendous amount about mutations. Cancer is caused by changes (mutations) to the DNA within cells. We now realize every patient with the same tumor type is very different from the next one, even if you match them by age and demographics and other medical problems.

Every cancer has a different profile of mutations. These differences affect tolerance to treatment and sensitivity to drugs. I believe, in the next five to ten years, we're not going to call it pancreatic or colon cancer, we're going to call it X-mutation or Y-mutation cancer.

Q: Before arriving in Morristown, you led a Phase I clinical trial on patients with Stage IV pancreatic cancer. Can you please describe it?

A: This study offers new hope. Patients whose pancreatic cancer has spread beyond the pancreas (Stage IV) have a dismal prognosis, and the toxicity of current therapies limits their usefulness.

I will be bringing a new treatment to Morristown that targets the metabolism. It was shown in an early study to have dramatic results for patients with Stage IV pancreatic cancer. I've dedicated my career to finding these more effective treatments.

FOCUS ON

WOMEN'S HEALTH CLINIC & FAMILY HEALTH CENTER

Women's Health Clinic: Prenatal Family Counseling & Guidance

Lavon Adams knew in an instant she was someplace special. With her pregnancy deemed high-risk at 16 weeks, she became a patient at the Women's Health Clinic (WHC). Doctors wasted no time treating her incompetent cervix with a cervical stitch. Then came weekly progesterone shots that also prevented pre-term labor.

Because Ms. Adams was overweight, she qualified for the clinic's Prenatal Family Counseling & Guidance (PFC&G) program, where she learned about healthy nutrition and lifestyle choices. The clinic's health educator, Magali Aguilar, taught her about upping exercise, reducing screen time, eating fresh produce, drinking more water and sleeping at least seven hours a night.

All outcomes proved successful. In February, Ms. Adams gave birth to a son, Elias, and by the end of her 40-week pregnancy, she'd lost – not gained – two pounds. She credits the medical staff, as well as the PFC&G program, for keeping her and her baby healthy.

"Mrs. Aguilar encouraged me every step of the way," says Ms. Adams. "She was my biggest cheerleader. She taught me about the food groups and bad fats and exercise." So far, Ms. Adams has trimmed down 20 pounds and counting.

Offering high-quality OB/GYN medical services to a growing population of underserved women in the Morristown area, the WHC is one of the few regional high-risk pregnancy centers for women without insurance. The clinic sees 1,000 patients a month, delivers 600 babies a year and employs 16 nurses and four staff members. Through the hospital's OB/GYN Residency Program, 17 residents treat patients under the supervision of attending physicians.

The donor-funded PFC&G program was launched four years ago, prompted by research that found that excessive pregnancy weight-gain places children at-risk for childhood obesity. "Instead of waiting for the child to become obese, we're starting in the womb – it's preventative," says Ms. Aguilar.



Edmund M. Kramer Photographers, Inc.



Pictured above: Dr. Frank Centanni advises patient Keisha Thompson-Salmon with resident physicians (l-r): Ankita Kulkarni, Dana Silverstein and Jennifer Powel.

Inset: Health Educator Magali Aguilar counsels Yachi Montalvo through the Prenatal Family Counseling & Guidance program.

Changing eating habits isn't always easy. "Part of the problem is that many dishes in Italian and Spanish cultures are high in carbohydrates," says Frank Centanni, MD, staff physician at the clinic. "It's difficult to change old patterns, but not impossible." Last year, 86 percent of participants stayed within their weight gain range.

The hope is that future generations will also benefit. "We're teaching the moms how to use lots of fresh fruits and vegetables, and they in turn, are teaching their families," says Nursing Coordinator Joanne Strauss, RN.

Thanks to the 24-member Women's Health Philanthropy Council led by Katie Simon, \$115,000 was raised last year for equipment upgrades. The Employee Basket Raffle yielded another \$50,000 and the Women's Association committed to raising \$125,000, all allocated to much-needed clinic renovations, given that patient volume has nearly tripled in the past decade. Support for the PFC&G program is provided by the Johnson & Johnson Community Health Care Fund, Quest Diagnostics Foundation, Inc. and The George A. Ohi, Jr. Trust.

Family Health Center: Family Counseling & Guidance

When George and Laticia Izara brought their daughters – first Susan, then Victoria – to the Family Health Center (FHC) for pediatric care, they received much more than routine doctor visits. After enrolling in the Family Counseling & Guidance (FC&G) program, the family found their lives forever changed.

