

**The Arnold P. Gold  
Foundation  
Fostering Humanism  
in Medicine**

20th Anniversary Edition  
Annual Report 2008

**Gold Foundation Celebrates First 20 Years**

**“This was the highlight of my life!”** exclaimed honoree Dr. Arnold Gold about the event that drew a capacity crowd of over 370 guests from 10 states and 3 foreign countries to fill Columbia University’s stately Low Library on April 26. Friends, supporters, colleagues, patients and family members gathered to celebrate the Foundation’s 20th Anniversary and pay special tribute to our founder and namesake.

Highlights of the evening – all of which were surprises for Dr. Gold - included an informative and amusing slide presentation entitled “Things You May Not Know About Arnold Gold” narrated by emcee and NY/NJ public television personality Steve Aduabato.

The evening gave guests the chance to acknowledge the important role Dr. Gold has played in medicine and their lives, and to see him participate in two of the Gold Foundation’s most well-known activities: being cloaked with a specially embroidered white coat in a personal White Coat Ceremony, and receiving the Leonard Tow Humanism in Medicine Award.

The Celebration was chaired by Janet Adler, Laurel Epstein and Susan Penn. The highly successful ad journal was chaired by Dorian Goldman, Katja Goldman and

Bernie Koster. As guests rose for a toast to Dr. Gold, founding board member Norman Seiden paid tribute to him with these words, “Each patient receives your special blend of loving kindness and scientific excellence....

Through you and now the Foundation, we are transmitting the power of humanism in medicine.”

Dr. Gold closed the evening with touching and heartfelt remarks about what the Foundation and the people he has met during his career have meant to him. For Dr. Gold it is all about the people. For the guests assembled, and the many others who made donations to the Arnold P. Gold Endowment for Compassionate Patient Care, it is all about providing the resources to make sure that the work of the Foundation – Arnold’s passion – continues long into the future.



*Dr. Gold being cloaked by Executive VP and Dean of Columbia University College of Physicians and Surgeons, Dr. Lee Goldman and President and CEO of New York-Presbyterian Hospital, Dr. Herb Pardes*



*Emcee Steve Aduabato, Endowment Campaign Chair Angelica Berrie and Myron Adler*



*Founding Trustee Norman Seiden and Arnold Gold*



*Foundation Chairman Dr. Jordan J. Cohen, Event Chairs Susan Penn, Janet Adler and Laurel Epstein*

**Did you know that Dr. Gold:**

Graduated first in his class from the University of Lausanne, having arrived in Switzerland speaking no French?

Rode a bicycle through the Dublin slums to perform home births?

Traveled on horseback & forded streams to care for patients in rural Kentucky?

Was among the inaugural group of 1960s physicians in the new specialty of Pediatric Neurology?

Dear Friends,

Twenty years! It's hard to imagine. Since its beginnings 20 years ago, The Arnold P. Gold Foundation has been dedicated to changing the way doctors are educated and trained towards one goal - to improve patient care.

As we reflect on our achievements, we want to thank everyone who provides generous support for our mission. And that mission – *working to keep the care in healthcare* - has never been more important for the future of medicine, for doctors and patients alike. With the science of medicine advancing at breathtaking speed, doctors are empowered as never before with sophisticated technologies to help patients. But all of us want and need more than the latest technology when we or someone we love is confronting illness. We want - and need - doctors who are well prepared to provide high tech medicine but who also understand the nature of human suffering and the crucial importance of the doctor-patient relationship.

The vision of the Arnold P. Gold Foundation is a healthcare system peopled only with such humanistic caregivers. That core vision has driven our work in physician education for two decades. Based on the success of the Foundation's many initiatives, we are steadily expanding our efforts to reach medical residents in their training programs and practicing doctors in their offices. We continue to be the leading voice for reawakening the commitment to caring within the culture of medical education and medical practice. A tall order, to be sure. But one well worth striving toward!



