



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

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

*Fall 2010*

## *Through The Lens: The Patient's Perspective*

The theme of this fall's Gold Humanism Honor Society National Conference was "The Power of Humanism." How better to understand what this means than to hear directly from patients? Drs. Dan Shapiro and Gretchen Berland use video cameras – each from a different perspective – to zoom in on patients' experiences.



*Dr. Dan Shapiro*

**D**r. Dan Shapiro developed a course known as **Video Slam**, motivated by his own experiences as a cancer survivor and as a medical school faculty member.

"A poll found that many U.S. primary-care physicians feel ill-equipped to meet the needs of their chronically ill patients," Shapiro says. "To fill that gap, we must enlist these patients as teachers. Students spend

many months following their patients, interviewing them on camera. As they edit hours and hours of footage down to a 7 minute narrative it forces them to think carefully about the most important aspects of the patients' experiences."

The resulting short films explore the complex psychological and practical challenges of coping with chronic illness and the films are used in medical schools around the country.

Biennial participants viewed several moving videos and reported that **Video Slam** is an excellent tool for teaching what patients' lives are really like; when physicians understand these struggles, they are better able to help patients prepare for and address them. Said Dr. Verna Yiu, Professor and Vice Dean, University of Alberta, "...kudos to Dr. Shapiro for sharing a wonderful new modality of teaching medical students the value of humanism and connection with patients and families."

*Dan Shapiro, Ph.D., is an Arnold P. Gold Foundation Professor of Medical Humanism, Chair of the Department of Humanities at Penn State College of Medicine, and a prolific writer. Video Slam films can be viewed at <http://bit.ly/VideoSlam>.*



*Dr. Gretchen Berland*

**"F**or one hour, eggs and coffee going cold in front of us, you could have heard a pin drop." This is how a conference participant described the experience of viewing the film **Rolling**, Dr. Gretchen Berland's compelling documentary that shines a spotlight on the daily challenges of living with significant mobility issues.

Dr. Berland gave video cameras to three Los Angeles residents in wheelchairs and asked them to document their everyday lives. The idea to do something from their point of view came to Berland while she was attending a health care conference and noticed a woman using an electric scooter.

"I just started watching her," Berland said. "I watched as she rolled up to the microphone stand, which was two feet too tall. I watched as she tried to open a door. . . I watched her for two days, and I wondered what her life was like. If we want to create a patient-centered health care system, we need to better understand the perspective of the patient. How do you really understand someone's viewpoint? One way is to give them a camera."

The unmasked challenges and emotions of the patient/film-makers, whose cameras almost became extensions of themselves, so moved the GHHS audience that we have already heard from more than a dozen chapters that want to use **Rolling** as a catalyst for discussion at their schools.

*Gretchen Berland, M.D., is an Associate Professor of Medicine at Yale School of Medicine. Among her many accolades she received two Emmy Awards and a MacArthur Fellowship.*

### *Announcing a Dollar for Dollar Match*

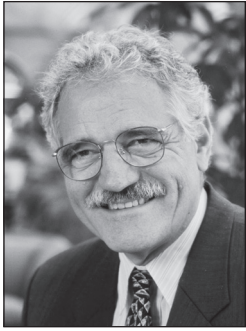
**A long-time donor wants to help us fulfill our mission: to make sure every medical student and doctor is educated and supported to provide the best, most compassionate care to you and your loved ones.**

This donor will match every dollar you donate or pledge in the month of December up to a **total of \$125,000!**

Whether you are a first-time donor or someone who has been with us for years, this month your gift will be worth twice as much.

