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**The Arnold P. Gold Foundation**  
Working to keep the *care* in healthcare

**Spring 2012**  
Annual Report 2011

## ***Everything Can Change in an Instant-***

**A mother's memoir of her young daughter's battle with cancer**

*"For a doctor who cares for hundreds of children each year, Judy's account was a well-needed slap in the face, a reminder that it must always be about the child, about the family. That the "agenda" should, indeed must, always be set in response to what the family and the child need and want, when they need and want it, not what the doctor thinks they need, when the doctor thinks they need it."*

Leonard H. Wexler, M.D., Associate Attending Physician, Department of Pediatrics,  
Memorial Sloan-Kettering Cancer Center, New York, New York

**W**hen a child faces a life-threatening diagnosis, the reality reverberates through the entire family. Though the child is the identified patient, the life of every family member is impacted and changed by the presence of the illness.

In her emotionally uncompromising memoir, *Motherhood Exaggerated*, Judith Hannan recounts the ordeal of her young daughter's battle with cancer and how the frightening medical journey tested and strengthened a mother's resilience. As with all previous partnership publications between The Arnold P. Gold Foundation and CavanKerry Press, this volume strives to bring the patient and family's perspective and experience to physician education. *Motherhood Exaggerated* takes readers from diagnosis to remission as eight-year-old Nadia Hannan endures the nightmare of potentially terminal bone cancer, and the entire family weathers the dire interruption in their lives.

Told with grace and candor, Judith Hannan shares the struggles she, her husband, John, and children Frannie and Max, endure as they deal with their own issues and fear as Nadia undergoes six grueling months of chemotherapy as a result of a diagnosis of Ewing's sarcoma, a malignant bone tumor. Hannan never whitewashes the truth about this arduous medical journey, detailing both the negative and positive steps along the way. Without pity, she admits her own insecurities, missteps, and moments of weakness, but also takes pride in the small victories won as she battled for Nadia's very life. For Judith in particular, her daughter's illness rekindles emotions that had lay dormant since her mother's battle with terminal cancer and reawakens a yearning for spiritual answers.



Author, Judy Hannan

In April at the New York Academy of Medicine, The Gold Foundation hosted a reading from *Motherhood Exaggerated*. Before an audience of physicians, medical residents and supporters, Judith Hannan brought the struggles of being a mother of a seriously ill child to life. Her willingness to share her inner most thoughts and fears touched everyone present and underscored the point that when a child is sick, the impact reaches far beyond the individual being treated.

*Ed. Note: Motherhood Exaggerated is available for purchase from major booksellers.*



*"It is Halloween and Nadia is still dressed in her angel costume after an evening of trick-or-treating, when the cancer finally shows itself. I look and see the lump. I am more curious than concerned, as if I have been given a puzzle to solve. It is still 36 hours before we are being prepared for a cancer diagnosis. Nadia will have one gymnastics session with her new coach, one swimming lesson with Gaby and then her violin will be put away permanently. She will be stripped of her wings and confined to a chrysalis woven of chemotherapy. I am the one who will grow wings. My flight will be clumsy at first, but I will remember all those dragonflies. How could I not have recognized their strength, their certainty, their agility? If I fly like them, I will learn what I thought I should have known but have always struggled with- how to be Nadia's mother."*

*Motherhood Exaggerated* is the 10th title of CavanKerry's LaurelBooks, which are collections of poetry and prose that amplify the patient's voice in the experience of illness. The Arnold P. Gold Foundation partners with CavanKerry to sponsor these publications as a means to promote our shared concerns of humanism, community and meeting the needs of the underserved. LaurelBooks publications and readings are offered as teaching tools to the medical community across the United States.

Dear Friends,

American healthcare is undergoing dramatic changes. By the time you read this letter, the Affordable Care Act will have already been reviewed by the Supreme Court. But no matter what course health reform takes, compassionate care must remain at the core of the doctor/patient relationship. In keeping with that vital goal, we are happy to report that The Gold Foundation continues to advance its multifaceted efforts to “keep the care in healthcare.” This edition of DOC features only a small sampling of these efforts -- please take special note of Gold Foundation Student Fellow Maryl Goldberg’s project promoting better nutrition in the Dominican community, and the exciting plans for the upcoming Gold Humanism Honor Society’s fifth Biennial conference.