Jordan J. Cohen, M.D.  
Chair



Sandra O. Gold  
President and CEO

## More Celebration Photos...



Suzanne Inouye, Amelia Gold Benson and  
Teddi Hunter



Arnold flanked by Ad Journal Chair Bernie  
Koster and Norma Wellington Koster



Liz Corsini, Sandra Gold and Binta Brown



Sandra & Arnold Gold, Michael Sonnenfeldt  
and Edith Everett

Please visit our website to view more  
photographs from the celebration,  
listen to an audio clip, and scroll  
through our Tribute Journal and  
special commemorative book,

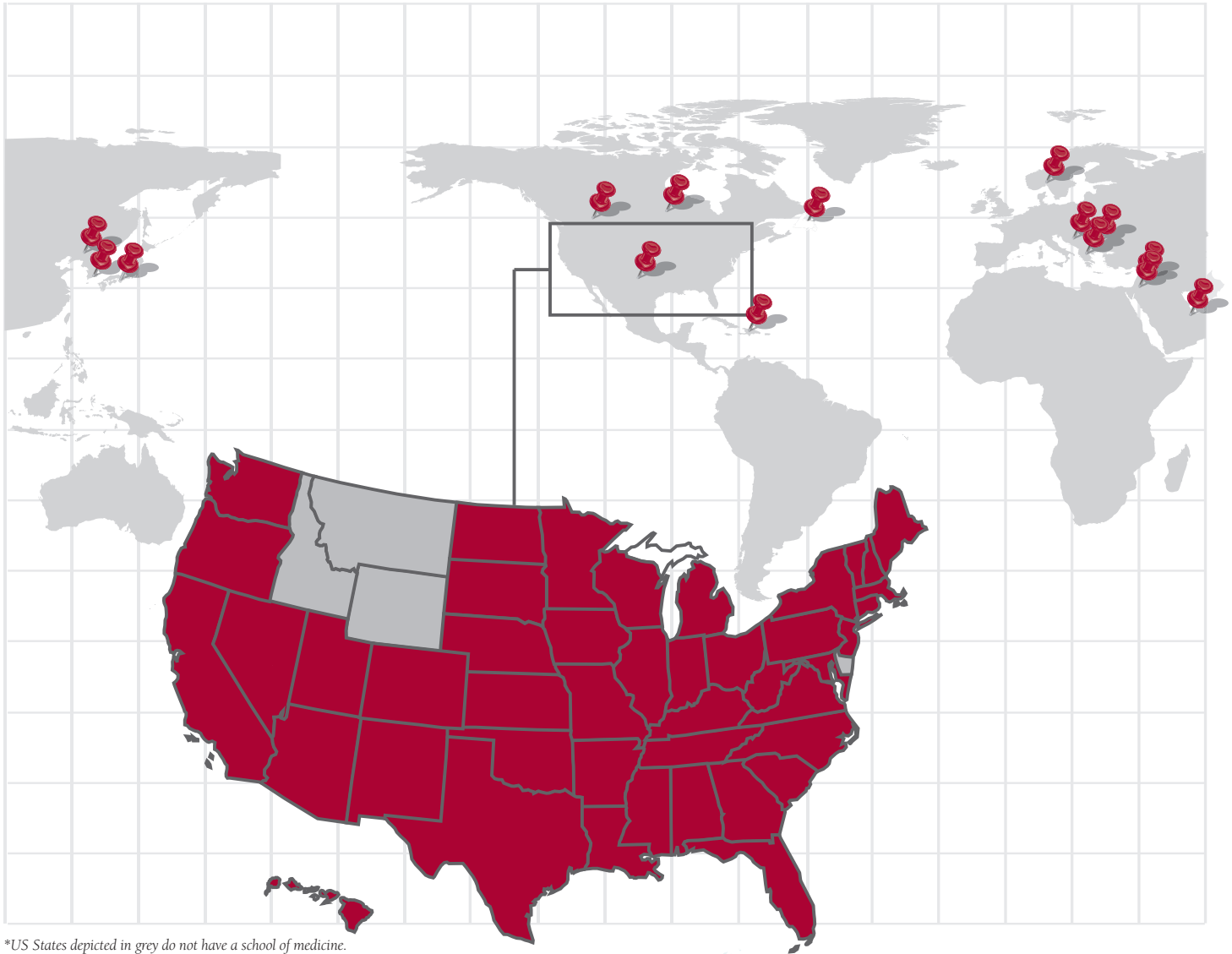
*“The First 20 Years.”*

Also available for viewing  
is our new video,

*“Humanism in Medicine:  
The Arnold P. Gold Foundation.”*

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

# The Gold Foundation's Reach Today...



\*US States depicted in grey do not have a school of medicine.

