



The Arnold P. Gold Foundation

Fostering Humanism in Medicine

Fall 2003

Our “Gold Doc”

When my husband, Leonard, was diagnosed with cancer in 1999, it was already in his bones. Though we had few options available, we decided to seek a second opinion at Memorial Sloan Kettering Cancer Center in New York City. Fortunately we were assigned to Dr. William Kevin Kelly.

Immediately I was put at ease by Dr. Kelly’s warm and gentle face. For almost three years, he was readily available whenever we needed him. While sometimes we had to wait, once we were in his office we were never hurried or interrupted by ringing phones or beepers. In the waiting room, we understood he was giving other patients what they needed as well. Both he and his assistant, Trish, made us feel that we really mattered.

Dr. Kelly explained everything in detail and answered all of our questions. If a treatment stopped working, he would try another approach, and often said: “Don’t worry, I’ve plenty more up my sleeve.” Going for the chemo treatments was difficult, but the treatment rooms were cheerful and comfortable, with beautiful plants and light. Everyone on staff (from the security guards to the doctors) greeted us with a smile — a wonderful thing. Humanism in medicine begins with a smile.

After Leonard died in January 2002, I was touched to receive a special handwritten condolence note from Dr. Kelly. His relationship with us was honest and heartfelt. I love Dr. Kelly; he is a “Gold Doc.”

~ Barbara Bolton

SAVE THE DATE: November 15

The Associates Committee’s “Masquerade Ball,” to be held at the Explorer’s Club in New York will benefit The Foundation’s Pediatric Home Visit Program (HVP). The HVP provides invaluable personalized medical care for patients in their homes by residents in geriatrics, pediatrics and internal medicine.

For further information about the “Masquerade Ball” contact Laura Braff at (201)567-7999.



(Top left) Shirley Benaroya and Arienne Schreer, two of the co-chairs of the “Cocktail Blues” event held last April to raise awareness and support among young adults for The Foundation’s mission and programs. (Center and right) attendees at the 2001 Ball.

“Life With Sam”

Sam was just six years old when he died of leukemia. His mother, Elizabeth Hall Hutner, wrote a poignant account of her life-shattering experience with the greatest of human losses, the death of a child. *Life with Sam*, an eloquent collection of poetry and prose, includes photographs taken by Elizabeth’s brother and Sam’s uncle, Simeon Hutner, an award-winning filmmaker and editor, who began photographing his nephew at birth and continued throughout his illness.

The Arnold P. Gold Foundation supported the publication of this powerful book, the first in a new series on the medical experience. Published by LaurelBooks, it is the latest imprint of CavanKerry Press, a not-for-profit literary press, founded by psychologist Joan Handler. LaurelBooks is dedicated to exploring issues associated with confronting serious physical and/or psychological illness, and producing works that can also be used as teaching tools in medical schools.

This past spring, poems from *Life with Sam* became a springboard for discussions among medical students at Columbia University’s College of Physicians and Surgeons and at the Robert Wood Johnson Medical School. Students considered such issues as: how to give a patient bad news, how to deal with death and dying, and how to treat patients

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Dear Friends ,



Like me, I'm sure you are challenged by today's increasingly depersonalized healthcare system. It is troubling that medical students, physicians and other caregivers are so burdened with bureaucratic demands and preoccupied learning new technologies that they have little time to develop the meaningful relationships with their patients and peers essential for good medical care.

This year, The Arnold P. Gold Foundation is celebrating its 15th anniversary. Our programs provide opportunities for medical students, faculty and hospital residents to focus on doctor-patient communication, issues of death and dying, cultural competency, community leadership, mentoring and ethics. We are proud that in 2003, students and faculty at 93% of U.S. schools of medicine and osteopathy, as well as schools abroad, and at many teaching hospitals, participate in our 26 creative and diverse programs.

A major program for change is the initiation in 2001 of the *Gold Humanism Honor Society*, with chapters already at 13 medical schools. This society sends a clear message to medical students that humanism is important and valued—by both the medical school and profession of medicine.