Please help us take advantage of every matching dollar by making your gift today. Secure donations can be made from our website:

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



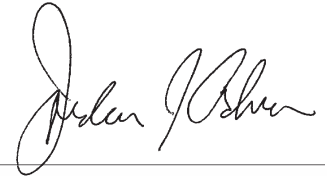
Jordan J. Cohen, M.D., Chair

## A Message from our Chairman

Over the years, I have come to realize how many people assume the Gold Foundation has a self-sustaining endowment that supports its efforts. How I wish that were true! In fact, 80% of the Foundation's yearly operating budget is met through annual contributions, most of which are from private individuals who recognize the importance of having caring, compassionate physicians.

Now is an excellent time to make your annual donation thanks to the generous dollar for dollar match announced here in *DOC*. If you have yet to make your first gift, whatever the size it will be doubly valuable to the Foundation during this month. Reading these pages, I hope you will agree that we put your gifts to very good use.

On behalf of my fellow trustees and the Foundation's staff, I wish you a very happy holiday season.



## Gold Foundation Recognizes Doctors in Practice

The Gold Foundation has long recognized doctors-in-training, the physician faculty members who teach them, and patient-nominated Gold DOCs. In 2009 we introduced **Humanism in Medicine Awards** for practicing physicians who have been selected by their national specialty societies. The purpose of these awards is to identify and honor specialty physicians who best demonstrate the ideals of compassionate and respectful care for a patient's physical and emotional well-being. They are based on the following criteria:

- demonstrates compassion and empathy in the delivery of patient care
- displays competence in scientific endeavors
- shows respect for patients, families and co-workers
- demonstrates cultural sensitivity in working with patients and family members of diverse backgrounds
- displays effective, empathic communication and listening skills
- understands a patient's need for interpretation of complex medical diagnoses and treatments and makes an effort to ensure patient comprehension
- understands and shows respect for the patient's viewpoint
- is sensitive to the patient's psychological well-being; identifies emotional concerns of patients and family members
- engenders trust and confidence

### We congratulate each of this year's winners:



The Child Neurology Society  
**Ruth Nass M.D.**  
 Professor of Child Neurology and  
 Child & Adolescent Psychiatry  
 New York University  
 School of Medicine



The American Academy of Pediatrics  
**John Charles Duby, M.D., FAAP**  
 Director, Developmental-Behavioral  
 Pediatrics  
 Akron Children's Hospital



American Academy of Dermatology  
**O. Fred Miller III, M.D.**  
 Emeritus Director,  
 Department of Dermatology  
 Geisinger Medical Center,  
 Danville, Pennsylvania



American Academy of Otolaryngology--  
 Head and Neck Surgery  
**Ellen M. Friedman, M.D.**  
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 Section; Chief, Otolaryngology Clinic  
 Texas Children's Hospital

# *Sophocles and the Gold Foundation*

*A Dramatic Reading starring*

*Tony Award-nominated Actress Jessica Hecht*

**W**hat do Sophocles' plays, *Philoctetes* and *Women of Trachis*, and the Gold Foundation have in common? Both encourage thoughtful examination of the human condition and the ways we all deal with the difficult issues of suffering and death.

The Gold Foundation recently provided a grant to support the innovative **End of Life** project, produced by Outside the Wire, LLC. Readings of ancient Greek plays are presented as catalysts for discussions about end of life issues as they touch patients, families, and health professionals. If you have been involved in such crucial conversations, you know they aren't easy for patients, family members or the professionals who take care of them.

Almost 200 people turned out to hear **Tony Award-nominated actress Jessica Hecht** (<http://imdb.to/JHecht>) at the American Repertory Theater in Cambridge, Massachusetts. The Gold

Foundation sponsored a pre-show reception for its Massachusetts Network of Physicians and Friends.



*Drs. Anne Fabiny & Liz Gaußberg  
of The Cambridge Health Alliance*

Following the reading, the audience engaged in a rich discussion facilitated by Bryan Doerries, artistic director of Outside the Wire, Dr. Anne Fabiny, Chief of Geriatrics at The Cambridge Health Alliance, and Elizabeth Gaußberg, MD, MPH, Assistant Professor of Medicine and Psychiatry,

Harvard Medical School, and recipient of an Arnold P. Gold Foundation Professorship.

