

*The Newsletter of  
The Arnold P. Gold Foundation  
A Public Foundation  
Dedicated to Fostering  
Humanism in Medicine  
Thanksgiving 2001*

# REMEMBERING GIVING THANKS

*The Arnold P. Gold Foundation joins all Americans and peace*

*loving individuals throughout the world in mourning victims of the September 11 terrorist attacks. ★ We express profound appreciation and thanks to the thousands of rescue workers, healthcare professionals and volunteers who have given so much to provide assistance and relieve suffering. ★ May the survivors and all the families who experienced loss find hope and comfort.*

## *Becoming a National Resource*

In this most difficult and challenging of times, we find strength in the heroism and examples of others. With the missing Twin Towers as an empty backdrop, we marvel at the courageous efforts of thousands, many of them doctors, nurses and other healthcare professionals. In their honor and memory we report to you about our recent activities in pursuit of humanism in medicine.



*Drs. Arnold Gold and Jordan Cohen celebrate Arnold's birthday at American Board of Internal Medicine meetings in Oregon.*

“Social Entrepreneurship” according to The Manhattan Institute for Policy Research pertains to those “who have successfully brought to life new ideas and approaches of their own imagining... have taken risks implicit in starting a new venture

with an uncertain future... and have produced benefits for those whom they have, in a spirit of altruism and idealism, sought to assist.”

We are pleased to tell you that there are many exceptional minds and “social entrepreneurs” at work on the problems in healthcare today.

Several of them are working with us to foster humanism in medicine, although our Foundation remains unique in having this as our central mission.

During the past year, we have had the opportunity to attend a myriad of meetings with many leaders in medicine. It has



*Sandra Gold in conversation with Dr. C. Everett Koop at Dartmouth Medical School in New Hampshire.*

been our honor to be invited as advisors, delegates, and guests at six formal conferences and many more intimate conversations from Massachusetts to Oregon, and numerous places in between.

Outstanding individuals like Dr. C. Everett Koop, former U.S. Surgeon General, Dr. Jordan Cohen, President of the

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## Becoming a National Resource

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Association of American Medical Colleges (AAMC), and Dr. Reed Tuckson, Senior V.P. for Consumer Health and Medical Care Advancement at United Health Group, among many others, have discussed with us the importance of re-emphasizing the humanistic side of medicine in medical education. They, as well as others, are also concerned about how to transform the current system so that, as the Fetzer Institute has articulated, "relationship centered care" will become the norm rather than the exception for a privileged few.

It is an understatement to say that we have been honored and thrilled to represent The Arnold P. Gold Foundation in so many varied venues including: the American Hospital Association's Health Forum Summit, the American Board of Internal Medicine Foundation Forum 2001 (ABIM) "Physician Quality in Changing Times: Reaffirming Professional Values in the Doctor-Patient Relationship," and the Fetzer Institute planning meeting, to name a few. It is enormously encouraging and fulfilling for us as individuals, professionals and especially as Foundation Board members, to be sought after as resources on this issue about which we feel such a passionate commitment. These experiences were memorable and inspiring, and we know that *it is your belief in the importance of this mission that sustains our work* and serves to recharge us time and time again.

Our balancing act requires constant readjusting of schedules, program administration and evaluation, and fund raising responsibilities. This would be impossible without the dedication and skill of our respective and able office staff, for which we are most appreciative. We salute all those behind the scenes who daily make it possible for us to be front and center for The Foundation's mission.

Our distinguished Board of Trustees and Medical and Professional Advisory Council sets policies and priorities as they guide our progress. The Arnold P. Gold Foundation programs are expanding and annually influencing thousands of medical students, medical faculty, hospital residents, administrators and staff. Our goal is ultimately to provide improved care for all patients and their

families, and to support teaching hospital environments that nurture and encourage their staff. Relationship centered care is the goal!

We sincerely hope you are proud to share our achievements to date and will help us to continue to advocate for humanism. With additional support we will be able to truly make a lasting contribution to improving the quality of healthcare for all of us.

Our best wishes for a very healthy and happy holiday season,

Arnold and Sandra Gold

## Comings and Goings

The Arnold P. Gold Foundation is pleased to welcome Ann G. Bruder as Director of Programs. Her responsibilities include supervising The Foundation's 26 diverse programs and projects and maintaining The Foundation's growing website: [www.humanism-in-medicine.org](http://www.humanism-in-medicine.org), including the international



Ann G. Bruder,  
Director of Programs

humanism in medicine essay contest for medical students. She also works with the Board Grants Review Committee to evaluate and recommend grant proposals for Foundation support.