This DOC also serves as our 2011 Annual Report and allows us to express our heartfelt “thank you” to the many friends who have generously supported our mission of fostering humanism in medicine. We greatly appreciate your continued commitment to our work; without you it would not be possible. With our country’s impending healthcare changes, moving our mission forward is more important than ever. Check the pie chart on page 5 to see how your contributions were used to fund our programs.

Finally, we urge you to consider passing along this DOC newsletter, either in hard copy or electronically, to a few of your friends. In that way, you can help us greatly enlarge the number of champions improving patient care.

Here’s to your Good Health!



Jordan and Sandra

Please visit our website, [www.humanism-in-medicine.org](http://www.humanism-in-medicine.org), to better understand the extent and reach of our programs !



Jordan J. Cohen, M.D.  
Chair



Sandra O. Gold  
President and CEO

## Keep in Touch!

**Still receiving DOC in print?** Help us Go Green! To receive DOC only by e-mail, please write to [kerry@gold-foundation.org](mailto:kerry@gold-foundation.org). You don’t even have to type a note – just put “Go Green” and your name in the subject line and we’ll do the rest!



**Visit our Facebook page** to see what’s new in medical education, compassionate care, and Gold Foundation programs around the country and around the world. Simply go to [www.bit.ly/GoldFacebook](http://www.bit.ly/GoldFacebook).



**Follow us on Twitter** @GoldCareInMed, where we share links to interesting articles about the doctor-patient relationship and news about Gold Foundation awards and ceremonies.

For enhanced content, including links to articles and additional information, please view the electronic version of DOC at

[www.humanism-in-medicine.org/DocSpring2012](http://www.humanism-in-medicine.org/DocSpring2012)

## Treating Patients in the Context of Culture

A Gold Foundation Student Fellow Addresses Obesity in the Dominican Community

How many of us have been told to lose some weight to improve our health? Imagine hearing this message in a language you do not understand well, in a country with unfamiliar foods, and in a neighborhood where healthy fresh food is costly and not readily available.

Imagining is exactly what 2011 Gold Foundation Student Summer Fellow Maryl Goldberg did. As a first year medical student at Columbia University College of Physicians and Surgeons, Maryl frequently interpreted for clinic staff when they met with Spanish-speaking patients. Even in Spanish, Maryl recognised that patients did not often understand recommendations for dietary changes. The patients, Dominican immigrants from Washington Heights who use the student-run free health clinic, are at high risk for obesity-related health problems such as diabetes and heart disease. While 33.4% of the more affluent Upper West Side residents are overweight or obese, percentage soars to 68.6% in the bordering neighborhood of Washington Heights.

*"A pamphlet in English suggesting consumption of whole grains and leafy green vegetables has little use to a Spanish-speaking patient in Washington Heights who has never heard of kale and whose local bodega does not sell whole grain bread."*

—Maryl Goldberg

Maryl's project focused on attempts to reduce the incidence of obesity by improving the eating and exercise habits of the Dominican community. She created a culturally and linguistically appropriate brochure that included information about healthy eating, where to find fresh food in a neighborhood with few options, how to consume produce when fresh was not available, and free walking routes through local parks. With an eye on health literacy, the pamphlet used simple language in Spanish and pictures to illustrate important concepts.

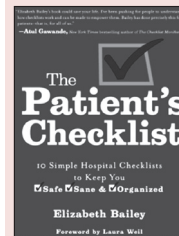
But community outreach with the pamphlet was only one side of the equation. Maryl also changed clinic procedures, ensuring that all overweight patients were seen by student health educators. She trained educators in interviewing and communication skills, and educated them about who the patients were, what they eat, and how to talk to them about nutrition and exercise with a culturally-sensitive and neighborhood-appropriate focus.