*This unique, participatory event was intended to promote healthy discussion among diverse communities - public and professional. Based on the many comments we received it more than hit its mark! If you would like to bring this production to your community please contact Phyllis Kaufman, Producing Director, at [info@theater-of-war.com](mailto:info@theater-of-war.com).*

Listen in on some of the feedback we received from our anonymous survey about the event...



*Actress Jessica Hecht  
photo by Jordan Matter*

*"The presentation was powerful, emotional and evocative and it enabled the audience to respond in kind. Anything that helps dispel the isolation often felt by providers in dealing with dying patients helps to make us more human and humane with our patients."*

*"It was a very effective way to get right to the emotions involved in end of life care. I loved the discussion that incorporated so many points of view from different professions, direct experiences as patients or family members, and people from varying stages of professional development ranging from students to the Dean of medical education."*

*"I found the evening to be quite a remarkable experience... to have this performance and discussion in the midst of a culture that does not easily examine death and the heroic challenges aging and death present. I will not look at doctors, nurses, psychiatrists, and social workers quite the same way when I am engaging them in conversations surrounding someone who is actively dying."*

*"The performance was incredibly poignant and thought provoking. As I embark on my medical training I hope to have future opportunities to evaluate the ethical and humanistic dimensions of medical care...."*



*Judy Dienstag; Gold Foundation Grantee Dr. Helen Riess, Associate Clinical Professor of Psychiatry, Harvard Medical School; Dr. Jules L. Dienstag, Dean for Medical Education and Professor of Medicine at Harvard Medical School*

# United Health Foundation Awards Major Grant for Gold Programs

United Health Foundation has made a three-year, \$225,000 grant to support the Gold Foundation's **Student Clinician's Ceremony (SCC)** and **Humanism and Excellence in Teaching Awards (HETA)**.

Held annually at 50 medical schools, the Student Clinician's Ceremony helps students transition from books to bedside at the beginning of their third year. It provides an opportunity to reinforce the commitment the students made at their White Coat Ceremony to put the patient first.

The SCC also recognizes outstanding residents with the Gold Foundation's Humanism and Excellence in Teaching Awards. Students who are entering their fourth year choose exemplary residents who mentor them, demonstrate strong teaching skills and are role models for humanistic care.

"We at United Health Foundation are privileged to partner with the Gold Foundation to advance their innovative agenda which will result in preparing the physicians of tomorrow to practice the highest possible quality of care, informed by the essential values of humanism and excellence," said Reed Tuckson, M.D., United

Health Foundation board member and executive vice president and chief of medical affairs, UnitedHealth Group. "The Gold Foundation's

Student Clinician's Ceremony is an invaluable tool for

preparing students to make the transition from the classroom to the bedside, as well as recognizing and celebrating the role models upon which they'll base their future practice."

Jordan Cohen, M.D., Gold Foundation Board Chairman, responded, "This new grant is strong validation of an important program, long supported by the Marilyn and Henry Taub Foundation. With the grant from United Health

Foundation, our goal is to expand Student Clinician's Ceremonies and HETA awards to be as ubiquitous as the Foundation's White Coat Ceremonies and the Gold Humanism Honor Society. We couldn't be more grateful to United Health Foundation and Dr. Tuckson for their confidence and investment."

For more information about the Student Clinician's Ceremony and recent HETA winners, please visit our website.



Reed Tuckson, M.D.

*"We at United Health Foundation are privileged to partner with the Gold Foundation to advance their innovative agenda..."*

## Gold Foundation Counts *This has been a busy year!*

- ✓ 275 Humanism and Excellence in Teaching Awards
- ✓ 50 Student Clinician's Ceremonies held
- ✓ 68 Medical Students Awarded **Help for Haiti** grants
- ✓ 305 Entries in our Annual Humanism Essay Contest
- ✓ 45 Student Summer Fellowship Grantees
- ✓ 101 Patient-nominated Gold DOCs
- ✓ 185 Gold Foundation Leonard Tow Humanism in Medicine Award Winners
- ✓ 168 White Coat Ceremonies held in the U.S. & abroad

The Gold Humanism Honor Society welcomed 1,923 new inductees this year and grew to 91 chapters and 11,193 members.

