



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

www.humanism-in-medicine.org

Fall 2011

Developing Faculty to be Leaders for Humanism

Gold Foundation Scholars at the Harvard Macy Institute

Established with a grant from the Josiah Macy Jr. Foundation, a Gold Foundation partner, the Harvard Macy Institute is a collaborative effort of Harvard Medical School, the Harvard Graduate School of Education, and Harvard Business School. It is renowned for training select groups of healthcare educators to develop the strategies and skills required to lead organizational change and drive innovation.

For the first time, this year we collaborated with the Institute to select participants. After reviewing outstanding proposals from medical educators throughout the country, the Gold Foundation selected six **Gold Humanism Scholars** for partial scholarships of \$5,000 each to attend the 2012 course, "Educators in the Health Professions." We are supporting these scholars to develop robust and effective projects to teach humanism to medical students and residents, and to build a community of educators with expertise in this critical field.

Our 2012 Gold Humanism Scholars



Jonathan Amiel, M.D.

Assistant Professor of Clinical Psychiatry
Assistant Dean for Curricular Affairs
Columbia University College of Physicians & Surgeons

Faculty Development in Humanistic Mentoring

To create a structured faculty development program focusing on the mentor-mentee relationship so that faculty is able to convey the patient-centered values

that are crucial to the practice of humanistic medicine.



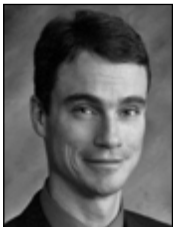
Kenar Jhaveri, M.D.

Assistant Professor of Medicine
Division of Kidney Diseases and Hypertension
Hofstra North Shore-LIJ School of Medicine

Narrative Medicine in a Nephrology Division

To foster a more humanistic approach in the care of patients on dialysis utilizing narrative medical practices to facilitate reflection, self-awareness and

communication amongst all team members.



Gregory S. Cherr, M.D., F.A.C.S.

Associate Professor of Surgery
Associate Professor of Social and Preventive Medicine
University at Buffalo, School of Medicine

Teaching Leadership and Teamwork Skills to

Medical Students *To create an interdisciplinary medical leadership/teamwork simulation curriculum with an emphasis on the importance of patients and families*

in medical care while increasing inter-disciplinary awareness and respect.



Jennifer Reidy, M.D.

Assistant Professor of Family Medicine
and Community Health
Assistant Professor of Medicine
University of Massachusetts Medical School

Improve the Quality and Standardization of Teaching

Communication Skills *To develop a comprehensive faculty guide to improve the quality and standardization of teaching utilizing communication skills focused on case scenarios.*



Daniel R. George, Ph.D., M.Sc.

Assistant Professor of Medical Anthropology
Penn State College of Medicine

Developing a narrative program to create new perspectives and increase patient-centered care and interest in geriatric treatment *To promote and expand*

TimeSlips, a group-based creative storytelling program that pairs medical students and healthcare professionals

with patients suffering from Alzheimer's and Related Dementias (ARD).

The experience focuses on stimulating the patients' imaginations, serving to underscore the inherent dignity of persons with ARD.



Olapeju M. Simoyan, M.D., M.P.H., B.D.S.

Assistant Professor of Family Medicine and Epidemiology
The Commonwealth Medical College, Scranton, PA

"Mental to Dental:" Training Future Physicians

for the Holistic Practice of Medicine *To strengthen medical and dental school curricula by interweaving the sciences and humanism with an obligation to address health care disparities.*

We dedicate this issue of DOC to the memory of Roy Smith. When the Foundation first required printed materials, Roy and his outstanding staff became our guides and our source. From our first year of operation till the present, Roy D. Smith, Inc. remains our printer.

Dear Friends,

Fantastic News! We've received word that The Gold Foundation is the beneficiary of a most generous Matching Gift Challenge — meaning that every donation we receive will be matched dollar for dollar up to \$150,000 to help advance The Foundation's programs in humanistic medicine.