With First Lady Michelle Obama's efforts to improve our nation's health through diet and exercise, Maryl's project couldn't have been timelier. As a third year student, she plans to conduct research to evaluate if providing patients with neighborhood-based, health literacy-focused information by trained students will be more effective in helping them lose weight. Stay tuned for the results!

The take-away for Maryl when she begins her practice? "I will be more conscientious about making sure that information patients receive gives them a clear idea about how to integrate it in their lives. I will research who the community is so that I know what behavior change is feasible." she told DOC in a recent conversation. A great example of humanism in action.

## Staff Picks-

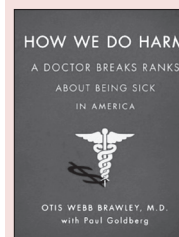
Reading for the Body, Mind and the Soul



**The Patient's Checklist: 10 Simple Hospital Checklists to Keep you Safe, Sane & Organized**

by Elizabeth Bailey

From a trip to the emergency room to open heart surgery, all patients can experience not just perplexing and impersonal care but serious communication failures among care providers and basic safety issues that can put them at risk. These checklists can play a big role in helping patient and family both guard against human error and improve communication and compassion in hospital care. Includes sections on what to bring with you, medication management, how to make your hospital stay safer and more comfortable, and planning for your discharge.



**How We Do Harm: A Doctor Breaks Ranks About Being Sick in America**

by Otis Webb Brawley, M.D.

Dr. Otis Brawley, chief medical and scientific officer of The American Cancer Society, exposes the shortcomings in America's healthcare system that are the reason the U.S. is ranked 50th in life expectancy. In this manifesto for change, Dr. Brawley calls for "a widespread demand for rational use of health care," drawn from results-based, scientifically justifiable treatments, that will lower costs, increase access to healthcare, and save lives. "As we discuss the transformation of health care in this country, put Dr. Brawley's book at the top of your list." - Dr. Sanjay Gupta

Your generous donations along with the Kenneth Adler Memorial Fund, The Estate of Antonette DiCosimo, The Carole & Debra Ledeen Fund for Student Grants, the Page & Otto Marx, Jr. Foundation, the Mellam Family Foundation and the Marcia Orenberg Memorial Fund to benefit under-served children, help to fund The Arnold P. Gold Student Summer Research Fellowships.

## *GHHS Biennial Conference Update:*

October will mark the 10th anniversary of the establishment of the Gold Humanism Honor Society (GHHS), and its fifth Biennial Conference. Hundreds of GHHS members – students, residents, faculty, administrators and practicing physicians -- will gather in Chicago to hear from some of medicine’s best role models for compassionate care. [“Building on a Decade of Humanism in Action”](#) will reflect and enhance the humanistic medical care that participants practice daily. For the first time, registration is also open to all practicing physicians who have an interest in nurturing their skills in humanism and compassion.



*Dr. Jarome Groopman &  
Dr. Pamela Hartzband*

Speakers include Dr. Jerome Groopman and Dr. Pamela Hartzband, co-authors of *Your Medical Mind*; Dr. Pedro “Joe” Greer, winner of the MacArthur “genius” award and the Presidential Medal of Freedom; and Dr. William Mobley, Director of Stanford University’s Center for Research and Treatment of Down Syndrome.

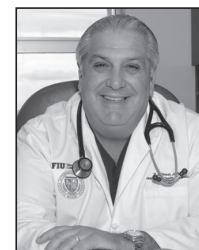
Workshops presented by faculty, residents and students such as “Self-Care: A New Professionalism Key Competency?”, “The Role of Professional Standards in Humane Medicine”, and “Reflective Rounds: Exploring Spirituality in the Clerkship Experience” will give participants the opportunity to be inspired and challenged by their colleagues.



*Dr. William Mobley*

GHHS members are individuals who have been recognized for modeling integrity, excellence, compassion, altruism, respect and empathy. Members may be selected as 3rd and 4th year medical students, and as residents, faculty or administrators at medical schools. Chosen by their peers, student members generally represent 10-15% of their class. Physicians may also be recognized for humanistic practice at various stages in their careers.