Prior to coming to The Gold Foundation, Ann served as Regional Coordinator and Program Officer at the Financial Services Volunteer Corps (FSVC) in New York, NY; as Country Manager at the U.S. Trade and Development Agency in Washington, D.C. and as Associate Director and International Trade Specialist in the Central and Eastern Europe Business Center of the U.S. Department of Commerce. She holds a Masters Degree in International Affairs from the School of International and Public Affairs at Columbia University in New York, and was a recipient of a Post Graduate Research Grant from the International Research and Exchange Board for work in Sarajevo, Bosnia. Ann speaks Serbo-Croatian and Russian and worked for the Voice of America. Currently she lives in Glen Ridge, NJ with her husband, Eric and year-old daughter, Amy.

Chirag Oza, a recent cum laude graduate of New York University in Economics, enters the not-for-profit marketplace as our new Administrative Assistant.

Warm farewells and good luck are extended to two staff members. We wish Vicki White, who served as The Foundation's first Director of Programs from 1998 through August of this year, all the best in her new career as a French teacher. And to Tolga Ozturk, who returns in December to his native Turkey, where we know he will be our unofficial ambassador for humanism in medicine. We express appreciation for his conscientious work as our Administrative Assistant.



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## *My Gold Doc*

When my daughter was born, we were devastated by the news that she had a Congenital Diaphragmatic Hernia. Not even a day-old, she was transferred to Columbia Presbyterian to be put on Extra Corporeal Membrane Oxygenation (ECMO). My husband and I were so confused. We had never heard of this birth defect, or the machine they had her surgically hooked up to. Dr. Stolar did the initial surgery, then had to leave town. He put our baby in the hands of Dr. Steven Stylianos.

At first we were upset...until we met Dr. Stylianos. He sat down with us, and answered all of our questions. He told us he would do Jessica's surgery when she seemed ready. My husband and I spent as much time in the Neurological Intensive Care Unit as we could. Dr. Stylianos was constantly checking on our little one, always calling and consulting with her nurse and the ECMO technicians. It was a Sunday afternoon when Dr. Stylianos felt Jessica was stable and ready for surgery. Time had lost all meaning for us, but I was struck by his dedication to do Jessica's surgery on her terms, not when it would be convenient. He told us how long the surgery would be and brought us in for a quick good-bye. It was without a doubt the longest hour-and-a-half of my life. As soon as the surgery was over, Dr. Stylianos came to us in the waiting room and told us all had gone well. We hugged as I cried and thanked him. Jessica needed three subsequent surgeries. With each one, Dr. Stylianos was just as caring and considerate of us as he was with our daughter.

Our little girl is almost four-years-old now. We will be forever grateful to Dr. Stylianos and pray that he continues to perform miracles.

**Sophia Tucker**

*New Jersey*

## *More Gold Doc Stories Welcome!*

In our last issue we put out a call for personal stories about "Gold Docs;" doctors who go that extra mile to help patients and demonstrate compassion and caring along with medical expertise. Several of these stories have already been published on "The Big Picture" section of our website: [www.humanism-in-medicine.org](http://www.humanism-in-medicine.org). In this newsletter, we are including two of these "Gold Doc" stories. We welcome your short (500 words or less) contribution to this growing collection. Please send them to: "Gold Doc" c/o The Arnold P. Gold Foundation, 619 Palisade Avenue, 2nd Floor, Englewood Cliffs, NJ 07632, or email to [lbraff@gold-foundation.org](mailto:lbraff@gold-foundation.org).

**Laura Braff**

*Program and Development Associate*

## *Residents Do Get Sick*

After experiencing the rigorous training schedule of surgical residents as a 3rd and 4th year medical student, I made an informed decision to pursue a career as a surgeon. I was therefore prepared for the inevitable hours of lost sleep, daily exhaustion, and non-stop work that surgical residencies are known for.

However, there was one element of residency I was not prepared for – what happens when residents, rather than patients, get sick? As I later learned, the question was moot, for, as a matter of fact, "residents *don't* get sick."

Since the start of residency, I have often watched my co-residents come in with pale faces, fevers, coughs, nausea and vomiting, plug themselves into an IV, and go about their business without a word of acknowledgement or concern expressed by co-workers or attendings.

Rather than an "exceptional" response to personal illness, this has become an accepted and expected response. The few fellow residents who did call in sick because of any significant illness were ridiculed in their absence, and their commitment to medicine called into question.