GIVING THANKS

On behalf of our distinguished Board and Advisory Council, Sandra and I sincerely thank the many foundations, medical educators, hospital administrators and especially *you*, our donors, for keeping our mission and programs strong. You help us to restore the traditional balance of the "art", along with the science in medicine.

As we continue to successfully swim against the tide, we are committed to redoubling our efforts so we don't lose momentum, particularly in today's difficult economy. Your contribution, in whatever amount you can give, will *help us to keep the "care" in healthcare*. Together we can make the difference. We and above all, our children and grandchildren, will be the beneficiaries of your support.

With warmest wishes for a happy and healthy holiday season,

Arnold P. Gold, M.D., President

PLEASE NOTE:

Traditionally in the Fall issue of *DOC*, we print the list of annual contributors. In 2004 we plan to publish our first Annual Report. It will list all the contributions from October 2002 through December 31, 2003 and will include The Foundation's history.

(*Life with Sam* continued from page 1)

from different cultural backgrounds who may not speak or understand English. Readings were given at the *Norbert Goldenberg, M.D. Ethics Night* at Columbia P&S by poet Molly Peacock and at RWJMS by Simeon Hutner.

MEDICAL HUMANITIES CLUB

The new Medical Humanities Club at the Robert Wood Johnson Medical School, which was conceived and organized by Matthew Wosnitzer, class of '05, with the help of Drs. Susan Rosenthal and David Carver, organized its *Life with Sam* session. Guest speaker Simeon Hutner (pictured below showing one of his photos) brought the book to life for the students through his sensitive reading and anecdotes about Sam and his sister, Elizabeth, who, ironically died of breast cancer in 2002.



This project is one of many examples of The Gold Foundation programs that give medical students permission to care.

"PRAYER" FROM LIFE WITH SAM

I let him go, step by step, until he died.
I gave him the pills, I checked the blood counts,
I held his hand for the bone marrow tests.
I saw the little girl, healthy, who looked
away when she saw him, bald and dying,
in the X-ray room, but I have looked away
when the dying one was not my son.
Please let me also remember his voice
calling "Mom!" and his laugh as he ran to me
when I picked him up from preschool.
Let me feel the heaviness of his head
on my shoulder as he slept.
Even if it is only in memory,
let me hold his peaceful breathing
in my breath as the new baby grown
within me.

We are proud to partner with publisher Joan Handler of CavanKerry Press in developing the LaurelBooks' series on the medical experience.

To order *Life with Sam*, either individually or in bulk (special discounts available) for class purposes, please contact The Gold Foundation at: (201)567-7999.

Perspectives on Practicing Humanism: Award-winning Doctors Share Thoughts

Auguste H. Fortin, M.D. faculty awardee and Bradley Collins, M.D. student awardee, two of the 152 recipients of the 2003 *Leonard Tow Humanism in Medicine Award*, discuss medical education and doctoring.



Auguste H. Fortin VI, MD, MPH, Assistant Clinical Professor of Medicine, Director of Psychosocial Curriculum, and Communication Skills Training at Yale University School of Medicine.

DOC:

What personal life experience motivated you to join academic medicine?

DR. FORTIN:

A combination of good teachers and bad role-models! Several teachers affected me positively and I wanted to have that same effect on others. My high school biology teacher triggered in me a keen interest in science, while also demonstrating enormous compassion and respect for her learners. She made me see that I could ignite this same passion in others and combine science with humanity.

DOC:

The Gold Foundation has identified seven attributes as being central to humanism in medicine: Integrity, Empathy, Compassion, Altruism, Respect, Excellence and Service ("IE CARES"). Which of these is the easiest for you to role-model and which do you think is the most difficult?

DR. FORTIN:

Carl Rogers defined empathy as "understanding exactly." I try to listen to students' concerns, problems, doubts, etc. until I feel that I understand their viewpoint and the emotion around it; I don't have to agree, just understand. I then verbalize my understanding, my respect for their sharing and my willingness to partner with them to change what we can. When students feel heard, understood and cared for, it deepens the relationship. We teach students to approach their interactions with patients in the same way. Empathy is the easiest for me to model to students, because I try to treat them the same way I want them to

treat their patients. The hardest to role model for students is altruism, if you define it as unselfish regard or devotion to the welfare of others. Ultimately, the care of patients ultimately trumps my attention and altruism to students.

