

The Arnold P. Gold Foundation

Fostering Humanism in Medicine

Thanksgiving 2007

Did you notice our 20th anniversary logo in our masthead? With this issue of DOC, we are initiating a year of celebration. There are two things we want you to be the first to know about: 1) Near our "actual" birth date in October of 2008, we will gather to celebrate The Gold Foundation's phenomenal first 20 years; and 2) As you'll see in Jordan Cohen's message on Page 2, we are launching The Founders Legacy Endowment Campaign to ensure that we are able to continue Arnold Gold's visionary work in shaping generations of caring doctors.

After Son's White Coat Ceremony at Yale Medical School Prominent Oncologist, Lisa DeAngelis, Sends Us Kudos

Dr. Lisa DeAngelis, the neuro-oncologist who chairs the Department of Neurology at Memorial-Sloan Kettering Cancer Center, and her husband, cardiologist Peter Okin, recently attended their son Daniel's White Coat Ceremony at Yale University Medical School. Following the stirring initiation, Dr. DeAngelis wrote to Gold Foundation founder Dr. Arnold Gold to thank him for his pioneering role in humanizing medicine. Here is her letter:



Dr. Lisa DeAngelis, with her son, Daniel Okin, following his White Coat Ceremony at Yale Medical School.

Inside DOC (Doctors of Compassion)

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Dear Dr. Gold,

Two weeks ago my family and I had the pleasure of attending my son's White Coat Ceremony at Yale where he is just beginning their MD-PhD program. It was such a moving experience for all of us that I wanted to write and thank you for the significant contribution you've

Your emphasis on humanism in medicine has affected the curriculum of every medical school.

At Yale the White Coat Ceremony is both literally and figuratively the students' initiation into the medical profession. I thought it was a fitting dehumanizing process of becoming a physician.

My son felt he was being welcomed into the medical community that will be his professional home for many decades. For my husband and I, aspirations and goals that led us to medicine years ago. It was a wonderful Dr. Color and process of becoming a physician.

Dr. Gold, I had the privilege of training with you during residency, and have always tried to emulate your thoughtful, compassionate approach to patients. Now, through the Arnold Gold Foundation all medical students can benefit from your wisdom. Thank you for elevating humanism to its As I watch muscle and practice.

As I watch my son start out, I am so thrilled for him that science will be combined with (or should I say, tempered by) humanism. This represents a huge shift in medical education for which you deserve singular credit. Thank you for all you've done.

All the very best,

Lion DeAngelis



Greetings from the Chair



As you read on the cover of DOC, the Gold Foundation is gearing up to celebrate its 20th birthday - emerging, as it were, from its adolescence. And

what an adolescence it's been! No other 20 year-old organization I know of can look back on its formative years with as much pride and satisfaction as The Gold Foundation.

Arnold and Sandra Gold, along with their devoted band of Gold'n pioneers, launched much more than a fledgling foundation in 1988; they launched a movement - a movement that is responding to a deep yearning, among physicians and the public alike, for medicine to strengthen its humanistic roots. Starting with the White Coat Ceremony - so beautifully captured in this issue by doctor-parent Lisa DeAngelis - is now celebrated in one form or another in virtually all medical schools in the country. The Foundation has, over its short life, inaugurated a wide variety of programs for medical

students, residents and faculty, all of which are designed to underscore the critical importance of the humanistic care of patients.

I see humanism as fueling the passion that animates authentic professionalism. So, if we wish to sustain the ethic of professionalism in the face of medicine's increasingly technological and commercial leanings, we must ensure that physicians now and in the future retain the strong humanistic instincts that motivated their choice of medicine as a calling in the first place.

A tall order, and there is much more work to be done. Far from resting on our adolescent laurels, we are committed to expanding the foundation's impact and have a host of ideas about how to do so. But ideas are a bargain; putting them into practice takes real money. The Gold Foundation has been blessed with many generous supporters over the years and we are enormously grateful to all of them. To get to the next level, however, we need to broaden and deepen our community of friends.

As a centerpiece of our 20th anniversary celebration, we are launching The Founders Legacy Endowment Campaign with a two-fold purpose: one, to honor the legacy of Arnold Gold, and two, to raise endowment funds to ensure the perpetuation of that legacy. I am extremely pleased to announce that our campaign is being co-chaired by two very distinguished individuals, Angelica Berrie, president of the Russell Berrie Foundation and former CEO of Russ Berrie & Company, and Donna Karan, world-renowned fashion designer and president of Karan Weiss Foundation and Urban Zen.

We will keep you posted about our anniversary plans through DOC and other mailings and we are counting on your help to make the Founders Legacy Campaign a legendary success.

