



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

Spring 2010

Gold Foundation Establishes Help for Haiti Fund

The Gold Foundation took action! In response to the catastrophe in Haiti, we established a **Help for Haiti Fund** to send medical students and residents to participate in relief projects with victims of the devastating earthquake.

Dr. Josh Hyman, Gold Foundation board member and pediatric orthopedic surgeon, often travels to medically underserved areas and called the situation he witnessed in Haiti "Overwhelming. What I saw in Haiti - the number of people with intense needs - is unfathomable." The Gold Foundation's new fund helps meet those needs.

Student Fellowships are a powerful part of our programming. These direct service grants provide potentially transformational experiences which we believe can be leveraged into a life long commitment to volunteerism on behalf of needy populations.

First Student Returns

We received more than 50 proposals so far and more than half have been approved for funding. One student we funded – Samaan Sattarzadeh, in his second year at the University of Nevada School of Medicine - just returned and told us this: "Service is a passion that brought me to the field of medicine and this opportunity to serve in Haiti reinvigorated my passion to become an educated physician

so that I might be of greater service to those in my care. The Haitians' struggle for survival day in and day out brought about an immense appreciation for all of the simple luxuries that I take for granted in the developed world. It was an invaluable life changing experience for me."



Medical student Samaan Sattarzadeh, 2nd from left, in Haiti on a Gold Foundation grant.

Help for Haiti Fellowships

Every \$300 we raise for the **Help for Haiti Fund** supports one student or resident for a week of relief work, up to a maximum of \$3,000. Your gift of \$25, \$50, \$100 or more will allow us to say "YES!" to those who apply for these special Help for Haiti Fellowships.

Gold Foundation supporters helped send approximately 180 medical students and doctors to the hardest-hit areas following Hurricane Katrina. [Help us do it again](#), this time for Haiti.

Take action today! Make your gift using the enclosed envelope, or from the homepage on our website at www.humanism-in-medicine.org.

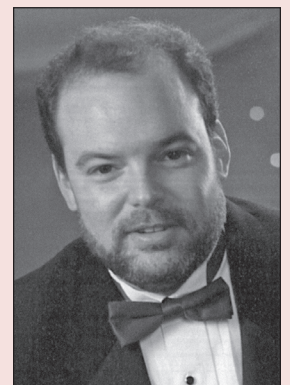
In Memoriam — Jeffrey Ethan Silver

The board and staff of The Arnold P. Gold Foundation mourn with our founders, Drs. Sandra and Arnold Gold, and with Dr. Howard and Jayne Silver, the untimely death of their son Jeffrey Silver.

Jeff was a warm-hearted, devoted volunteer - always willing and able to do whatever was needed - and a frequent presence at the Gold Foundation. He believed strongly in our mission and shared values, and we miss him already. Generous to the end, Jeffrey's ultimate gift was organ donation, the "Gift of Life," to more than ten people in need.

We extend our deepest and heartfelt condolences to Jeff's wife Dara, to his children, David and Lilliana, to his parents, and to the entire Silver, Gold and Orenberg extended family.

In his memory, **The Jeffrey Silver Memorial Fund to Improve Patient Care** has been established at the Gold Foundation.



Jeffrey Ethan Silver

One National Competition, 3 Gold Professors

Rewarding Doctors Who Promote Compassionate Patient Care

The Gold Professorship program supports assistant or associate level professors who focus their work on the explicit teaching and assessment of such crucial patient-care skills as respect for a patient's beliefs and autonomy, providing culturally and spiritually sensitive care to patients, and empathic and effective communication. The Gold Professorship program also seeks to promote these educators as role-models and active mentors for their students, residents and fellow faculty.

Gold Professorships are designed to:

- Recognize the critical importance that role-model faculty play in the humanistic training and education of future doctors;
- Ensure protected time for faculty to spend with their students and residents on issues, research and/or projects related to advancing humanistic patient care;
- Increase the profile and values of humanistic medicine at the institutional level, nationally and internationally.

The Gold Foundation congratulates the winners of its first national competition. These three Gold Professors were chosen from an outstanding applicant pool of 67 medical educators from the U.S. and Canada by a panel of eleven esteemed judges. Each is awarded \$50,000 per year for a three year period for research, curriculum development, program development, and teaching to transform the culture of medical education toward a more humanistic learning environment.