*Working to keep the **care** in healthcare worldwide*

## The Gold Foundation Counts — 1998-2008

- More than 160,000 students have participated in a White Coat Ceremony
- 1450 Humanism in Excellence in Teaching Awards
- 1472 Leonard Tow Humanism in Medicine Awards
- 75 Gold Humanism Honor Society (GHHS) Chapters
- 6000+ members of the GHHS and counting
- Foundation programs in 93% of U.S. schools of medicine and osteopathy

— DOC = Doctors of Compassion —

## The Frances A. Velay Essay Contest - Then...



Dr. Karl Kirby back in India 2009

The Foundation's managing director, Barbara Packer, was reviewing Gold Foundation "highlights" and reread the winning entry from the very first Essay Contest. She wondered what its author, University of Iowa College of Medicine student Karl Kirby, was doing ten years after he wrote,

*"When I get discouraged by the obstacles standing between me and the good doctor I hope to become, I think of a young doctor in India practicing medicine at its best, making a difference by touching lives one patient at a time."*

Barbara tracked him down and received this reply:

*Dear Barbara,  
Your contact and questions have really given me pause - thinking about what my ideals/ideas were 10 years ago and comparing then to now. I think the essay contest really played a role in helping me solidify what was important to me during my training. It made me sit down and think hard about what I wanted out of a career in medicine and why I went into it in the first place. It was a huge honor to win an award for the essay, but the greater value in it was probably the fact that it made me dig deep and decide what I hoped to do or become through the field of medicine. The essay contest also validated for me, and I hope others, the importance of keeping alive those feelings for service that I think many of us had going into the profession.*

*Over the years I have occasionally reread and/or thought about that essay and the thoughts and ideals it embodied for me. In some ways it has served as a measuring stick and caused me to ask questions such as "Am I really living up to what I said I wanted to do as a doctor?"*

*After working at a rural community health center in Hawaii my wife and I decided it was time to live up to what we'd always said we'd do and take part in some international service. We discovered the Rising Star Outreach organization was looking for a doctor to help with their work in India. I am serving as the medical director and participate in providing basic health-care to seven leprosy colonies through a mobile clinic, and coordinate and provide healthcare for the 120+ children who reside on the Rising Star campus as boarding students (they are from families affected by leprosy).*

*Reading those lines from the essay now is actually kind of an emotional experience for me. It's amazing to realize that 10 years after writing these words, I'm back in India still pursuing those dreams of being a good doctor. I feel grateful and happy to be here doing this work, and also feel encouraged to make sure I treat each individual with compassion while I'm here. There are always challenges when trying to serve, but remembering the individual is what makes it most enjoyable.*

*Sincerely,  
Karl Kirby  
March 25, 2009  
Tamil Nadu, India*

## ...and Now - Announcing the 2009 Winners

As Karl Kirby confirms, writing essays about particular aspects of health care provides medical students with an opportunity to reflect on their own experiences, helping to increase self-awareness and awareness of the human condition. Contestants for the 2009 Frances A. Velay Humanism in Medicine Essay Contest were asked to reflect on this quote:

*"To most physicians, my illness is a routine incident in their rounds, while for me it's the crisis of my life. I would feel better if I had a doctor who at least perceived this incongruity."*

Anatole Broyard,  
former New York Times critic

We received almost 300 entries from students at 73 different schools of medicine and osteopathy. The First

Place essay, It's Not OK, was written by **Samuel Baker**, 4th year student at Temple University School of Medicine. Doors took Second Place, written by **Michael Barnett**, 3rd year student at Harvard Medical School. Third Place went to **Vivek Sahani**, 2nd year student at UMDNJ – School of Osteopathic Medicine. Honorable mentions are listed below.

A distinguished panel of 21 judges had the rewarding challenge of selecting the winning essays and honorable mentions. For the eighth year in a row, Academic Medicine, the journal of the Association of American Medical Colleges, will publish the top three essays in its Fall 2009 issues. To read these insightful and moving essays, and to learn more about the judges, please visit our website.