*To enable exemplary medical student and resident representatives to attend the Biennial, we underwrite their travel, accommodations and meals costs. Sponsor a student for \$1,500 or make a contribution to this effort. To make a donation, contact Bob Gurmankin, VP of Development – rgurmankin@gold foundation.org.*



*Dr. Pedro “Joe” Greer*

## *Valentine’s 2012 Marks 2nd GHHS Solidarity Day*

Last year’s shooting of U.S. Representative Gabrielle Giffords and 18 others shocked the nation. After the shooting the first physician to treat Giffords, Dr. Randall Friese, recognized that comforting her was a vital in her medical care.

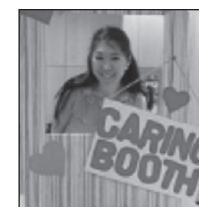
This statement struck a chord with The Gold Foundation, resulting in the first Gold Humanism Honor Society (GHHS) Solidarity Day for Compassionate Patient Care on Valentine’s Day 2011. Medical schools and institutions showed their support of Dr. Friese by creating projects and ceremonies that honored the importance of patient-centered care.

This year, 43 medical schools and institutions participated in GHHS Solidarity Day. Each event created by a GHHS chapter was unique, but all honored the importance of compassion and empathy as an integral part of the patient’s healing process.

**For a full listing of the schools and institutions that participated in GHHS Solidarity Day and synopses of their activities, visit our website at [www.humanism-in-medicine.org](http://www.humanism-in-medicine.org) and check under the GHHS tab.**

Events at medical schools ranged from students at Oregon Health & Science University spending purposeful time with patients listening to their feelings and experiences, to students at Albert Einstein distributing “I CARE” stickers to people in the lobby of the hospital to promote the ideals of humanism.

At Jefferson Hospital, GHHS student members distributed baked goods in ICU waiting rooms and made “Humanism Valentines” to distribute to staff in hopes that when they saw an act of humanism, they would “pay it forward” by giving that staff member a valentine. Workers in the “under-thanked” departments that contribute to patient care at George Washington University Hospital received goodie bags from GW GHHS members who also hung a banner in the hospital thanking workers for their part in patient care. A panel of UC, San Diego GHHS 4th year medical students shared personal humanistic “Stories of Medicine”, an event [covered by the local public television affiliate.](#)



*4th year student and GHHS member, Jennifer Chang at Albert Einstein College of Medicine’s Caring Booth*



*Tina Nguyen and Andrew Pham, Co-Presidents of GHHS at University of Texas Medical Branch at Galveston, delivering gift baskets to the ICU Waiting Room*



## The Arnold P. Gold Foundation

### Statement of Financial Position

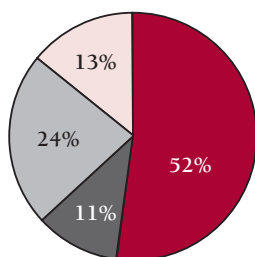
	2011 (Unaudited)	2010 (Audited)
<b>Assets</b>		
Cash and cash equivalents	\$156,655	\$230,620
Pledges receivable	476,501	550,036
Grants receivable	798,235	1,060,667
Investments, at fair value	13,395,939	12,430,971
Accrued interest and dividends	29,706	29,430
Office equipment, net of accumulated depreciation	27,131	13,790
Security deposit	5,883	5,883
<b>Total assets</b>	<b>\$14,890,050</b>	<b>\$15,321,397</b>
<b>Liabilities and Net Assets</b>		
Grants payable	\$981,428	\$665,273
Other accrued expenses	111,368	4,794
<b>Total liabilities</b>	<b>1,092,826</b>	<b>670,067</b>
<b>Net assets</b>		
Unrestricted		
Operating (deficit) surplus	1,772,467	2,902,728
Board designated endowment fund	3,250,000	3,050,000
<b>Total Unrestricted Net Assets</b>	<b>5,022,467</b>	<b>5,952,728</b>
Temporarily restricted	804,435	1,006,881
Permanently restricted	7,970,322	7,691,721
<b>Total net assets</b>	<b>13,797,224</b>	<b>14,651,330</b>
<b>Total liabilities and net assets</b>	<b>\$14,890,050</b>	<b>\$15,321,397</b>

\*The 2010 Statement of Financial Position was excerpted from the 2010 Audited Financial Statements.