It all started with mom. First, Alexandra D’Emidio, LSW, social worker and FC&G coordinator, taught Mrs. Izara about good nutrition by bringing her to the grocery store to teach her about food labels. For Mrs. Izara, a native of Guatemala, it was eye-opening: “I was in total shock – no more juice, no more soda. I was eating how my mom taught me. I didn’t know about drinking water, eating fruits and salad or portion control. I grew up eating lots of white rice and tortillas. Now I know better.”

Mrs. Izara then guided her family to healthier habits. That’s exactly how the FHC’s donor-funded program is designed to work. A charity clinic of the hospital, the FHC provides high-quality medical care to pediatric patients from underserved families from Morris County and beyond. As a principal training site for internal medicine, 20 residents complete weekly rotations for the 13,000 patients who visit the clinic each year. About 33 percent of these children are overweight. The FC&G program, started in 2012, seeks to combat high rates of Type 2 diabetes, obesity and related health complications.



Pictured above: Forefront (l-r) Social Worker and Family Counseling & Guidance Coordinator Alexandra D’Emidio high fives Susan Izara, while sisters Wendy and Victoria Izara look on with Health Educator Magalia Aguilar.



Pictured right: George and Laticia Izara consult with Health Educator Magalia Aguilar as their daughters talk about healthy food choices with Alexandra D’Emidio.

Media Services



Donald Hoelzel, MD, medical director

Through a range of offerings, from fitness classes for children to employment assistance for parents, the program addresses the underlying triggers causing poor health.

“The group gatherings of exercise and nutrition classes fit into a plan that includes personalized sessions on whatever may be pressing for a particular family – from housing needs to anxiety issues,” says Donald Hoelzel, MD, medical director at FHC. “These efforts dovetail into their medical care. It all fits together.”

For the Izaras, everything did, indeed, fit together. Mrs. Izara lost 20 pounds and now creates meal plans filled with fresh produce. Daughter Wendy, 12, enjoys cooking with her parents, while Victoria, 9, loves playing ball at the Parisi Speed School in Morristown. Mrs. Izara and her daughters also ran a 5K, through Girls on the Run. On weekends, the family picks vegetables at Grow It Green’s community garden. Susan, now a fourth grader, says, “Salads are my favorite food.”

Watching her kids grow up healthy is a dream come true for Mrs. Izara. She hopes this starts a new family tradition. “I told my daughters, when you have kids, you’re doing it this way,” she says.

For more than a decade, The Johnson & Johnson Community Health Care Fund has generously funded FHC programs, including the FC&G. Additional support provided by Celgene Corporation, Kemmerer Family Foundation (see page 9), The Provident Bank Foundation, and The Ralph M. Cestone Foundation.

PORTRAIT

BILL CONGER

“The hospital has done so much for us over the years. We feel an obligation to serve in any way we can.”

When the bare truth needs to be told in the Conger household, Bill Conger's wife, Nancy, will ask: “Well, what's the Bill factor?” This key ingredient – a forthright honesty sought after by family and friends alike – is what makes Mr. Conger tick.

Whether giving financial advice, sharing his opinion about cars or providing house-buying tips, people tend to listen. “Everyone wants to know his opinion,” Mrs. Conger says. “He's the real deal.”

Fortunately for Morristown Medical Center, Mr. Conger also lent his financial expertise to the hospital by serving many years on the Foundation's investment committee. He's currently completing his second three-year term on its board of trustees. A principal at Red Hook Management Investment Advisors, the 71-year-old is by now more than comfortable guiding others. But his first call to lead came half a century ago, and the stakes couldn't have been higher.

At 21, he was drafted into the Vietnam War. Three days before the Tet Offensive, he landed in Southeast Asia. Three months later, he was promoted to battalion ammunition sergeant, with a platoon of 31 enlisted men. “We airlifted ammunition all over the Central Highlands,” he says. “I ended up with more responsibility than I ever expected to have at any time in my life.”

After 10 months of active duty, Mr. Conger returned home and began working on Wall Street. It proved a successful start, given that he met his future wife, Nancy, on the job. His confidence is what made her first take notice.

“Our boss was very difficult, and Bill would not put up with his insults,” she says. “It gave me the courage to push back.” Soon after, she found a better job and went on to forge a career as a certified financial planner. She recently retired as president of Red Hook Management, where she worked alongside her husband for 10 years.