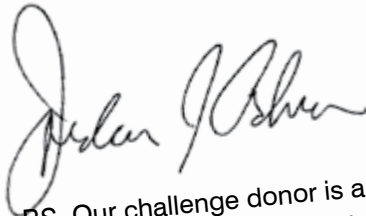
That means your \$100 gift is doubled to become \$200 ... your \$200 gift becomes \$400 ... your \$500 gift turns into \$1000 ...

... this also means we can step up our educational activities in leading medical schools...expand the reach of our celebrated "Gold DOC" recognition program... and enlist more physicians and patients to join our fast growing movement.

In fact, this Matching Gift Challenge comes just as I am preparing to launch a new membership and supporter campaign to increase the reach of The Foundation's innovative health care work.

I hope we can count on you to help us take advantage of this incredible opportunity.

Thank you,



P.S. Our challenge donor is a long-time friend of The Gold Foundation who knows how much we can do with every contribution – and the importance of adding new friends to our cause!



Jordan J. Cohen, M.D., Chair

Donate Now
Secure donations through
Network for Good

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. 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.



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/DocFall2011

Powerful Experiences

Gold Foundation Student Fellowships

Research – and our own observations - confirms that experiential learning is one of the most powerful ways to encourage the growth and development of humanism among medical students. Through our [Student Summer Fellowship](#) program, which awards \$3,000 to each recipient, medical students design and implement a service or research project addressing a health need in an underserved community or population. The fellowship recipients work directly with patients in the U.S. or abroad, gaining invaluable insights into the patients' lived experience with illness and the healthcare system. This year, 41 applicants were selected for this opportunity. Here's what two of them shared with us in their moving final reports.

Rebecca Holtzman, Michigan State University

"Cardiovascular Disease Risk Factors in Underserved Populations in Ecuador"

After a grueling year of medical school, I was beginning to feel like I had lost a bit of the compassion and empathy that I started with. Over the last year, patients were mainly brought in to classes to illustrate scientific concepts; it was easy to get lost in the science and forget about the psychological and emotional aspects of these people. Going to Ecuador to gather data on cardiovascular disease risk factors among children from lower-income backgrounds reminded me of my roots.



It brought back the compassion I had growing up and helped merge this deep caring for patients with the other skills I am learning on my way to becoming a physician.

Matthew Meyers, Commonwealth Medical College

"Evaluation of a Nutrition Education Intervention for Adolescents Visiting the Teen Health Van of Lucille Packard Children's Hospital (California)"

Sitting in with the staff physician on many appointments, what really impacted me was his humanism – his seemingly effortless ability to make each of these marginalized adolescents, a notoriously untrusting demographic, feel that all of their concerns were valid and important and put them at ease to discuss very personal issues. What resulted was a culture of tremendous mutual care and respect. Not only did these adolescents not have access to other medical services, they did not trust anyone else for their care. That, to me, was truly amazing. This experience afforded me the opportunity to interact with patients whom I would not normally see in traditional medical settings, and to be part of a very empowering and remarkable patient-provider relationship.

These special grants are supported, in part, by The Kenneth Adler Memorial Fund, The Carol & Debra Ledeen Fund for Student Grants, the Marcia Orenberg Memorial Fund to benefit underserved children, the Mellam Family Foundation, and the Page & Otto Marx, Jr. Foundation.

He's Our Winner!

Henri R. Ford, M.D., M.H.A., won this year's **Arnold P. Gold Foundation Humanism in Medicine Award**, and we were there to congratulate him.

The award was presented by the Association of American Medical Colleges (AAMC) at its annual meeting in Denver last month.



Dr. Ford is deeply committed to helping young people discover their strengths and to preparing the next generation of physicians. Speaking to a packed ballroom of medical school student representatives – including those who nominated him for the prestigious award - Dr. Ford shared the qualities he believes make up the scaffold of every practicing physician: character, compassion, honesty and integrity.