The 2011 Statement of Financial Position is not yet audited and represents the best knowledge at publication of this annual report.

The Arnold P. Gold Foundation is a publicly supported, tax-exempt organization, as defined in section 501(c)(3) of the IRS code.

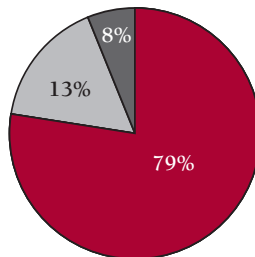
#### Where Our Money Comes From (2011)



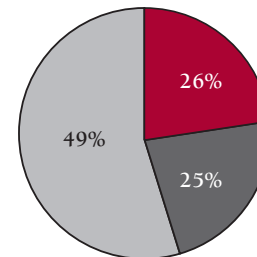
■ Individuals*	\$1,268,760
■ Endowments	\$258,000
■ Grants & Receivables	\$585,000
■ Investment Allocation	\$315,000
<b>Total Revenue</b>	<b>\$2,426,760</b>

\*37% generated by the Board of Trustees

#### How Our Money Is Spent (2011)



■ Program Services	\$2,019,090
■ Management & General	\$190,275
■ Development/Marketing	\$343,320
<b>Total Expenses</b>	<b>\$2,552,685</b>



■ Ceremonies & Awards	\$516,910
■ Prog Dev & Research	\$513,395
■ Education & Training	\$988,785
<b>Total</b>	<b>\$2,019,090</b>



The Arnold P. Gold Foundation is pleased to recognize the members of our

## **ACADEMIC MEDICINE GOLD PARTNERS COUNCIL**

In December 2010, The Arnold P. Gold Foundation invited the academic medical community to join together in support of the foundation's programs and projects to advance our mission of keeping the care in healthcare.

We are pleased to announce that to date, the 78 schools listed below have joined the council.

### **MAIMONIDES SOCIETY**

Columbia University  
College of Physicians and Surgeons  
David Geffen School of Medicine at UCLA

The George Washington University School of  
Medicine and Health Sciences  
Jefferson Medical College

Stanford University School of Medicine  
University of Massachusetts Medical Center

### **PEABODY SOCIETY**

Duke University School of Medicine  
Georgetown University School of Medicine  
Harvard Medical School  
Hofstra North Shore-LIJ School of Medicine  
Indiana University School of Medicine

Johns Hopkins University School of Medicine  
McGill University Faculty of Medicine  
Michigan State University  
College of Human Medicine  
Perelman School of Medicine  
at the University of Pennsylvania

Tufts University School of Medicine  
University of Cincinnati College of Medicine  
University of Texas  
Medical School at San Antonio  
Weill Cornell Medical College

### **SCHWEITZER SOCIETY**

Albany Medical College  
Albert Einstein College of Medicine  
of Yeshiva University  
Baylor College of Medicine  
Case Western Reserve University  
School of Medicine  
Chicago Medical School  
Creighton University School of Medicine  
Des Moines University  
College of Osteopathic Medicine  
East Carolina University  
Brody School of Medicine  
East Tennessee State University  
College of Medicine  
Eastern Virginia Medical School  
Edward Via College of Osteopathic Medicine  
Florida State University College of Medicine  
Howard University College of Medicine  
Kirksville College of Osteopathic Medicine  
Mayo Medical School  
Memorial University of Newfoundland  
Faculty of Medicine  
Mercer University School of Medicine  
New York Medical College  
Northeast Ohio Medical University  
Nova Southeastern  
College of Osteopathic Medicine