For Mr. Conger, spending time with his wife at work was an added bonus. “The old joke: for better or for worse, but not for lunch –



definitely doesn't apply to us,” he says. “We loved carpooling to work every day and we continue to work out together, three mornings a week, at a nearby gym. We truly like being with each other. It's a marriage you dream about.” The Congers also enjoy seeing their three children and two granddaughters, who all live fairly close to the couple's Newfoundland home.

Between work and leisure, Mr. Conger still makes time for MMC. Over the years, the couple generously supported various hospital funds, including pediatrics, oncology, True North (the Veteran's care program) and the Sameth Emergency Department.

Mr. Conger is happy to give back to the hospital that has cared for him and his family, including his granddaughter, Cassie, a frequent patient at Goryeb Children's Hospital. “The hospital has done so much for us over the years,” he says. “We feel an obligation to serve in any way we can.”



IT'S OFFICIAL

Ribbon cutting for the newly renovated Deskovick Maternity Center, a project made possible through the generosity of Robert "Dick" and Louise "Jackie" Deskovick. The maternity center offers patients a range of gynecological services and provides expectant parents with private rooms in a spa-like environment, complete with the latest technology and family-centered care.

Pictured left: (l-r) Frances Drigun, director of Women's Service Line for Atlantic Health; Diana Contreras, MD, MPH, chairman, Department of Obstetrics, Gynecology and Women's Health at MMC; Trish O'Keefe, MMC president and Jim Quinn, Foundation chief development officer.

HAPPENINGS

(PEOPLE. PLACES. WONDERFUL THINGS.)



SPRING FLING

At a March 15 volunteer appreciation lunch, Jason Prager, MD, Geriatric Medicine, shared tips for "Staying Active as You Age." His lively talk suggested exercising while watching TV and following the Mediterranean diet.

Pictured left: (l-r) Director of Gift Planning Cynthia O'Donnell, Dr. Jason Prager and Foundation Trustee William Bruen, Jr.



CAROL G. SIMON CANCER CENTER TURNS 20

This spring marked the 20th anniversary of the dedication of the Carol G. Simon Cancer Center on April 3, 1998. Carol Girard Simon, volunteer, philanthropist, mother to seven and wife of the late William E. Simon, lost her battle to breast cancer three years prior. Since its opening, the Cancer Center has provided world-class medical care and diagnosed more than 40,000 new cases of cancer.

Pictured right: (l-r) Surrounding the portrait of Carol G. Simon at an April 24 celebration are her children: Katie Simon, chair of the Women's Health Philanthropy Council; Leigh Porges, Foundation emeritus trustee; Mary Streep; J. Peter Simon, Foundation emeritus trustee and Julie Munro. Not pictured: Bill Simon, Jr., and Aimee Simon, who works closely with the Foundation's Project Independence (see page 8).



KIDS4KIDS FAMILY FUN DAY

The 9th annual Kids4Kids celebration featured fun for all – an Atlantic Air One Helicopter, a magic show, a bouncy house and more. In total, the annual event has raised more than \$130,000 for Goryeb Children's Hospital, with this year's proceeds benefiting Calling All Kids Storybook Channel.

Pictured left: Cayla Moldovan with her furry friend, Winter, from Soothing Paws Pet Therapy.

Pictured right: (l-r) Kids4 Kids committee members Ellie Black, Mitchell Black and Cole Ekert.

lean, green AND IN THE BLACK

“It meant everything to me – I don’t even know how to explain how grateful I am.”

– Jeff Seamans



Jeff Seamans

Heart attack survivor Jeff Seamans had hit rock bottom. Bills were piling up. His health wasn’t getting any better.

Thankfully, a one-time grant from Project Independence, a relief fund that helps patients and their families, was about to change everything. Mr. Seamans could now pay his late mortgage and attend the hospital’s Dean Ornish Program, where he learned about lifestyle changes in exercise and diet. It was a fresh start.

Today, he’s up-to-date with his bills, 25 pounds lighter, eats vegan and works out daily. And thanks to a recent \$200,000 grant from the William E. Simon Foundation, the relief fund will be able to help more people, like Mr. Seamans, who find themselves trapped in unforeseen, challenging circumstances.

“I never expected that kind of help,” says the 50-year-old. “It meant everything to me – I don’t even know how to explain how grateful I am.”

To support Project Independence, contact Susan Johns, major gifts officer, at 973-593-2413 or susan.johns@atlanticealth.org.