DOC:

How do you handle beginning medical students who seem to express more interest in research and technology than in patient care?

DR. FORTIN:

If I can communicate that establishing strong relationships with patients makes for better physicians, then I think I've won! Relationship building skills can be learned. In that all medical students have contact with patients, all medical students must develop humanistic skills. While some aspects of patient care can become routine, such as reading EKGs and filling out forms, taking care of a "person" is what keeps me excited and fulfilled and gets me out of bed in the morning.



Bradley Collins, MD, Penn State Medical School '03 graduate and inductee into the Gold Humanism Honor Society, now at Brown University's Internal Medicine Residency program at the Rhode Island and Miriam Hospitals in Providence, RI with patient on mission in the Dominican Republic.

DOC:

During your medical education experience, who was the biggest influence on you?

DR. COLLINS:

My wife and family helped to keep me grounded and remind me why I went into medicine in the first place. Wonderful exemplary physicians in my hometown, and at Penn State, who were committed to the humanistic side of medicine, were also

positive role models for me. These influences helped me to stay focused on what really matters, the patient.

DOC:

From your view as a new resident, what is your greatest challenge?

DR. COLLINS:

Staying focused. Even when you have been up all night and just want to sleep, and a patient needs you for something that you feel is trivial, you need to remember that you are there for him or her, and for his or her needs — no other reason.

DOC: *How do you think being a recipient of these awards will affect you in the future?*

DR. COLLINS:

As many great physicians before me have set the bar high, these awards serve as a

means to keep me striving toward that standard of excellence. They are a constant reminder of the commitment that needs to be made to humanism in medicine.

Friend Raising



Young violinist, author and philanthropist, Jourdan Urbach (center) following his performance at dinner-musical honoring The Gold Foundation supporters, pictured with his parents Deborah and Victor Urbach and Angelica Berrie, event hostess and Foundation Guardian. Jourdan will perform at Carnegie Hall on January 24, 2004.

Program Update...

Serving the Under-served

Assistant Professor of Family Medicine at the University of Texas in Galveston, Kirk L. Smith, M.D., Ph.D., is a founder and Executive Director of an innovative service and training program, *Frontera de Salud*. He has taught medical ethics at the University of Texas and Georgetown University, and was recently awarded a Gold Foundation Professorship at the University of Texas Institute for Medical Humanities.

Begun in 1998, *Frontera*, was created and staffed by medical, nursing and allied health students "committed to bringing healthcare to the under-served." Its mission includes:

- addressing community health issues by delivering cost-effective primary care to communities in need
- furthering the clinical competency of its volunteers by providing settings in which they may improve their skills
- encouraging students to reflect on the profession of medicine as a moral practice

A SERVICE IDEAL

Frontera explains that "healthcare professionals enter the healing art motivated at least in part by a service ideal. All too often, however, the demands of school and career preclude putting humanistic ideals into practice." *Frontera* integrates self-reflection into the experience of care by "emphasizing a constant dialogue between competence and compassion. The program seeks to increase students' understanding of the moral and social dimensions of their profession by placing them in circumstances where they can deploy their ideals," as well as, enjoy "the special satisfaction that service to others brings."

PROGRAM EXPANSION

Already involving hundreds of students, *Frontera de Salud* currently has chapters in Galveston and San Antonio. Funding from the Association of American Medical Colleges (AAMC) is helping to provide for national replication. Starting in 2004, *Frontera* will offer the Integrated Community Health Elective (ICHE) for senior internal medicine or family medicine residents for the impoverished community of Cameron Park near Brownsville, Texas.



For further information about Dr. Smith or *Frontera*, contact Ann Bruder, The Gold Foundation's Director of Programs: Call (201)567-7999, email: abruder@gold-foundation.org or visit the *Frontera* website: <http://studentlife.utmb.edu/frontera>.