Ohio University Heritage  
College of Osteopathic Medicine  
Pennsylvania State University  
College of Medicine  
Saint Louis University School of Medicine  
Southern Illinois University School of Medicine  
SUNY Upstate Medical University at Syracuse  
Temple University School of Medicine  
Tulane University School of Medicine  
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Faculty of Medicine and Dentistry  
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University of California  
Davis School of Medicine  
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San Diego School of Medicine  
University of Connecticut School of Medicine  
University of Hawaii  
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University of Iowa Carver College of Medicine  
University of Kansas School of Medicine  
University of Maryland School of Medicine  
University of Michigan Medical School  
University of Minnesota Medical School  
University of Mississippi School of Medicine

University of Missouri  
Kansas City School of Medicine  
University of Nevada School of Medicine  
University of New England  
College of Osteopathic Medicine  
University of North Dakota School of Medicine  
University of Oklahoma College of Medicine  
University of Pittsburgh School of Medicine  
University of South Florida Health  
Morsani College of Medicine  
University of Southern California  
Keck School of Medicine  
The University of Toledo College of Medicine  
University of Vermont College of Medicine  
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University of Washington School of Medicine  
University of Wisconsin  
School of Medicine and Public Health  
Vanderbilt University School of Medicine  
Virginia Commonwealth University  
School of Medicine  
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at Brown University  
West Virginia University School of Medicine  
Western University of Health Sciences College  
of Osteopathic Medicine of the Pacific  
Wright State University  
Boonshoft School of Medicine

Members as of March 2012. Membership: Maimonides Society - \$5000 Peabody Society - \$2500 Schweitzer Society - \$1000

For membership information, please contact The Arnold P. Gold Foundation, Robert Gurmankin, 201-567-7999 x18 or [rgurmankin@gold-foundation.org](mailto:rgurmankin@gold-foundation.org).



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**The Arnold P. Gold Foundation** is grateful to the individuals, foundations and organizations whose contributions supported our work in 2011.

Every donation is an act of advocacy for improved patient care. On behalf of patients and their families, and on behalf of dedicated caregivers, we thank you for your generosity. With your support we will continue working to keep the care in healthcare.

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Here are quotes from individuals recognizing their Gold DOCS paired with a few of the Gold Foundation's *Guidelines for Practicing Medicine with Humanism and Humility*.

*"Dr. Ferrara always spoke directly to my grandmother, looked her in the eye, took her opinions and concerns seriously, and spent as much time with her as she needed."*

- Use effective communication and active listening skills

*"Dr. Field helped me to feel comfortable with the end of care life management issues I wanted to make for my father by always being on the other end of the phone with his compassionate counsel and advice."*

- Show compassion, empathy and respect for all your patients

*"Practicing in a cultural environment much different than his own, Dr. Rajasurya demonstrates an understanding of diverse cultural and sociological contexts far beyond what is expected of his age. Furthermore, he fully embraces this diversity and is a most culturally competent physician."*

- Be sensitive to cultural differences of your patients and their families

*"During one consult with Dr. Gil, I literally papered his desk with test results, more test results, research, and questions - and Dr. Gil deciphered and synthesized the data, and most importantly, helped me logically decide the next steps toward surgery."*

- Be sure that your patients understand their diagnoses and treatment plans

*"As I was hopeful to be able to keep my knee, Dr. Eskew agreed to try to amputate below the knee. His truthfulness was appreciated as he told us 'we have a 50/50 chance of enough blood flow to sustain this part of your limb.'"*

- Partner with your patients for the best healthcare outcomes

Clearly these doctors meet the Gold Standard! Add your compassionate, caring doctor to the growing Gold DOC database on our website by visiting [www.recognizeyourgoldDOC.org](http://www.recognizeyourgoldDOC.org) or email [kerry@gold-foundation.org](mailto:kerry@gold-foundation.org). Upon receiving your recommendation, we will send your Gold DOC a congratulatory letter including excerpts from your recommendation, a framed certificate, and a Humanism in Medicine lapel pin.

*We hope you will consider making a donation in honor of any of your doctors to recognize their example of outstanding patient-centered care!*