LIKE FATHER, LIKE SON

For Chris Riccobono, growing up believing in what his father stood for has shaped the man he is today. His dad, Charles Riccobono, is a physician and was the vice president for quality and safety at a major medical center. Dr. Riccobono would often invite his friends – all board members of local medical centers – over for dinner. Through conversations around the table, Chris became passionate about the issue of patient safety, especially for children.

The remnants of those family-meal discussions stayed with him. So much so, the 39-year-old Madison resident recently gave \$100,000 toward the new Pediatric Oncology Safety Program at Goryeb Children's Hospital. "I'm impressed with CEO of Atlantic Health System Brian Gragnolati's commitment to quality and safety at Morristown Medical Center," says Mr. Riccobono. "At the moment I seem to be in a position to help, so it's really important that I try."

To learn more about this project, please contact Major Gifts Officer Geraldine Kling at 973-971-2414 or geraldine.kling@atlanticealth.org.

ICY GOALS MELT HEARTS

Joey Cecala, assistant coach for Madison High School's ice hockey team, wants his players to win on the ice, but he's teaching them a more important lesson off the ice. "We hope to assist our young men in becoming positive citizens," he says.

Coach Cecala put this lesson into action when his team faced-off against cancer and raised \$8,580 for the Valerie Fund Children's Center at Goryeb. The hockey team asked fellow students, teachers and parents for donations and ran a gift card drive for children undergoing chemotherapy treatments. Patients especially love receiving Starbucks cards.

Part of the money raised came from the Glasser Foundation, which recognized the player's double-overtime efforts and contributed in their honor. "I love that Coach Cecala wanted to not only teach the boys about hockey, but also the importance of giving back," says Margie Ticknor, Glasser Foundation president. The Dodgers' community service work aligns with the Glasser Foundation's mission of helping those in need within the community.

Pictured below: Madison High School ice hockey team with Nurse Practitioner Shannon Holland (far left) Director of Pediatric Hematology/Oncology Dr. Steve Halpern (holding check), Coach Joey Cecala and Educational Liaison Joanne Spera (far right).



Media Services



IN IT TO WIN IT

When Cole Mayberry was hospitalized with a bad stomach flu, the 11-year-old was more concerned with the welfare of his fellow patients than he was with himself. He would often ask, "Can I get you anything?" Or, "Do you want to play a game?"

Then a bright idea was born. Why not raise money to buy new board games to replace the ones with missing pieces?

Back at John Hill Elementary School in Boonton, the fifth grader sold glow sticks and collected \$387 for his cause. This past spring, he delivered a slew of games, including chess, checkers and Connect Four to Goryeb Children's Hospital. A champion already, at the game of life.

Pictured above: Cole Mayberry (center) surrounded by (l-r) John Hill Elementary School teachers Zachary Sabatino and Krystle Sacco, his mom, Tammy Shaw, Child Life Specialist Kristin Holtzman, Principal Tom Valle and Assistant Principal Sara Brogan.



FORMULA FOR SUCCESS

Planting tomatoes in container gardens, dashing down the soccer field and learning how to cook healthy dinners are some of the go-to activities for participants in the Family Counseling & Guidance program at the Family Health Center. A recent \$10,000 gift from the Kemmerer Family Foundation will help boost the program's resources.

"Once our clients learn to embrace a healthy lifestyle, it keeps building on itself – we've seen terrific results," says Alexandra D'Emidio, LSW, program coordinator. Serving as the hospital's clinic for underserved members of our community, the center reaches families in the Morristown area and beyond.

Interested in donating? Please contact Corporate and Foundations Relations Officer Julie Kimmel at 973-593-2427 or julie.kimmel@atlanticealth.org.



SOCIAL JUSTICE

Mastering social skills is difficult for many, but for autistic children it's nearly impossible. Thanks to the Summit Area Public Foundation (SAPF) and its recent \$13,750 grant, a new social skills group is making a difference at the Child Development and Autism Center.

This past fall, a pilot program taught some of the center's clients about respecting personal space and becoming better listeners. The funding will cover the availability of multiple groups throughout 2018.

SAPF Trustee Celia Colbert said the foundation's mission is to serve the needs of the Summit area, which has a sizable population of autistic children. "Supporting this kind of project is what we do, it's what our donors expect us to do," she says.



IT'S THE LITTLE THINGS

When faced with the enormity of a loved-one's long-term hospital stay, family members can find themselves not only rushing back and forth for daily visits, but surprisingly racking up hundreds of dollars in parking fees.