1st Place Winner, Samuel Baker



2nd Place Winner, Michael Barnett



3rd Place Winner, Vivek Sahani

### Honorable Mentions:

**Murtaza Akhter**, 3rd year student at Northwestern University Feinberg School of Medicine

**Kim Armenta**, 4th year student at Western University College of Osteopathic Medicine

**Yian Chen**, 1st year student at Johns Hopkins University School of Medicine

**Annie Dude**, 3rd year student at University of Chicago, Pritzker School of Medicine

**Jennifer Hasvold**, 3rd year student at University of Michigan Medical School

**Elizabeth McMillen**, 4th year student at Mount Sinai School of Medicine

**Adam Mikolajczyk**, 2nd year student at University of Chicago, Pritzker School of Medicine

**Susie Morris**, 3rd year student at Northwestern University Feinberg School of Medicine

**Jason Oppenheimer**, 3rd year student at Northwestern University Feinberg School of Medicine

**Neil Parikh**, 4th year student at Mount Sinai School of Medicine

**Christopher Shaffer**, 3rd year student at Temple University School of Medicine

**Adam Vukovic**, 4th year student at University of Cincinnati College of Medicine

## 20 Years of Gold Foundation Firsts

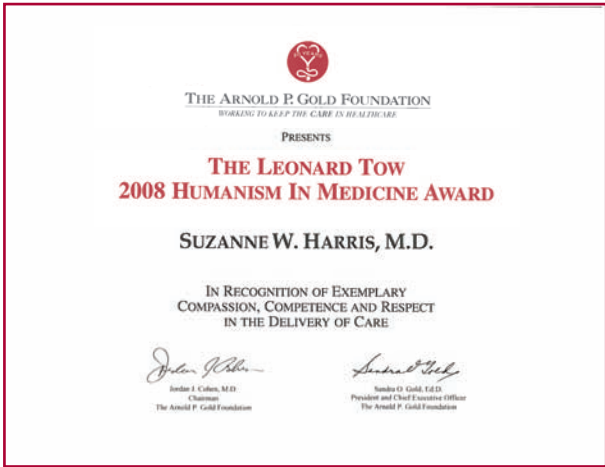


1988 — Arnold P. Gold Foundation (APGF)  
Incorporated October 2<sup>nd</sup>

1989 — First Gold Professorship awarded to Dr. Edgar  
Leifer, Columbia College of Physicians and  
Surgeons, as a role model physician

1990 —

1991 —



First Two Commencement Awards Granted  
for Humanism in Medicine  
*(now endowed by Leonard Tow)*

1992 —

1993 — First White Coat Ceremony  
at Columbia College of  
Physicians and Surgeons

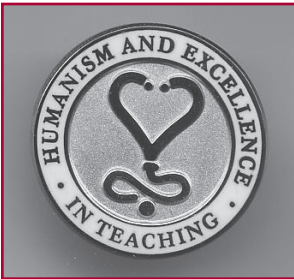


1994 — Established  
Student Summer  
Fellowships

1995 — Home Visit Program at University of Virginia  
funded as national model in residency education

1996 — Inaugural Symposium, “Barriers to Sustaining  
Humanism,” co-hosted by Dr. Herbert Pardes and  
Columbia College of Physicians and Surgeons

1997 — Student Clinician’s Ceremony (SCC) and HETA Awards  
piloted at:



- Columbia College of Physicians & Surgeons
- New Jersey Medical School of UMDNJ
- U Chicago Pritzker School of Medicine
- U Iowa College of Medicine
- U Rochester School of Medicine and Dentistry

1998 —

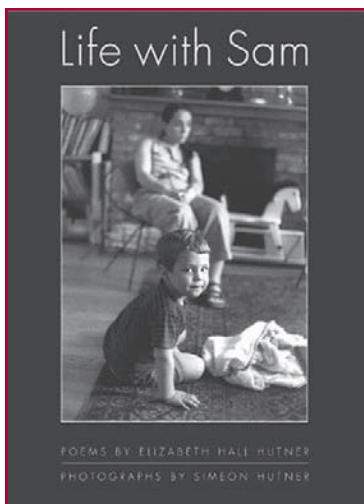
APGF & Healthcare Foundation of New Jersey establish annual Humanism in Medicine Lecture at the national meeting of the Association of American Medical Colleges 1999

Announced Winner of Inaugural Essay Contest (now named for Frances A. Velay) Karl Kirby, U of Iowa College of Medicine



2000

2001



Established Gold Humanism Honor Society

2002

Initiated Literature of Illness series with CavanKerry press

2003

First GHHS Biennial Conference

2004

APGF Funds Students and Doctors for Hurricane Katrina Assistance

2005



First White Coat Ceremony in Japan held at Keio University

2006

2007

Gold Professorship Competition launched

2008

## *A Passion for our Work*

We regularly evaluate our programs to make sure they remain relevant and true to our objectives. But the ultimate results of our work – improving patient care -- are harder to measure. In practice, our success is realized one patient, one medical student, one resident and one faculty member at a time. Presented here are excerpts from stories people have shared with us, stories that fortify us to continue our work – the work you make possible through your support of the Foundation. It is our goal that every patient and family receives the kind of care described in these quotes.