Dr. Ford's legacy of putting others first was perhaps never more apparent than during his work in Haiti. Days after the January 2010 earthquake, Dr. Ford returned to his childhood home. He was one of the first surgeons to arrive. A speaker of the native language, and one of the few pediatric surgeons onsite, he was an invaluable resource to the Haitian people, 50 percent of whom are aged 15 or younger. "It was clear to me where I belonged," he said. "I really felt that somehow I had spent the first 51 years of my life preparing to intervene for such a time as this."

With great humility Dr. Ford told the rapt audience about the difficult surgeries he performed in Haiti. Realizing he was at the limits of his expertise in a case of debris deeply embedded in a child's skull, he asked his team to find "the reporter I heard was a neurosurgeon." Hours later he successfully collaborated with Dr. Sanjay Gupta, CNN Medical Correspondent.

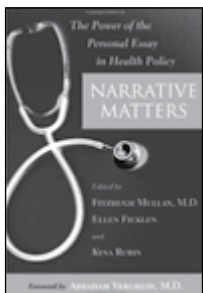
Dr. Ford's students say, "He is a true hero and exemplifies the professional and personal qualities of a great doctor. With his incredible ability to lead by example, he inspires others to pursue their own quest for significance and focus on what is important: patients and humanity."

During the annual Gold Foundation Humanism Lecture at the recent AAMC meeting, Dr. Ford was inducted into the Gold Humanism Honor Society along with keynote speaker Parker J. Palmer, Ph.D., and Gold Assistant Professor J. Donald Boudreau, M.D.

Henri R. Ford received his B.A. degree from Princeton University, his M.D. degree from Harvard Medical School, and his M.H.A. degree from the University Of Southern California School of Policy, Planning & Development. He is Vice President and Chief of Surgery of Children's Hospital Los Angeles and Vice Dean of Medical Education, professor, and Vice Chair for Clinical Affairs in the Department of Surgery at Keck School of Medicine of the University of Southern California. Dr. Ford is known internationally for his work in pediatric surgery.

[Click here to see photos of Gold Foundation moments at the AAMC meeting.](#)

**Staff Picks –
Reading for the
Body, Mind and Soul**



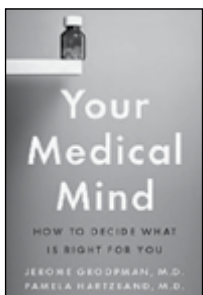
Narrative Matters – The Power of the Personal Essay in Health Policy

Edited by Fitzhugh Mullan, Ellen Ficklen, and Kyna Rubin

As the editors of this anthology state: “The belief in the power of story inspired us.”

And it will inspire anyone who believes that

the personal stories of patients, physicians, and policy makers are ways to know more about healthcare and what matters in healthcare policy. As Atul Gawande, M.D., *New Yorker* columnist and author said, “*Narrative Matters* showcases some of health care’s most stunning writing. The stories are moving, eloquent, and often unforgettable.”

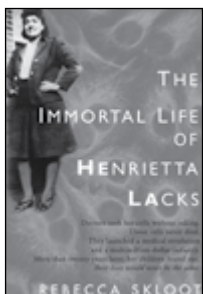


Your Medical Mind: How to Decide What is Right for You

by Jerome Groopman, M.D., and Pamela Hartzband, M.D.

A follow up to Dr. Groopman’s best seller, *How Doctors Think*, these husband and wife doctor-authors explore how patients think and make decisions about healthcare. Are you a believer or a

doubter? A maximalist or a minimalist? Find out how your own preferences, and those of your doctors, influence the decisions you both make, and how to consider them as you chart a course of treatment.



The Immortal Life of Henrietta Lacks

by Rebecca Skloot
Since 1951, cells in the HeLa line have been multiplied so often by scientists that they would weigh more than 50 million metric tons and have been involved in some of the most crucial innovations in medicine, ranging from the polio vaccine to genetic mapping. In the 1970s it was

discovered that these cells originated with a 31-year-old mother of 5, a descendant of slaves, who died from cervical cancer 25 years earlier. While her cells thrived and flourished, and generated millions of dollars in revenue for others, Henrietta Lacks’s family lived in destitution. The author spent a decade gathering the threads of the human stories surrounding these miraculous cells and weaves a rich tale of modern science.