To alleviate this added burden, the Kenneth & Claudia Silverman Family Foundation has offered to pick up the tab. By donating \$25,000 to cover parking costs, the Silverman family's gracious gesture has many breathing a collective sigh of relief.

The program's mission is to help relatives with limited financial resources who visit the hospital multiple times a week, for months at a time.

Interested in donating to the program? Contact Major Gifts Officer Susan Johns at 973-593-2413 or susan.johns@atlanticealth.org.



Pictured: (l-r) Nurse Practitioner Tara Gleeson, DNT, Lori Barer Ingber, PhD, Ilyssa Maisano, Meri Barer, Sol Barer, Jennifer Zairi, Joshua Barer and Dr. Marta Rogido

we'll be YOUR TRIBE

Being a kid can be hard under the best circumstances, but for children with chronic conditions or life-threatening illnesses, it can be downright devastating.

Programs that support children during their darkest days are at the heart of the Barer Family Foundation's mission. A recent \$100,000 gift will support a new Social Skills Program and ABA Therapy Program at the hospital's Child Development and Autism Center. A portion of the gift will also fund SAM's Neonatal Intensive Care Unit's Palliative Care Symposium. This second annual conference teaches physicians, nurses and healthcare providers how to deal with loss and how to help parents cope better when caring for babies with chronic or life-threatening conditions.

Believing that the future is in the hands of children is another piece of the Barer Foundation's mission. "The smallest babies need every chance for a bright future," says Lori Barer Ingber, PhD, spokesperson for the Barer Foundation and trustee for the Foundation for Morristown Medical Center. "We want to protect those who are the most vulnerable in our society."

I KNOW HOW YOU FEEL

Helping cancer patients hits a personal chord with Michele Cestone, president of The Ralph M. Cestone Foundation.

"I'm lucky to be alive – I know what it's like to fight and survive cancer," says the West Orange resident. "It makes me want to reach as many people as I can who are going through what I did."

The Cestone Foundation gave \$50,000 in grant money to the Integrative Medicine Oncology Program at Carol G. Simon Cancer Center last year. The monies will help to expand the number of sessions offered to cancer patients – all free of charge – in various holistic therapies such as Healing Touch, Reiki, Therapeutic Touch, Jin Shin Jyutsu, acupuncture, massage, art therapy and music therapy.

"It's all about making a difference in someone's life," says Mr. Cestone. "I like to see the Foundation's money go directly to patients in ways that can help them feel better."



To offer your support, contact Lisa Duff, major gifts officer, at 973-593-2405 or lisa.duff@atlantichalth.org.

THE HEART OF THE MATTER

Third-term Foundation Trustee Karen Walsh and her husband, Ted, didn't think twice when asked to donate \$75,000 for a new Radial Lounge that patients could use during their recovery from radial cardiac catheterization.

It was an easy decision for them because Mrs. Walsh's late father underwent cardiac catheterization twice. "He had the procedure done the old-fashioned way, when doctors threaded a catheter through an artery in the groin," says Mrs. Walsh. "He recovered by laying on a table in a hospital room for hours with a heavy block on his groin area."

The new catheterization process goes through a small artery in the wrist (radial), which makes for a quicker recovery and a shorter hospital stay. Immediately after the procedure, patients are able to sit up and walk around. The new lounge will have the look and feel of a living room, giving patients more comfort and freedom as they recover. "My dad couldn't benefit from these improvements, but others will," she says.

Media Services



MAGICAL MOMENTS

Rebecca Camejo is on a mission. Her goal is to get as many developmental and adaptive toys to as many hospitalized babies as she can. To date, she has donated more than 100 toys to SAM's Neonatal Intensive Care Unit (NICU), along with a \$5,000 gift to the NICU and the Craniofacial Center at Goryeb Children's Hospital.

Mrs. Camejo's daughter, Billie, spent many hours in the NICU enjoying her favorite brightly-colored, multi-textured fish toy. Billie passed away before her second birthday from a rare genetic disorder.

"I want to help families like mine, while honoring my daughter at the same time," says Mrs. Camejo, president and founder of Billie McKenna's Foundation.

Pictured above: (l-r) Pediatric Physical Therapist Deborah Straka-DeMarco, Founder and President of Billie McKenna's Foundation Rebecca Camejo and Major Gifts Officer Gerri Kling



THE CRAYON CURE

"Jessica" is a teen who lost a friend to suicide. She's lonely and suicidal herself. After arriving at the Sameth Emergency Department, she's guided by Ashley Hill, an art therapist, to create a drawing. The 16-year-old sketches a portrait of herself with a hand reaching out to her. Jessica says her picture reflects her need for support.