*Welcome, all!*

## The Value of Five Dollars

*An anonymous donor has been sending us a five dollar bill every month.*

### What can you do with \$5 these days?

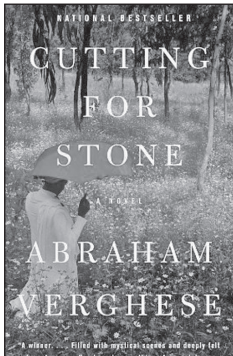
If you multiply it enough times you can help:

- support a medical student to work in an underserved area
- recognize an over-worked resident for caring enough to be an excellent role model for students and colleagues
- bring together GHHS members from around the country to share ideas for infusing greater humanism into medical education
- send a certificate to a doctor in practice who embodies the qualities of a Gold DOC
- help shape a generation of caring doctors

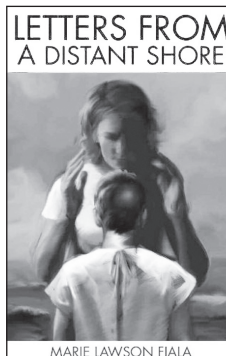
*We thank our anonymous donor and hope you, too, will consider **making a monthly gift** of as much as you can. And when you do, please tell us your name so we can thank you personally.*



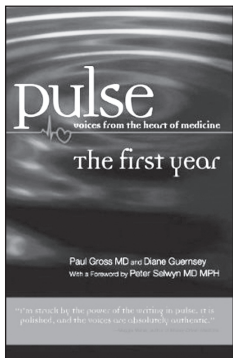
## Staff Picks – Recommended Reading for the Body, Mind and Soul



**Cutting for Stone**, by Dr. Abraham Verghese, mines the author's own life and experiences as an Ethiopian-born, widely-renowned internist and medical educator now at Stanford University. In a sweeping novel that moves from India to Ethiopia to an inner-city hospital in New York City over decades and generations, the story follows a man on a mythic quest to find his father.



**Letters from a Distant Shore**, by Marie Lawson Fiala, is the newest volume in the Gold Foundation-sponsored LaurelBooks. This series, published by CavanKerry Press, explores the poignant issues associated with confronting serious illness. Fiala's letters are both a testament to the power of mother love and a lyrical memoir of her family's medical crisis which will tug at your heart and fill your soul.



**Pulse: Voices from the heart of medicine – the first year**, by Dr. Paul Gross et al. This is a moving collection of stories and poems from patients and healthcare professionals who share their experiences about giving and receiving medical care. *Pulse* is also an online magazine with weekly entries.

## Gold Foundation's Unique Grants to Medical Students

The Gold Foundation's Student Fellowship Program is one of very few funding sources available to medical students who have a passion for service to populations in need. This year 45 students were awarded these fellowships.

**They come from medical schools all across the country:** throughout New England, down the East Coast, Tennessee, Missouri, Nebraska and Iowa, Texas to California and up to Oregon, Minnesota and Illinois.

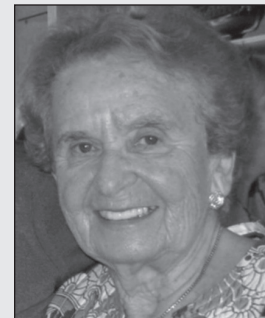
**They go to places near and far:** local communities in the United States and throughout Africa, South and Central America, Vietnam and Burma.

**Our goal in funding them:** to provide an opportunity for students to work directly with patients, whether through service projects or through research into community health or cultural competency issues, to help them become more compassionate, relationship-centered physicians with a commitment to service.