### ***Michael Craig, Parent and Patient Advocate***

*"We arrived for our first appointment. As we sat down, Dr. Gold asked how we, as parents, were doing and coping with the [devastating] situation. He wanted to know what we did for a living, how many other children we had and other questions along those lines. This was very different for me. I had never been in front of a physician who was taking the time to ask how we were doing as a family... he showed a tremendous amount of care and empathy towards us... What little did I know, I was experiencing Humanism in Medicine."*

### ***Allan H. Goroll, MD, Leonard Tow Humanism in Medicine Award Faculty Recipient, Harvard Medical School***

*"This award sends a special message to our students and faculty. In these times of spectacular advances in the science of medicine, it is more important than ever that we retain our compassion, empathy, commitment to mentoring, enthusiasm for teaching, interpersonal relationships and skills, and respect for all."*

### ***Deborah Landes Lewis, MD, Resident, Humanism & Excellence in Teaching Awardee, University of Pittsburgh\****

*"What I worry about is that, in an effort to improve health care on a systems-wide basis, we may lose sight of the people who each individually comprise that system...the nurses, ward clerks, janitors, medical assistants, physicians, students, and ultimately the patients whom we are trying to best care for. I am grateful to the Gold Foundation for roping us back to reality; for reminding us that it is not just about numbers, no matter how fine those statistics may be; for emphasizing the importance of being connected - to your patients, your colleagues and yourself."*

\*Deborah Landes Lewis was inducted into the Gold Humanism Honor Society as a 4th year medical student.

*“ Perhaps one subtext of the healthcare debate is a yen to be treated like a whole person, not just an eye, an ear, a nose or a throat. A yen to be human again, on the part of patient and doctor alike.*

Anna Quindlen 



## Images of Humanism in Medicine

Looking back over 20 years of our work we found ourselves wondering what humanism *looks* like.

It can be described with words, but can it be visualized? Seeking an answer to this question the Gold Foundation launched a photo contest in December 2008 entitled “Images of Humanism in Medicine.” Open to all medical students and faculty at accredited schools of medicine and osteopathy, we gave the following directive:

*Winning entries will be those that capture, through the medium of digital still photography, the essence of compassionate healthcare. Creativity is encouraged and can be expressed by capturing mentors, colleagues, other care givers, families and patients. As humanism in medicine*

*is an expression of the emotional – not simply the physical heart – we ask you to follow yours.*



*1st Place Winner*  
 Photographer: Kyle Denison Martin, 1st year student,  
 Michigan State University COM

We were gratified to receive almost 400 entries! After initial rounds of review we put our panel of seven judges to the difficult task of selecting 3 winners and 10 honorable mentions. The top 3 are presented here. These photos, plus many others from the contest, appear in our 20th Anniversary commemorative book “The First 20 Years” and in a new video about

the Foundation’s work, and can be viewed on our web site. We believe we got an answer to our question: humanism in medicine *can* be visualized. Let us know if you agree.



*2nd Place Winner*  
 Photographer: Gabriela Martinez, University of Texas  
 Health Science Center at San Antonio SOM



*3rd Place Winner*  
 Photographer: Heather Mikes, Nova Southeastern U College  
 of Osteopathic Medicine