"The process can help individuals to acknowledge feelings, allowing them to heal," says Ms. Hill. "It gives participants the opportunity to express themselves freely, with no judgement."

Now, thanks to a \$25,000 grant from The Allergan Foundation, additional hours will be added to the Art Therapy Program to help more patients find answers with crayons and canvases.



REVVING UP KINDNESS

Extra! Extra! Read all about it! Trend Motors Volkswagen of Rockaway is dedicated to keeping our patients in-the-know. The car dealership recently pledged an annual supply of free daily newspapers to Morristown Medical Center.

Creating a welcome distraction from hours in a hospital bed is the intent behind the dealership's goodwill. "We take extreme pride in giving back to the community, and we know that something like a newspaper for a patient or a guest often eases their mind and creates a better atmosphere for everyone during a hospital stay," says Adam Greene, president of Trend Motors Volkswagen.

In recent hospital surveys, the free newspapers spiked patients' favorable perceptions of their overall experience.

Pictured above: Trend Motors Volkswagen sales team



THE PERFECT SHADE OF GIVING

In the philanthropy world, unrestricted gifts are chameleon-like in their ability to easily become funding to supplement programs, backing for new technology or financing for equipment. Thanks to Selective Insurance Group, Inc., the Foundation's unrestricted funds are now \$25,000 stronger and available for various hospital projects that may otherwise not receive the support they so desperately need.

The recent gift will boost integrative medicine services at the Nancy and Skippy Weinstein Inpatient Hospice and Palliative Care Center. Patients who are dealing with chronic pain and others who are facing the end of life, can reduce stress and anxiety through meditation, massage and much more.

For more information about corporate giving, please contact Bonnie Gannon at 973-593-2419 or bonnie.gannon@atlantichhealth.org.

DOWN *the road*



ATTENTION ALL SHOPPERS:

The Bargain Box Thrift Boutique has found a new home!

Now located at 1117 Mt. Kemble Avenue – just five miles down the road – it's nestled within the historic "Country Mile" of specialty shops along Mt. Kemble Avenue in Harding Township.

"We're excited to be part of the Country Mile," says Jane Kilcullen, Women's Association for Morristown Medical Center (WAMMC) co-chair of the Bargain Box. "Whether you're looking for fashion accessories, designer clothes or an interview outfit, we're a go-to destination for the community."

For nearly 60 years, the high-end boutique has provided bargain hunters with gently used clothing for men, women and children as well as toys and household items. With all proceeds benefiting WAMMC, the Bargain Box is staffed by one full-time manager, six part-time employees and 56 volunteers.

Perks to the new address include ample parking, accessibility to Route 287 and a spacious showroom. "It's a brighter, more open space," says Mary Courtemanche, WAMMC president. "We hope to keep our current customers and attract new clients."

TOMLINSON LEGACY LIVES ON

The late Norman B. Tomlinson, who passed away on December 7, 2017 (see page 16), spent his lifetime expanding his family's publishing business, which included the *Daily Record* and *New Jersey Monthly*. He also gave generously to the hospital – more than \$5 million in the last 25 years.

His daughter, Kate S. Tomlinson, has followed closely in her father's footsteps. She's publisher and editor-in-chief of *New Jersey Monthly*, and recently gave a generous gift of appreciated stock toward nursing education to honor her dad.

This donation will continue her father's legacy, while she reaps the benefits of a new tax law. "Donors, like Ms. Tomlinson, who are interested in making gifts to the hospital – in nursing education or other areas – using appreciated stocks, bonds or mutual funds, will receive a deduction based on the full appreciated value," says Cynthia O'Donnell, JD, director of gift planning at the Foundation. "An added bonus is that they're exempt from paying any capital gains tax."

For more information, contact Director of Gift Planning Cynthia O'Donnell, JD, at 973-593-2418 or cynthia.odonnell@atlantichhealth.org



Pictured: (l-r) Barbara, Norman and Kate Tomlinson

A TIME TO TEACH

To everything there is a season, and for many seniors that means living with chronic conditions such as asthma, diabetes and congestive heart failure. If not managed correctly, it can also mean frequent trips to the doctor – or worse, the emergency room. Thanks to a \$100,000 grant from the Louise Washington Charitable Trust, the Senior Support Program is beefing up its community outreach team. A social worker will visit seniors in their homes to teach them how to better manage their chronic conditions and link them to community resources.