*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, and The Page and Otto Marx, Jr. Foundation.*

## In Memoriam

The Gold Foundation's leadership and staff are saddened by the sudden loss of our dear friend and benefactor, Beate Voremberg. We extend our heartfelt condolences to Beate's husband, Henry, and to their extended family. Beate was committed to family, community and service, a dedicated volunteer and philanthropist, and we will miss her.



Beate Voremberg

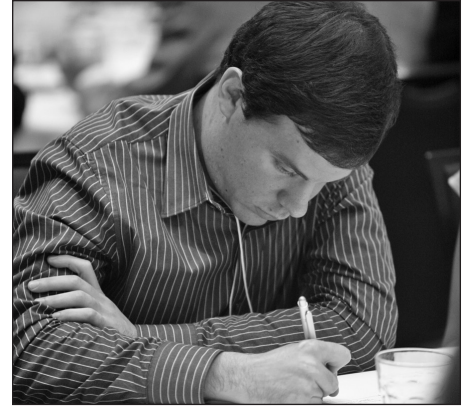
A memorial fund has been established in Beate's name at [The Arnold P. Gold Foundation](#).

## *GHHS Conference a Winner!*

Imagine the power of gathering leaders from across the United States and Canada - medical students, residents, winners of our Leonard Tow Humanism in Medicine and other awards, faculty members and prominent speakers – all devoted to patient-centered medical care!

These students and mentors represented 83 schools - more than half of all medical schools in the country - and 70 of the 91 Gold Humanism Honor Society (GHHS) chapters.

They were together in Dallas, Texas, for the fourth GHHS national biennial conference. The feedback was terrific and the valuable networking that began there continues.



*NYU resident Scott Shaffer, MD, in a plenary session exercise creating a timeline of key moments that inspired his commitment to compassionate care.*



*(l to r) GHHS Chapter Advisor Dr. Clarence Braddock III of Stanford U, Dr. Mukta Panda of UTenn, Dr. Robert Shochet of Johns Hopkins, and Dr. Paul Haidet of Penn State U*



*(l to r) Biennial Planners Drs. Cathy Lazarus, David Hirsh, Marilla Svinicki, Linda Stone, Jonathan Amiel, and GHHS Executive Director Jacqueline Mintz*



*Connecting & renewing with Texas-style line dancing at the Gold Humanism Honor Society's Biennial Conference in Dallas*



*Dr. Linda Stone, Chair of the Biennial Planning Committee, with a student at the Chapter Posters session*



*New GHHS inductees Dr. Charles Pohl, Jefferson Medical College Chapter Advisor, and Harvard Tow Award Winner Dr. Valerie Pronio-Stelluto, receive pins from Dr. Sandra Gold.*

## Combining Art and Medicine

We recently learned that one of our GHHS Biennial workshop leaders, Dr. Richard Tiberius, is accomplished in both art and the art of medicine. His two worlds came together this year when his artwork was selected for the covers of the January and October issues of Academic Medicine, the journal of the Association of American Medical Colleges.



Courtesy of [www.academicmedicine.org](http://www.academicmedicine.org)

When asked how this came about Dr. Tiberius told us, “When one of our grand rounds speakers saw my paintings hanging in my office she suggested that I send pictures of them to Academic Medicine.” So he called the person in charge of the cover and she explained that they publish pictures of art that is mostly about medical topics, inspired by work in academic medicine.



Dr. Richard Tiberius gathering inspiration for his art.

“I laughed. I told her that my work was doubly disqualified: my art is not about medicine in any sense and, in my case, the inspiration goes the other way. My art provides important insights and lessons for my academic work! It has taught me how to overcome discouragement, to see the big picture from the dots of paint or individual pieces of data.” He was invited to submit his art and story, nonetheless, and we are pleased to show you the results.