J. Donald Boudreau, MD

J. Donald Boudreau, MD, *Associate Professor of Medicine, McGill University Faculty of Medicine* "In spite of universal agreement on the importance of humanism in medicine, there often appears to be a disconnect between the received wisdom ... and the resources available to support individuals and institutional initiatives in this regard. The Gold Foundation, as a notable exception, is actively bridging the gap.... This indelible bond between humanity and caring speaks to the goals of the projects in which I am personally involved."



Alicia Fernandez, MD

Alicia Fernandez, MD, *Associate Professor of Clinical Medicine, University of California, San Francisco, School of Medicine* "The award validates the importance of teaching the next generation of physicians to care for vulnerable members of our society...The Gold Professorship's emphasis on humanism in medicine is exactly what is needed in medical education and practice today."



Adina Kalet, MD, MPH

Adina Kalet, MD, MPH, *Associate Professor of Medicine and Surgery, New York University School of Medicine* "Being awarded this professorship will allow me to spend substantial time working on issues fundamental to ensuring that our society has the kind of physicians it needs and deserves as we move into tumultuous times in health care."

Walls Trust Funds Gold Professor Dr. Adina Kalet

The Gold Foundation is grateful to Roberta Kessler and the Marion Walls Trust for generous support toward the underwriting of The Arnold P. Gold Foundation Professorship Program, and the three-year Gold Professorship of Dr. Adina Kalet.

Dr. Kalet is working on multiple projects that include developing a program at NYU which will strengthen the institutional culture by promoting and integrating the values and ideals of medical humanism and professionalism as a core clinical competency, assessing these attributes with the same vigor and seriousness as they do biomedical knowledge and clinical skills. This new program will also address breaches in humanism and professionalism early, seriously, creatively, compassionately, and effectively, in order to ensure that any doctor graduating from NYU School of Medicine has the ability to provide care that supports the patient's physical and emotional well-being.

Additionally, Dr. Kalet is participating in the design of a curriculum for surgical residents that educates new surgeons in crucial skills such as empathic communication when delivering bad news, working cross-culturally, and being sensitive to and respectful of a patient's beliefs and practices. Dr. Kalet and her NYU colleagues are disseminating the curriculum at major educational meetings and inviting collaborators to replicate it at residency programs throughout the country.

To discuss underwriting a Gold Foundation Professorship or other program, please call Bob Gurmankin (201-567-7999 x18) or email rgurmankin@gold-foundation.org.

Save the Date!

The third GHHS
Fall Biennial Conference
will take place from
October 7-9, 2010 at the
Dallas/Fort Worth Airport Hyatt
Regency.



This year's theme is ***The Power of Humanism: Transforming Our System, Renewing Ourselves.*** Teams from each of the 87 member schools will attend – more than 250 people in all – including medical students, residents, faculty, award winners and administrators. The Gold Foundation fully sponsors the students and residents for this energizing, inspirational meeting that takes place every other year. If you don't plan to attend this exciting Gold Humanism Honor Society event, stay tuned for highlights.

Dine for the Gold!

Will you be passing through Northern New Jersey in the month of July? If so, we hope you'll plan to dine at Nisi Estiatorio on Grand Avenue in Englewood. The Gold Foundation is grateful to be the recipient of a community giving program created by Executive Chef and Partner John Piliouras of this new Greek restaurant called "Best Over All" in New Jersey in 2009 by the *New York Times*.

Every Wednesday in July, Nisi will donate 10% of its revenues to the Gold Foundation.

Whether for lunch, dinner or a nibble in the Lounge, you can "Dine for the Gold" on Wednesdays in July.



You can now become a Fan of the Gold Foundation on Facebook and follow us on Twitter @GoldCareInMed