During visits from the social worker, their needs will be evaluated, medications reviewed and health education provided, when needed. "As our populations ages and health care focuses more on prevention strategies, programs like this will be vital to keep medical costs down, while allowing people to stay safely in their homes and improve their quality of life," says Michele Cameron, RN, manager of the Senior Support Program, Atlantic Home Care and Hospice.

Media Services



CIRCLE OF GRATITUDE

First came emergency surgery, then sepsis, but through it all, Janet Dell couldn't stop praising the care she received at Morristown Medical Center.

Shortly after her recovery, Mrs. Dell and her husband, Leonard, received a note from Foundation Trustee Peter Coccoziello, thanking them for their previous \$1,000 Annual Fund gift.

"It reminded us of how grateful we are to have the hospital there when we need it most," says Mr. Dell. The correspondence prompted the couple to give \$10,000 to the nursing department and the Head Family Inpatient Psychiatric and Behavioral Health Center. Then Pfizer, Mr. Dell's long-time employer, added a \$5,000 matching gift.

After that, Mr. Coccoziello called the Dells – thanking them yet again. "We're thinking of re-gifting the hospital in 2018," Mr. Dell says, with gratitude.

Pictured above: Janet and Leonard Dell



PUMP IT UP

Building one of the best valve centers in the country takes time and money. A \$25,000 gift from Ross, Rosenthal & Company, LLP toward our Structural Heart Program has helped place Gagnon Cardiovascular Institute on the map. It's now one of a handful of destinations nationwide that offers a full range of device alternatives to surgery for valve disease.

"It's exciting to see that we are leading the pack in valve procedures," says Linda Gillam, MD, MPH, Dorothy and Lloyd Huck Chair of Cardiovascular Medicine. She credits Philippe Genereux, MD, the world-renowned interventional cardiologist and co-director of the Structural Heart Program for bringing numerous trials to Gagnon. "We're changing the way interventional cardiology is practiced," she says.

Pictured from Ross, Rosenthal & Company: (l-r) Partner George Williams, Managing Partner Nicholas Gakos and Partner Joseph Graff, Foundation treasurer

SPOTLIGHT LOU NOSTI

Becky Bedrosian

Biking eight miles, lifting weights and then running two miles was Lou Nosti's go-to workout four times a week. That's why last spring when he landed at Gagnon Cardiovascular Institute, the Montville resident stunned the entire medical team as well as himself with three blockages in two main arteries.

Even more incredible, his left coronary artery – often referred to as the widow maker because of the grim results of surviving a heart attack here – was 98 percent blocked.

"They said I was atypical, probably the most atypical patient they have ever seen," says the 60-year-old fitness fanatic. "And what was most puzzling was that my last three EKGs, one done just two weeks prior, were all normal."

It all began last April, when Mr. Nosti was in his office at SGW Healthcare Marketing in Montville.

He felt a weird numbness; his vision blurred, and then he saw flashes of light while trying to review some creative copy with a colleague.

"I immediately thought stroke so a co-worker drove me straight to the Sameth Emergency Department at Morristown Medical Center," he says.

"I had no chest pain, no shortage of breath and sailed through the stress test on the treadmill without a problem," he adds.

However, while he was hooked to an EKG, a technician and a cardiologist noticed some abnormalities and ordered a more comprehensive nuclear stress test. The test uncovered possible blockages in the right coronary artery. The medical team performed an angiogram to confirm these findings, which came back positive. Immediately, stents were placed in two of the three coronary arteries.

"Ironically as spring approached, I had decided to up my jogging distance," says Mr. Nosti. "A week before landing in the emergency room, I ran four miles without feeling any symptoms."

Cardiologist Barry Lowell, MD, explained Mr. Nosti's condition as "a fatal heart attack just waiting to happen."

"All Dr. Lowell could say was that God was definitely with me that day," says Mr. Nosti, who described his entire stay at Gagnon as "absolutely exceptional." He adds: "I was so impressed with how the medical team assigned to my case each knew every detail so well. My three nurses were unbelievable."

Now more than a year after the event, Mr. Nosti says he's in better shape than ever. Down 30 pounds and hitting the track about four to five times a week, he is all about a major comeback. And with a career in medical marketing, he has become a walking advertisement on the importance of wellness screenings because, as he says, you never know.

"Family, friends and other colleagues all said I was the last person they ever imagined this would happen to," he says. "They all went immediately for screenings."