In Memoriam



When the Gold Foundation was newly created, Felice Satel - Arnold's secretary and office partner for 31 years - pitched in as a volunteer, and expertly carried much of the administrative burden with Arnold and Sandra. Throughout all the years that followed, Felice was a dedicated supporter and advocate for humanistic medicine and the Gold Foundation. We are ever grateful and miss her dearly.

We were touched to learn that her family requested that donations in Felice’s memory be made to the Gold Foundation, continuing her support for advancing our mission.

We thank the families of Edward Boff, Frances Morgenstern, and Ruth Warshauer for remembering the Gold Foundation by requesting that gifts be sent here in their memories.

In Gratitude for Named Funds

The funds noted here were established by families and friends to link the names of loved ones with programs that advance patient-centered, compassionate care. Their memories inspire and challenge us. Each of these funds is making a real and enduring difference in the training of medical students and doctors to provide the kind of healthcare we all want for ourselves and our family members. Thank you for creating and supporting them.

- Kenneth Adler Memorial Fund – Janet and Bruce Adler
- Jonathan Efram Aronson Memorial Clown Fund
- The David Benaroya Memorial Fund for Humanistic Leadership
- The Robert Berkowitz Fund for Compassionate Medical Care
- Robert Berkowitz Milestone Birthday Fund
- Elsie Berlin Special Birthday Fund
- The Joy and Howard Berlin Fund
- The Gold Humanism Honor Society Founders
- Anonymous
- The Russell Berrie Foundation
- The Robert Wood Johnson Foundation
- Dr. Norbert Goldenberg Ethics Night – Evan and Leo Gans
- Dr. Jacob Handler Memorial Fund – Drs. Joan and Alan Handler
- The Ariana Sue Kravet Memorial Fund
- The Carole and Debra Ledeen Fund for Student Grants
- The William J. McGorry Memorial Fund
- The Marcia Orenberg Memorial Fund for Compassionate Patient Care
- to benefit the healthcare provided to underserved children and improve children’s health-related problems*
- The Pauline and Max Orenberg Memorial Fund
- The Sheila, Ronnie and Stephen Penchansky Memorial Fund
- The Rosalind Pink Memorial Fund – Debbie and Donald Aronson
- The Hilde Schonfeld Memorial Fund
- The Judith Schwartz Fund for End of Life Care
- Dr. Robert H. Seinfeld Memorial Fund
- The Jeffrey Ethan Silver Memorial Fund to Improve Patient Care
- The Beate Voremborg Memorial Fund
- The Helen and Fred Waldorf Memorial Fund – Barry Waldorf
- The Inge Schwarz Wettreich Memorial Fund for Patient Advocacy

To establish or contribute to a named fund, please contact Bob Gurmankin at 201-567-7999 x18 or rgurmankin@gold-foundation.org.

Announcing GHHS Biennial 2012:
Building on a Decade of Humanism in Action

**Hyatt Regency O'Hare
October 4-6, 2012**

For the fifth time, several hundred GHHS members – students, residents, faculty, and doctors in practice - will gather for two days of invigoration, inspiration, learning, and networking with colleagues committed to patient-centered, compassionate care. Featured speakers: Dr. Jerome Groopman and Dr. Pamela Hartzband (co-authors of *Your Medical Mind*); Dr. William Mobley, Chair, Neurosciences, UC, San Diego; and Dr. Joe Greer, Chair of three divisions at Florida International University and winner of the MacArthur “genius” award and the Presidential Medal of Freedom.

New this year: If you are a practicing physician - even if you have never been involved with GHHS - we invite you to participate in this dynamic meeting. For information please contact GHHS Executive Director Jacqueline Mintz, jamintz@gold-foundation.org.