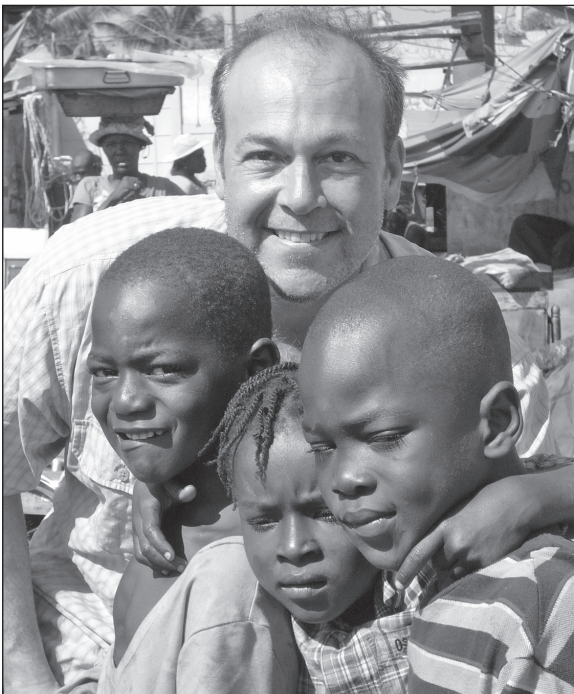
Humanism in Action

This is the phrase that came to mind when the Gold Foundation learned that two of our board members went to Haiti within days of the devastating earthquake. We spoke with each of them when they returned and their accounts touched us deeply.

Dr. Joshua Hyman felt compelled to bring his expertise as a pediatric orthopedic surgeon to Haiti after hearing about people mangled in the rubble of the earthquake. Was it anything like what he expected? ***“I’ve traveled quite a lot and seen injuries and bad trauma elsewhere. But the physical, emotional and social needs here are immense.”***

After 8 days of operating almost 24/7, Josh said that while it was logistically difficult to leave Haiti, for him it was also professionally and emotionally difficult to leave because the need is still so great. He plans to put together a pediatric team for his return trip.

When we mentioned the phrase “Humanism in Action” Josh said it absolutely reflected his experience. ***“It was terrific that so many doctors rushed to help. Many struggled to get there, sometimes waiting for hours in foreign airports, sleeping in tents and on sidewalks, working unbelievable hours under very difficult conditions. It reinvigorated my feelings about my profession.”***



Dr. Joshua Hyman with children in Port-Au-Prince, Haiti



Dr. Jennifer Ashton with patient in Haiti

Dr. Jennifer Ashton, Ob-Gyn and CBS Medical Correspondent, spent 8 days providing medical care to patients and told us that the chaotic situation was ***“... beyond something we could imagine, an explosion of sensory stimuli: the smells of death, infection and poor sanitation, the sounds of low-flying military planes and emergency generators serving as background for crying and moaning. The times I wore my CBS hat were difficult for me because I was torn between caring for patients and reporting their plight to the world.”***

The doctors lived in challenging conditions. Food and facilities were scarce. ***“What we did have,”*** said Jen, ***“were compassionate medical professionals and stoic and appreciative patients. The sights and sounds, and the feeling of helping people in pain who never expected anyone to help them, will be with me forever.”***

The Gold Foundation created a special fund to send medical students to help in the relief efforts this summer, and beyond. You can read about the **Help for Haiti Fund** on page 1.

Jennifer and Joshua, you are humanism in action and we are proud of your service and proud that you are associated with the Gold Foundation. Our thoughts are with all the victims and survivors and everyone involved in efforts to help the Haitian people.

Gold Foundation in the News...

Compassion

In a poignant article about the power of compassion written for *The Wall Street Journal*, writer **Katherine Rosman** referenced the Gold Foundation's Patient Satisfaction Survey. We received many inquiries following the publication of the article on April 13, 2010. You can read the article by using this link: bit.ly/d3SeIV.

On Air

Sandra Gold and Board Chairman **Dr. Jordan Cohen** were guest experts on an Albuquerque, New Mexico radio show in April. The show's host, Stuart Stein, sought to interview Sandra and Jordan after reading about The Gold Foundation in *The Wall Street Journal's* article mentioned above. The Gold Guidelines for Doctor Visits and the Gold DOC program were highlighted, along with the mission, programs and reach of the Foundation. Use this link to listen to their 35 minute interview: <http://bit.ly/GoldRadioNM>.



Jordan J. Cohen, MD, Chair



Sandra O. Gold, President and CEO



Michael A. Harrington, MD, MPH

Honor Society Member

We often wonder about paths our Gold Humanism Honor Society members take following induction. Sometimes we are lucky enough to find out. A recent editorial in the *St. Petersburg Times* by GHHS member **Dr. Michael A. Harrington** gives us a glimpse of one resident physician's experience as a plastic and reconstructive surgeon caring

for Haitian earthquake victims. Now on the plastic surgery service at Moffitt Cancer Center in Tampa, Florida, he was inducted into GHHS in 2006. Read Dr. Harrington's powerful article here: bit.ly/dxrtYK.