# The Arnold P. Gold Foundation Statement of Financial Position\*

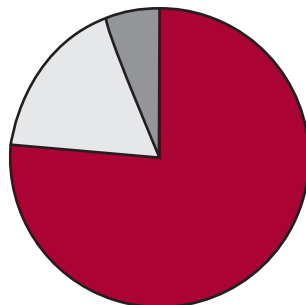
As of December 31, 2008 and 2007

	2008	2007
<b>Assets</b>		
Cash and cash equivalents	\$252,054	\$587,115
Pledges receivable	423,573	38,197
Grants receivable	499,106	762,837
Investments, at fair value**	9,471,113	13,421,073
Accrued interest and dividends	39,783	23,946
Office equipment, net of accumulated depreciation	8,893	5,671
Security deposit	5,883	5,883
<b>Total assets</b>	<b>\$10,700,405</b>	<b>\$14,844,722</b>
<b>Liabilities and Net Assets</b>		
Grants payable	\$419,567	\$399,917
Other accrued expenses	127,187	97,283
<b>Total liabilities</b>	<b>546,754</b>	<b>497,200</b>
<b>Net assets</b>		
Unrestricted		
Operating (deficit) surplus	(246,163)	4,193,695
Board designated endowment fund	3,000,000	3,000,000
<b>Total Unrestricted Net Assets</b>	<b>2,753,837</b>	<b>7,193,695</b>
Temporarily restricted	394,330	573,873
Permanently restricted	7,005,484	6,579,954
<b>Total net assets</b>	<b>10,153,651</b>	<b>14,347,522</b>
<b>Total liabilities and net assets</b>	<b>\$10,700,405</b>	<b>\$14,844,722</b>

\*Excerpted from the 2008 Draft Financial Statements. The complete financial statements audited by Weiser LLP are available upon request. The Arnold P. Gold Foundation is a publicly supported, tax-exempt organization, as defined in section 501 (c) (3) of the IRS code.

\*\*As of June 30, 2009, our investments have appreciated to \$10,492,740

*In 2008, the Gold Foundation raised \$1,952,654 in grants and donations and secured an additional \$2,442,970 in new commitments for the Endowment Campaign. Contributions included 100% Board participation.*



## How Your Donations are Spent

■ Program Services	\$1,775,550
■ Development/Fundraising	\$397,590
■ Management & General	\$139,005
<b>Total Expenses</b>	<b>\$2,312,145</b>

— DOC = Doctors of Compassion —

## Gifts

President's Circle: \$100,000 and above  
 Leader: \$50,000 - \$99,999  
 Guardian: \$25,000 - \$49,999  
 Patron: \$10,000 - \$24,999  
 Benefactor: \$5,000 - \$9,999  
 Sustainer: \$1,000 - \$4,999  
 Advocate: \$500 - \$999  
 Friend: Up to \$499

## In Appreciation...

### Donations Received from January 1 through December 31, 2008

The Arnold P. Gold Foundation is grateful to the hundreds of individuals and organizations who made contributions to the Annual Campaign in 2008, a particularly difficult year for most of us. Our programs 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. And we will continue, with your support, to work for the *care* in healthcare.

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Arnold with Lynne and Charles Klatskin

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## Surprise Bequest Establishes New Memorial Fund

The Gold Foundation was pleased to receive an unexpected bequest that enabled us to establish the Antoinette DiCosimo Memorial Research Fellowship Fund. Five medical students and four doctors were recently granted funding toward research projects intended to improve the quality of life for individuals with the trio of illnesses that Miss DiCosimo and her family faced: diabetes, cancer and heart disease.

The DiCosimo children never married and Antoinette and her two brothers lived very private lives in the modest apartment they shared in Newark, NJ. The siblings cared for each other during their healthy years and then during the illnesses they later faced. Antoinette carried out their multiple business transactions. "She was smart and thrifty, as well as savvy and well informed, always willing to pass on a good stock tip!" explained Angelo Cifelli, her attorney and long term family friend. "And she lived frugally, never even indulging herself with a winter respite in Florida, 'because it was so expensive,'" according to Mr. Cifelli.

Only after Miss DiCosimo's death did it become known that she managed to accumulate considerable savings during her 81 years of economizing, which were intended to help those less fortunate than herself, particularly people who were struggling with diabetes, cancer and heart disease. One half of her sizeable estate was designated to benefit mankind through a charitable bequest - quite a legacy. Although it was not Miss DiCosimo's intention to be acknowledged for her gift, we chose to name this fund in her memory so others will know the important work enabled by her generosity.

Through our research fellowships doctors and medical students acquire critical skills and a better understanding of the challenges and triumphs of living with serious illness. The first Antoinette DiCosimo Memorial Research Fellowships provided funding to:

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*For more information on establishing a named fund please contact Bob Gurmankin, VP of Development, at (201) 567-7999 x18 or rgurmankin@gold-foundation.org.*

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