Congresswoman Gabrielle Giffords has been back in the news recently for the remarkable progress she's making since being shot in Tucson ten months ago. The first ever **GHHS Solidarity Day for Compassionate Patient Care** was held just weeks after the tragic shootings, ignited by the humanistic actions of Randall Friese, M.D., the University of Arizona trauma surgeon who was the first to treat the Congresswoman. Dr. Friese struck a chord when he said that the most important thing he did for her in the ER was to take her hand and tell her that she was in the hospital and would be cared for. GHHS rallied more than 40 medical schools and centers in the US and Canada to demonstrate - through a variety of activities - their support for Dr. Friese and their commitment to compassionate, patient-centered care. In 2012, we're doing it again! Will your institution take part?



**2nd Annual Solidarity Day for Compassionate Patient Care
Stand In Solidarity With Those Who Care**

February 14, 2012



Gold Humanism Honor Society www.humanism-in-medicine.org/ghhs
an initiative of The Arnold P. Gold Foundation

*Click here to read the current GHHS newsletter, **The Gold Connection***



THE GOLD CONNECTION

Gold Humanism Honor Society — www.humanism-in-medicine.org/ghhs

New Medical Schools - Humanistic from Day One



1

How do most medical schools in the U.S. mark the beginning of their students' journeys toward becoming physicians? They hold a White Coat Ceremony, and this year we are gratified that six brand new medical schools chose to include this important ritual from the start. They are:

The Commonwealth Medical College
 Florida Atlantic University E. Schmidt College of Medicine
 Hofstra North Shore-LIJ School of Medicine
 Edward Via College of Osteopathic Medicine (VCOM) –
 Virginia Campus and Carolinas Campus
 Oakland University William Beaumont School of Medicine
 Virginia Tech Carillion School of Medicine



2

In this issue we highlight the new **Hofstra North Shore-LIJ School of Medicine** in Hempstead, NY. Traditional medical schools are usually lecture-based throughout the first two years of school, but Hofstra exposes students to clinical experiences almost immediately.

Dr. David Battinelli, Senior Associate Dean for Education, told his board as soon as he arrived to help launch this new school that he wanted to initiate a relationship with us. At the inaugural White Coat Ceremony he said, "Our new school and its curriculum for the new millennium is founded on ten core values, and the White Coat Ceremony is a perfect way to highlight our values of humanism, patient centeredness, and professionalism. Our students already completed their EMT training where they learned firsthand the importance of these core values that are fundamental to our vision and that of the Gold Foundation. We are thrilled to join forces with the Gold Foundation and all it represents."



3

And that's really what the White Coat Ceremony is about: recognizing the breadth of competencies to become a complete physician while acknowledging illness as part of a patient's whole life experience. As our managing director, Barbara Packer, told Hofstra's inaugural class, "You will take care of people when they are most vulnerable and we are counting on you to do that with all of your skill and all of your heart." To read Barbara's full remarks, [click here](#).

Photos:

1. Dr. Steve Shelov cloaks first year student Maxine Ames. 2. Ejkat Grewal returns to shake Dean Larry Smith's hand...after jumping off the stage with excitement upon receiving his white coat. 3. Barbara Packer, Gold Foundation COO, speaking to the inaugural class. 4. (L to R) First year students Patricia Avancena, Wanshu Di, Shayna Sanguinetti and Renata Lerner. 5. Dr. David Battinelli, Sr. Assoc. Dean for Education, addresses students, parents, faculty & other invited guests. 6. First year students taking a version of the Modern Oath of Hippocrates.



4



5



6

Groopman/Hartzband Reception a Lively Success

The Massachusetts Network of Physicians and Friends of the Arnold P. Gold Foundation gathered in force on October 11 at the Commander's Mansion in Watertown for a packed and lively reception and a dialogue with Drs. Jerome Groopman and Pamela Hartzband about their latest book, *Your Medical Mind*.

The diverse group included Boston-area donors and supporters, Gold Professors, Leonard Tow Humanism in Medicine Award winners, Gold Foundation Harvard Macy Scholars, and Gold Humanism Honor Society members, many of whom told us how much our leadership and support means to them.