Doctor to Watch

Congratulations to Board Member **Dr. Jennifer Ashton**, Ob-Gyn and CBS News Medical Correspondent, for being selected a "Doctor to Watch" in health care journalism. Dr. Ashton is profiled in the current issue of *Crain's NewsPro, The Magazine for News Professionals*. Follow this link to page 24 to read the article: <http://bit.ly/DoctorsToWatch>



Jennifer Ashton, MD

Obama Appointee

What do the Gold Foundation and President Obama have in common? **Dr. Jonathan Woodson**, winner of the 2009 Arnold P. Gold Foundation Humanism in Medicine Award, who was recently nominated by **President Obama** as Assistant Secretary of Defense for Health Affairs. If confirmed, Woodson would be in charge of the nation's military health complex, responsible for issues ranging from treatment of soldiers wounded in war to meeting the medical needs of almost 10 million active-duty and retired service personnel and their families. He would advise Defense Secretary Robert Gates on health matters and set health standards for the military, overseeing a budget of \$50 billion.



Jonathan Woodson, MD

In last Fall's DOC we wrote about Dr. Woodson and shared with you "Woodson's Top Ten" – advice to medical students for keeping the patient at the center of the healthcare process. It was primarily his work as teacher and mentor at Boston University School of Medicine, where he is associate dean and associate professor of surgery, that earned Dr. Woodson the coveted Humanism Award, presented by the Association of American Medical Colleges. See his advice: <http://bit.ly/WoodsonTopTen>.

We wish Dr. Woodson well and look forward to having such an ardent champion for compassionate care setting policy and influencing healthcare quality at the Pentagon.

More and more of our news and content is available on our website and through e-mails we send out once or twice a month. To join our on-line community, or to update your e-mail address, please visit www.humanism-in-medicine.org

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In Appreciation...

The Arnold P. Gold Foundation is grateful to the individuals, foundations and organizations whose contributions supported our work in 2009, making our 20th Anniversary year special despite the difficult economy. 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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Dr. Philip Stokoe, Gold DOC

Gold DOC: Selfless Acts

At a time when global attention turns to aiding the recovery of the thousands of victims of the earthquake in Haiti, The Gold Foundation was pleased to recognize Dr. Philip Stokoe as a 2009 Gold DOC recipient for his role in aiding victims of the Indonesian Tsunami.

Dr. Stokoe was instrumental in organizing the rescue and recovery efforts in Indonesia during his time as a health consultant and physician advisor to the Ministry of Health. During this unprecedented disaster situation, Dr. Stokoe wore many hats as he struggled to care for the displaced and wounded, secure access to food, water and essential medicines and to establish effective disaster protocols that could be implemented in the future.

After the Tsunami, Dr. Philip Stokoe, DrPH, FRACHMA wrote, "This was one of the worst natural disasters in modern history... An earthquake measuring 9.2 on the Richter scale followed 15 minutes later by a massive Tsunami measuring about 10-30 meters that devastated the east coast of Aceh, killing 166,000 people, leaving about 30,000 missing and giving rise to about 500,000 internally displaced persons."

Dr. Stokoe was nominated as a Gold DOC by Dr. Gifty Immanuel of Tuticorin, Tamilnadu, India. Dr. Immanuel wrote, "Dr. Stokoe spearheaded the whole Tsunami disaster relief and rehabilitation process, sometimes as a health planner, sometimes as a medical physician and above all as a fellow human being to the victims and the internally displaced and traumatized population." Dr. Immanuel praised Dr. Stokoe's commitment to compassionate care, saying, "In our lives we come across physicians who save a life in a hospital, on a road side, in a mall or on a flight, but rarely do we see the silent efforts of a physician whose dedication and compassion has set thousands on a road to recovery."

Currently at James Cook University in Queensland, Australia, Dr. Stokoe is Associate Professor of International Health at the School of Public Health and Tropical Medicine.

Do you have a physician who embodies humanism in medicine? If so, read about the Gold DOC program and fill out a nomination form at our website, www.humanism-in-medicine.org. Alternatively, send a letter of nomination to the attention of Kelly Tanis.