Wishing you a happy Thanksgiving.

Jordan Cohen, MD

Meet the New Faces at the Gold Foundation

We welcome four new staff members -- talented and accomplished individuals whose experience, ideas and energy will help advance humanistic patient care.



Karen Secular, Director of Development. We met Karen through our benefactor Harold Grinspoon, who knows Karen

through her professional/volunteer activities in the Berkshires. There she directed development for Shakespeare & Co. during its move to a new property, its \$5 million capital campaign, and the building of its new theater. Her development experience includes work with Solomon Schechter Day School in

West Orange, NJ, the Berkshire Museum, and Jacob's Pillow Dance Festival.

Development is Karen's second career. She worked in healthcare management in Boston for 10 years – at Mount Auburn Hospital, Harvard Community Health Plan and Massachusetts General Hospital. In sharing her expertise with the Gold Foundation, she brings together her two professional interests, fundraising/friend-raising and healthcare. Karen holds a BS degree from Cornell

University and an MBA from Boston University with a specialty in health-care management.



Helene Gardner, Development Assistant. Helene will assist Karen with donor communications and events. Her diverse work

background ranges from Wall Street, to the insurance business, to The Helen Hayes Theatre in Nyack, where she worked in donor relations.

(continued on page 4)



Humanism in Action

'Gold Doc' Awardee Praised for Human Approach

In his nomination, patient Joel Zarum praised Dr. Eric Lubiner as a "unique" and "dedicated" physician whose "loving and personal manner . . . has given me the courage to survive two years of intense chemotherapy and endure a series of setbacks. . . ."

Zarum wrote that Dr. Lubiner "is dedicated to his practice as many others in his field are, but his true care and concern for his patients place him far above the rest"

Although Zarum's leukemia has returned, he said the doctor's "words of support and his sensitive care and honest encouragement have lifted me from the fear and uncertainty of the future to being an optimist and knowing that with Dr. Lubiner's support, I stand a chance of returning to remission."

He added, "His human approach to his practice included a golden comment to me when I first went into remission " He said to me,



Florida oncologist Eric Lubiner with a patient.

"Joel, you make everything I do worthwhile. Those words stuck with my wife and me in understanding what a unique physician he is."

2007 Medical Student Grantees - Practicing What We Preach

Three recipients of The Gold Foundation's Shirley Gralla Student Fellowships reflect on their interactions with patients as they hone their skills serving communities here and abroad.

Jennifer Knoester University of Michigan Medical School



Jennifer Knoester examines a young patient at the clinic she set up in Ecuador.

Jennifer spent summer '07 in southern Ecuador, establishing the first ever dental and vision clinics at the Quito Project Medical Clinic.

"I grappled first-hand with the difficulty of giving bad news to a patient.... I felt the spine of a baby in the belly of a 38-weeks pregnant woman and I was touched by the trust she placed in me. These experiences demonstrate that medicine is personal...without compassion for our patients' lives, without empathy for their pain, and without honest happiness for their joys, medicine is impersonal and unlikely to satisfy either the patient or the physician."

Monica Hannon George Washington University Medical Center

Monica set up health education classes for employed homeless men in a D.C. shelter - and helped them run a health fair at summer's end.



Monica Hannon (center) with homeless men displaying their health ed certificates.

"I was able to develop a trusting relationship with many of the residents....I was able to focus on providing health information that was relevant to them. This experience helped me to understand the importance of viewing patients in their entirety.... being able to address the physical, emotional, and spiritual needs that are unique to a patient. To omit any one of these makes it less likely that the patient will achieve optimum health."

Katie Simon Boston University Medical School



Katie gives Rwandan girl her monthly checkup.

Katie spent most of her eight months in Rwanda at a rural health clinic in Nyarubuye, site of a horrific 1994 massacre, where she worked with a team of 12 native nurses.

"My experience in Rwanda has broadened my understanding of the term health care. Giving medical care is not just about doing a physical exam and prescribing medicine. It's about understanding how patients are going to get home, when they are going to take their medicine, and what they are going eat in the morning. . . . All that has an enormous impact on their health."



Meet the New Faces...

(continued from page 2)



Lisa Podhayny, Program Assistant. A recent Magna Cum Laude graduate from Brandeis University, Lisa holds a B.A. in Health: Science, Society, and Policy, and a B.A. in Psychology. She developed a passion for working in the non-profit and public sectors as an undergraduate.



Harriet Turner, Gold Humanism Honor Society Program Associate. Harriet spent 13 years in AT&T's Legal Department, where her peers honored her with their prestigious Circle of Excellence Achievement Award. Previously, she worked in office management and client relations.