NJ Residents Pilot Programs

Who hasn't seen harried residents on TV programs like "ER" and "Scrubs" dealing with tensions between professional growth and family building, or being both teacher to medical students while still students themselves? In the face of mounting economic pressures, including skyrocketing malpractice premiums and paying off educational debts, residents must learn and practice their medical specialties while working with patients, peers, medical students and supervisors.

To help residents improve patient care, communication and professionalism competencies, all essential to healing, The Gold Foundation is supporting pilot skill development programs at four New Jersey hospitals with the objective of developing model programs. Twenty-five participants, including program directors, administrators and residents, met with Foundation representatives in July to brainstorm and evaluate the four innovative proposals selected.



Meeting participants (L) Stacey Stein, M.D., Resident, Cooper University Hospital; (Mid) Andrew Epstein, 4th year student at UMDNJ; (R) Snehal Gandhi, M.D., Resident, Cooper University Hospital.

CARING HOSPITAL COMMUNITIES

The new programs are designed to help residents deal with language and cultural barriers, improve interviewing techniques, and better elicit and utilize patient evaluations. Part of our *Caring Hospital Communities (CHC)* initiative, these programs are made possible by a grant from The Healthcare Foundation of New Jersey, a significant Gold Foundation partner in promoting humanistic care. The Gold Foundation's *CHC* programs address the new competency requirements of the Accreditation Council for Graduate Medical Education (ACGME), as well as other licensing organizations, and can serve as models for national replication.

The participating New Jersey hospitals are: Cooper University Hospital, Atlantic Health System-Overlook Hospital; Seton Hall University School of Graduate Medical Education — St. Francis and St. Michaels Medical Centers, and several clinics in New Brunswick and Princeton in conjunction with the Robert Wood Johnson Medical School.

(Program Update continued from page 4)

Gold Humanism Honor Society

The Gold Humanism Honor Society (GHHS), founded in 2001, recognizes exemplary devotion to the service of others, integrity, clinical excellence, and compassionate and respectful relationships with patients, families and colleagues. 177 new members were inducted to chapters at 13 medical schools this year.



(Top) Six of the seven charter inductees (and one spouse) from the Chapman Chapter of the University of Florida College of Medicine:

(Bottom) Charter inductees at the Tulane University School of Medicine.



For further information about The Gold Humanism Honor Society contact Allison Sole at The Gold Foundation, (201)567-7999 or email afsole@gold-foundation.org.

Student Research Fellowships

Most grants available to medical students today are for laboratory research only. Believing that first and second year students would benefit also from opportunities to work directly with patients, in 1994, The Gold Foundation began to award matching summer fellowships, based on the National Institutes of Health grants, for research in community health and cultural competency issues. This program is made possible in part through the generous support of the Mellam family Foundation and the Helen and Fred Waldorf Memorial Fund.

This summer, 22 students at 15 medical schools initiated a variety of projects. Studies funded this year included:

- "The Ability of Primary Care Physicians to Effectively Treat Developmentally Disabled Adults," by Brett Gerstman and Deborah Dreyfus at Robert Wood Johnson Medical School
- "Identifying Concerns Influencing Voluntary Participation in Prostate Cancer Screenings at Two Free Clinics," by Reed Idress at the University of Connecticut
- "Reducing Racial Disparities through Government Health Insurance Programs," by Cinthia Deye at the University of Illinois
- "Patient and Physician Perspectives on Obesity in Rural Kansas," by Nolan Maltheson and Terah Isaacson at the University of Kansas

Why is the name of our newsletter **DOC**?

DOC honors those special doctors

we refer to with the endearment, "Doc."

It is also our acronym for

"Doctors of Caring" and "Doctors of Compassion."

News Worthy!

Medical errors kill more people each year in the U.S. than breast cancer, AIDS or motor vehicle accidents, according to a 1999 report published by The National Academy of Sciences' Institute of Medicine. The media bombards us with daily disaster stories about our flawed and unwieldy healthcare system. At The Gold Foundation we seek to counter this trend. We believe that successful programs improving healthcare also deserve coverage.

Responsible and dedicated professionals perform miracles of healing everyday. There is evidence that when there are trusting relationships, malpractice suits diminish, even when outcomes are troubling.