We welcomed medical students from Harvard University, Boston University, the University of Massachusetts and Tufts University, whose participation was underwritten by individual contributions from Network friends and a grant from the Massachusetts Medical Society.

Following our reception & discussion, the evening was capped by a conversation between Drs. Groopman and Hartzband and veteran Boston broadcaster and cancer survivor, Joyce Kulhawik. Our group comprised a third of the overall attendance of more than 300 people. The event was presented at the Arsenal Center for the Arts by the New Center for Arts and Culture, with whom we have collaborated in the past to bring special presentations to our Boston-area network. [Click here](#) to see pictures.

Photos:

1. Gold Professors and Tow Humanism Award winners. (L to R) Drs. David Clive, Suzana Makowski, Liz Gauferg, Valerie Pronio-Stelluto, Michael Hirsh and Maureen Strafford. 2. Sandra Gold presenting a certificate of thanks to Dr. Pamela Hartzband. 3. Greeting and networking at our reception in Commander's Mansion. 4. Dr. Hartzband addressing the group. 5. (L to R) Drs. Arnold Gold, Jerry Groopman, Sandra Gold, Pamela Hartzband and trustee Jonathan Seelig. 6. (L to R) Gold Professors Dr. Liz Gauferg, Dr. Maureen Strafford and Dr. Sigall Bell with Sandra Gold. 7. Dr. Groopman discussing our 'medical minds'. 8. Dr. Arnold Gold with students.



The Arnold P. Gold Foundation

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Tel. (201) 567-7999 Fax (201) 567-7880
Email: info@gold-foundation.org
Website: www.humanism-in-medicine.org

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102 Year Old Brings Tears to His Gold DOC's Eyes

What does a man of 102 think about on his birthday? The people in his life who helped him reach that milestone, especially his team of healthcare providers.

Writing to nominate Dr. William J. Focazio for Gold DOC recognition, Mr. Ralph Golzio told us, "Dr. Focazio has been my physician for the past 25 years. I have been the fortunate recipient of his medical expertise coupled with his respectful and compassionate care for me and my family members. He is a very rare individual." Mr. Golzio learned of the Gold DOC program from his daughter, Linda Sous, who saw one of our plaques in the hallway of another doctor's office.



(L to R) Mary Connolly, Tony Sous, Dr. William Focazio, Ralph Golzio and Sandra Gold
(Photo: The Record Of Bergen County, David Bergeland / AP)

In an excerpt from the recommendation letter for his Physician Assistant, Mary Connolly, Mr. Golzio wrote, "The team Dr. Focazio has assembled is as capable, compassionate and caring as he is, creating a unique healthcare giving environment. Mary is the integral member of this special team (affectionately known as "Team Ralph"). The kindness, sensitivity and compassion she has tirelessly extended to me and my family throughout the years deserves humanism in medicine recognition by the Arnold P. Gold Foundation. This is the appropriate venue for expressing my gratitude for giving me all the days of my life, beyond the norm."

Caught by surprise, both were very emotional when Ralph Golzio stood up in their waiting room – on his 102nd birthday - and presented them with Gold DOC plaques. "This is one of the highlights of my career to receive recognition from a patient," said Focazio, whose eyes were full of tears as Golzio embraced him. "I'm very honored and very surprised," said Connolly, who told us Mr. Golzio's twice weekly visits were always the highlights of her day. [Click here](#) to see press coverage of this great story!

Upon receiving a recommendation from a patient or the patient's family, The Gold Foundation sends the Gold DOC a congratulatory letter including excerpts from the patient's recommendation, a framed certificate and a 'Humanism in Medicine' lapel pin. To date there are 287 recipients in 34 states plus 3 foreign countries.

Please visit <http://bit.ly/GoldDocNom> to nominate your Gold DOC or email kerry@gold-foundation.org with your questions. We hope you will consider making a donation in honor of any of your doctors to recognize their example of outstanding patient-centered care.