Dr. Tiberius is professor and director, Educational Development Office, University of Miami Miller School of Medicine, Miami, Florida.

## Keep in Touch!

**@ E-mail:** Help us GO GREEN! Add or update your e-mail address from our website by clicking Join Our E-mail List. Sign up today so you don't miss any of our news, and help us conserve resources.

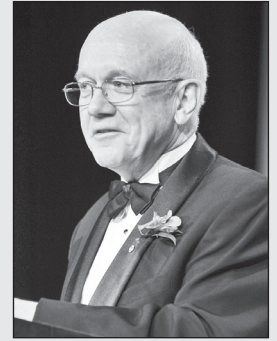
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**Follow us on Twitter** @GoldCareInMed, where we share links to interesting articles about the doctor-patient relationship and news about Gold Foundation awards and ceremonies.

## The award goes to...

It is not unusual to find George R. Buchanan, M.D., playing Monopoly with children at a summer camp for sickle cell disease, running in the Wipe Out Kids' Cancer 5K, or at the bedside of a sick child.



Dr. George Buchanan accepting his Humanism in Medicine award.

And now he's the winner of **The Arnold P. Gold Foundation Humanism in Medicine Award**, recently presented at the 121st annual meeting of the Association of American Medical Colleges (AAMC). This prestigious, student-nominated award honors a faculty physician who exemplifies the qualities of a caring and compassionate mentor in the teaching and advising of medical students.

Equal parts educator and “quintessential mentor,” students say Dr. Buchanan knows “when to push and when to be just supportive or suggest a different path.” He “teaches with his every example that it is not enough to reach a diagnosis, but to be sure that what you do is the very best thing for the patient,” a colleague adds. Because of his ability to form unique relationships with students – which often last for decades – Dr. Buchanan inspires those he mentors to achieve even more than they thought possible.

In a 35-year career devoted to patient care, research, education, and service, Dr. Buchanan has exemplified the tenets of humanism. As one student observes, he “embodies the principles to which all physicians and individuals should aspire.”

Dr. Buchanan is a professor of pediatrics and director of pediatric hematology-oncology at the University of Texas (UT) Southwestern Medical Center. An internationally recognized expert on sickle cell disease research, he has won the highest awards from the American Society of Pediatric Hematology Oncology and the American Society of Hematology.



## The Arnold P. Gold Foundation

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## Is Your Doc a Gold DOC?

Is there a doctor who provides you or someone you love with exceptional care? With the holiday season upon us, you can give thanks to a physician who goes above and beyond by nominating him or her as a Gold DOC.

The Arnold P. Gold Foundation recognizes outstanding physicians in practice – nominated by their patients – who consistently demonstrate the qualities essential for good doctoring: excellent clinical and communication skills, compassion, and respect for you, your family, and his or her colleagues.

If your doctor embodies these qualities, like the two Gold DOCs described here, we invite you to visit our website to **make your nomination**.

*Dr. Mary Ann Michelis sees each patient as a whole person, taking account of their history and experiences. She turns those insights into careful and appropriate advice and treatment... It is also a reflection of her skills that her entire office, both administrative and professional, is always readily available, and treats patients with great care and respect."*

*Hackensack, NJ*

*Dr. Richard Stein is personable, humorous in all the right ways, kind, empathetic, observant, intuitive, positive, brilliant... and he is an expert, a truly excellent physician. He sees his patients as human beings leading human lives – with family, friends, jobs, interests – and his goal is to keep them fully engaged... He invites trust between himself and his patients."*

*Solon, OH*



Upon nomination, your Gold DOC will receive a congratulatory letter from the Gold Foundation, a framed certificate, and a "Humanism in Medicine" lapel pin. In addition, all Gold DOCs will be listed on our website.

Please visit <http://bit.ly/GoldDOC> to nominate your Gold DOC or email [amita@gold-foundation.org](mailto:amita@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.