When caregivers demonstrate compassion and sensitivity, patients are more likely to comply with prescribed recommendations, frequently leading to positive outcomes.

ACCENTUATE THE POSITIVE

It is worth noting that good communication has favorable and also measurable economic ramifications. As a leader in the growing movement to re-emphasize the "art" alongside the science in medicine, The Foundation seeks to encourage and educate the public about issues that ultimately effect all of us, both in terms of the quality and costs of healthcare.

According to W.W. Rosser and J. Kasperski in "The benefits of a Trusting Physician-Patient Relationship," published in *The*

Journal of Family Practice in 2001, trust between doctors and their patients contributes to an affordable and effective healthcare system. This article is one of more than 80 from 47 journals about the doctor-patient relationship which we have archived at The Foundation's on-line Resource Center, www.humanism-in-medicine.org, (click on Resources, then Bibliographies, then Doctor\Patient).

Help us to disseminate encouraging medical news and "Gold Doc" stories that describe the great doctors from whom you and your family have benefited.

Send your story to The Arnold P. Gold Foundation, 619 Palisade Avenue, Englewood Cliffs, NJ 07632 or email: gold-fdn@gold-foundation.org.



The Arnold P. Gold Foundation, Inc.

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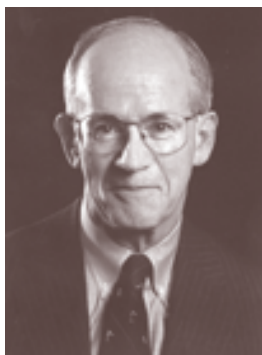
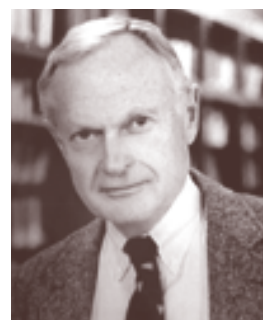
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Renowned Doctors Join Foundation's Advisory Council



Benjamin S. Carson, Sr., M.D. was the youngest physician ever to head a major division at Johns Hopkins Hospital (Pediatric Neurosurgery), where he pioneers new surgical techniques and serves as Professor of Neurosurgery, Oncology, Plastic Surgery and Pediatrics, and Co-director of the hospital's Craniofacial Center. Carson has authored three best selling books and tours nationally as a motivational speaker. In 1993 he delivered the first *White Coat Ceremony* keynote speech at Columbia University's College of Physicians and Surgeons, and returned to celebrate its 10th *White Coat Ceremony* in 2002.

Sherwin B. Nuland, M.D. is Clinical Professor of Surgery at Yale University School of Medicine and a Fellow of Yale's Institution for Social and Policy Studies. He is a well-known teacher, speaker and author, who had articles published in *Time*, *Life*, *The New Yorker*, *National Geographic*, and *The New York Times*. His book, *How We Die*, a *New York Times* bestseller, won the 1994 National Book Award, and was a 1995 Pulitzer Prize finalist. His most recent book is the memoir, *Lost in America: A Journey with My Father*. Dr. Nuland has been a participant in a Gold Foundation "Barriers" symposium and a judge in our annual *Humanism in Medicine Student Essay Contest*.



Steven A. Schroeder, M.D. served as President of The Robert Wood Johnson Foundation from 1990 to 2002, which supported The Gold Foundation in establishing the *Gold Humanism Honor Society* and the proliferation of the *White Coat Ceremony*. He taught at Harvard, George Washington, and The University of California at San Francisco (UCSF), where he recently returned as Distinguished Professor of Health and HealthCare. He also serves on many boards, as Director of the Smoking Cessation Leadership Center, has authored more than 190 publications on diverse topics, and has consulted with our Foundation's Strategic Planning Committee.

The Arnold P. Gold Foundation

619 PALISADE AVENUE, ENGLEWOOD CLIFFS, NJ 07632



To preserve the "care" in healthcare,
 please send your contribution to
 The Arnold P. Gold Foundation,
 a public foundation
 fostering humanism in medicine.