Window is Closing on Unique Chance to Make Charitable Contributions

The 2006 Pension Protection Act allows a limited-time opportunity to make charitable contributions directly from IRAs to qualified charitable organizations such as the Arnold P. Gold Foundation. Between now and December 31, 2007 you may still take advantage of this unique opportunity to support the Gold Foundation. The basics of these "Charitable IRA Rollovers" are:

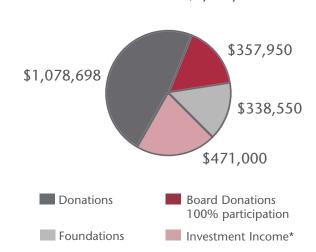
- Individuals aged 70 and older may transfer up to \$100,000 per year directly from an IRA (traditional or Roth) to a qualified charity;
- The charitable distribution may be applied toward your annual Required Minimum Distribution;
- Even if you plan other charitable gifts that will fully utilize your allowable federal income tax charitable deduction (50% of your adjusted gross income for cash gifts to public charities), you can take advantage of this legislation.

If you wish to make such a gift, please call Karen Secular at (201) 567-7999.

The Gold Foundation's Financial Overview 2006 Fiscal Year+

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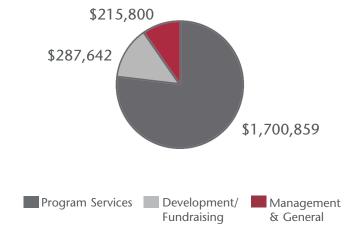
2006 Revenue = \$2,246,198



^{*}Allowable income derived from endowment and other investments.

How the Money is Spent

2006 Expenses = \$2,204,301



⁺ Most recent audited figures. A copy of the complete 2006 Financial Statements, audited by Weiser LLP is available upon request.



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In Appreciation...Thanksgiving 2007 **Donations Received from** January 1 through October 31, 2007

The Arnold P. Gold Foundation is grateful to the hundreds of individuals and organizations that have made contributions to help us provide programs to more than 25,000 new and future doctors annually. Our programs, emphasizing the care in healthcare, are made possible by the generosity of those listed below. 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 and participation.

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The gift of caring never goes out of style. No one can have too much of it. Help us assure that every patient has enough OR has as much as they need. If you haven't yet made your 2007 contribution, or if you can make an additional donation, we hope you'll give the gift of caring through the Arnold P. Gold Foundation.



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Arnold and Sandra Gold with newlywed Colleen Duffy and her mom, Frances. In lieu of wedding party favors, Colleen and her family sent a generous contribution to The Gold Foundation.

Photo courtesy of Anthony Messina, LewMax Photography & Music

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A Wealth of Teaching Strategies on Display at the Gold Foundation Meeting in Chicago

Two days filled with discussions and reflection when 102 educators representing 51 medical schools and affiliated organizations from across the United States, Canada and the United Kingdom, gathered at the Gold Foundation's symposium, "How we are teaching humanism and what's working?" Participants presented their programs and shared successful strategies for inculcating humanism throughout the medical education spectrum. A sample of the presentations:

- In *Breathing for a Living*, Dr. Lyuba Konopasek of Weill Cornell Medical College drew on the life and work of Laura Rothenberg, a young woman living with cystic fibrosis, as an example of how to teach students about patient-centered care for chronically ill patients.
- In his presentation *The Mindful Brain*, Massachusetts General Hospital's Dr. Eugene Beresin spoke about the role of mindfulness in the development of professionalism and compassionate care.
- Dr. Alan Bleakley of Great Britain's Peninsula College of Medicine and Dentistry discussed how integrating the arts into the medical school program at his institution is promoting humanistic care in his talk, *Toward an Aesthetic Medicine*.

The spirit of the symposium was uplifting and thought-provoking. As one medical student and one faculty member shared:

"As a medical student, I felt very welcomed and that my contributions were valued. I met many people who embody the kind of physician I aim to be.....This was quite invigorating."

"The best meeting of this type that I have attended in 5+ years. The most important aspect for me was the opportunity to meet and discuss approaches and strategies among like-minded individuals."

Participants left feeling rejuvenated and bursting with new ideas.

The Gold Foundation Counts

The Foundation elevates the importance of the *care* in healthcare. Some of our 2007 year-to-date awards and grants include:

- 1,457 newly inducted members of The Gold Humanism Honor Society
- 254 Humanism & Excellence in Teaching Awards; and
- 132 grants to students, faculty and medical schools.

The Arnold P. Gold Foundation

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To preserve the "care" in healthcare, please contribute to The Arnold P. Gold Foundation.