"I was so impressed with how the medical team assigned to my case each knew every detail so well. My three nurses were unbelievable."

A SELECTION OF ANNUAL FUNDING PRIORITIES

ONCOLOGY

Cancer Concierge Program | \$151,800 (over three years)

Carol G. Simon Cancer Center strives to recognize and address the psychosocial needs of our patients. In doing so, we understand that when patients enter the cancer center, they are often anxious and overwhelmed by their disease and the treatment required. In this new program, the concierge will focus on patients' non-clinical needs, ensuring that they move through their visits in a timely and efficient manner, scheduling and escorting them to testing and arranging for visits with other team members, such as dietitians, social workers and nurse navigators. The concierge will also educate patients about the many programs and services available to support them during treatment.

Child Life Program | \$35,000

The Child Life Program offers age-appropriate play/art-based interventions and activities for children who have a parent with cancer. As the number of adults with cancer grows, so, too, has the need for enhanced support. Funding will provide support to add psychoeducational group sessions, overnight retreats and more educational outreach to our current program.

PEDIATRICS

Calais Human Milk Analyzer | \$70,000

The Calais Human Milk Analyzer measures nutritional content of human breast milk protein, carbohydrates, fat and total energy. It will be used to customize breast milk supplementation to provide optimal nutrition for our frailest and most vulnerable patients, preterm infants.

CARDIOLOGY

Inpatient Cardiac Rehab | \$351,000 (over three years)

We seek to hire a full-time inpatient cardiac rehab nurse or exercise physiologist to support and work with patients in our Cardiac Intensive Care Unit and Cardiac Post Anesthesia Care Unit. Beginning cardiac rehab as early as possible facilitates a smoother recovery and a quicker discharge.

INPATIENT HOSPICE AND PALLIATIVE CARE

Music Thanatology Program | \$28,750

This palliative musical and clinical modality is dedicated to the care of the dying through harp and voice. Music thanatologists serve at the bedside of the dying in all settings: hospitals, hospices, nursing homes and private homes.

SECURITY

Parking | \$25,000

Parking charges at the hospital may present a burden to some families, especially to the underserved or those who have a family member hospitalized for an extended period of time. Recognizing the impact this may have on those families, Claudia and Ken Silverman established and funded the Claudia and Kenneth Silverman Family Parking Program. Our social workers, patient liaisons and care managers are in a unique position to identify those who need financial assistance and work with security and the parking garages to eliminate parking fees for those families. We are seeking funds to help augment and sustain this new program. We anticipate approximately 5,000 families will qualify.

You can make a difference! To lend your support, please call the Foundation at 973-593-2400 or visit f4mmc.org, view the full list of priorities and make a gift online.

CALENDAR OF EVENTS For upcoming events, log on to f4mmc.org and select Events

In Memoriam



With deep sadness, we acknowledge the passing of Honorary Foundation Trustee Norman B. Tomlinson Jr., on December 7, 2017.

Mr. Tomlinson spent his career in the publishing business, as the third generation in his family to own and run the *Daily Record* – established in 1900

by his grandparents, Ernest and Mary Balderston Tomlinson. A Princeton and Harvard Law School graduate, Mr. Tomlinson was instrumental in launching *New Jersey Monthly* magazine in the late '70s.

“Norman was a true renaissance man in every sense of the word and that shouldn't come as a surprise, given he was a long-time newspaper publisher,” says Jim Quinn, chief development officer for the Foundation. “There wasn't a subject Norman wasn't conversant about. Among his many interests,

he loved early American history, particularly the Civil War, and was passionate about the New York Giants, as he was a life-long ticket holder. A prominent civic leader and philanthropist in our community, Norman will always be remembered for his zest for life and for learning.”

Mr. Tomlinson is survived by his wife, Barbara Dydek Tomlinson, their daughter, Kate S. Tomlinson, publisher and editor-in-chief of *New Jersey Monthly*, her husband, Roger, and their son, Daniel and a niece and nephews.



Congratulations to the Women's Association for Morristown Medical Center on its 125th anniversary. Thank you to all the dedicated volunteers who supported the hospital over the years.

Pictured left: Women's Association Board from 1912

Pictured right: Current Women's Association Board (Back Row, l-r) June Meehan, Lynne Rosenfeld, President Mary Courtemanche, Kathy Christie and Pat O'Connor (Front Row, l-r) Patty Mullens, Susan Kennedy, Katie Nolle and Anne Fritz

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