I, too, experienced these attitudes first-hand when I required surgery midway through my internship. Instructed to check into the hospital at 6 am on the day of surgery, I switched my night call, originally scheduled for the same day, so as to avoid missing my assignment. I worked through the previous night, without sleep, and walked directly from my last patient's room to Patient Registration at 6:15 am.

Following the surgery that morning, I spent the night in the Critical Care Unit and was discharged home the following day in sore, but stable condition. The first call I received upon

arriving home that evening was from a co-resident, asking if I would be at work the following day. I returned to work having missed a total of five days of work.

Upon my return to work, I was stunned to receive a number of cold shoulders from both co-workers and attendings. Not a single person inquired about my health or how I had been feeling since the surgery. I suddenly felt ashamed and horribly guilty for a medical problem over which I had no control. I felt betrayed by the lack of empathy from my co-residents, and angry at their quickness to judge me in my absence.

When residents are routinely expected to work at a level 200% above and beyond reasonable human limits, what will be their overwhelming emotion when a co-worker falls ill and, as a result, they must now work at an unimaginable capacity of 300-400% beyond their already stretched-thin limits? Will their first thought be compassion and empathy towards a sick friend, or bitterness, frustration and despair at the prospect of an almost unbearable workload? With 36-48 hour-long shifts and few, if any, days off per month, we become the products of our work environment, an environment which, ironically, is intolerant of illness.

Though the obvious implications of these attitudes towards a resident's health and ability to function is a significant concern, an equally important question deserves mention: If we are unable to accept our own illness, how will we learn to thoughtfully and compassionately deal with that of our patients?

**Sara B. May, M.D.**

*R2, Surgery, West Coast*

*Editor's Note: We hope Sara will be pleased to know that the experiences of residents will be a priority of The Foundation's program development for the next five years.*

## Our Programs in Action

Since its inception in 1988 The Arnold P. Gold Foundation has sought to positively influence the culture of medicine by fostering humanism in medicine. We both create and support innovative programs that can be piloted, evaluated, revised and replicated. This approach has proven successful. Guidelines for the current 26 Gold Foundation programs are:

### The Four “R’s” and Three “C’s”:

RECOGNITION AND REWARDS	CONFERENCES
RITUAL	CARING HOSPITAL COMMUNITIES
ROLE MODELING	CURRICULUM CHANGE
RESEARCH	

## Our Population Focus:

- Pre-medical Students
- Medical Students
- Medical Educators
- Residents
- Everyone – the profession and the public

Today, The Gold Foundation programs are included at more than 85% of our nation’s 145 schools of medicine and osteopathy, as well as at schools of dentistry, nursing and podiatry. They are also in Israel, China and other countries.

A complete program listing is available on our website: [www.humanism-in-medicine.org](http://www.humanism-in-medicine.org) and from The Gold Foundation at 619 Palisade Avenue, 2nd Floor, Englewood Cliffs, NJ 07632.

**Sandra O. Gold**  
Executive Vice President

## New Initiatives in '01

We are pleased to report on several new initiatives in the year 2001.

These include:

### Ritual:

- *The Nightingale Ceremony*, modeled on our *White Coat Ceremony* for entering medical students, is being developed and piloted by the University of Mississippi School of Nursing, under the guidance of Ola Allen, R.N., Ph.D., Associate Dean for Academic Affairs.

### Research:

#### Faculty-Initiated Grants

- Michael Rainey, Ph.D., Acting Associate Dean for Academic Affairs at the State University of New York at Stony Brook, is researching the impact of medical students receiving awards for humanistic behaviors on their later medical practice, by evaluating data from Loyola University Stritch School of Medicine and the Jesuit Honor Society.
- Parker A. Small, Jr., M.D., Professor of Immunology and Medical Microbiology and Wayne McCormack, Ph.D., at the University of Florida College of Medicine in Gainesville, are evaluating a survey instrument on peer evaluation of medical student’s professionalism.



Dr. Michael Rainey



Dr. Parker A. Small, Jr.

### Residents:

#### Home Visit Programs

- Three new *Home Visit Programs* for Geriatric Residents, made possible by a grant from the United Hospital Fund of NY will be piloted at the following teaching hospitals in New York City: Montefiore Medical Center, Weill Medical College of Cornell University and Jamaica Hospital.

- Other new *Home Visit Programs*

for Residents in Family Medicine, Internal Medicine and Social Medicine are being initiated this year at: Boston University, Columbia University, and the University of Virginia Health System. New Pediatric programs have begun at the University of Florida Health Sciences Center, Cedar-Sinai Medical Center in Los Angeles and Jacobi Hospital in New York.

### Recognition and Rewards and Ritual:

- *Student Clinician’s Ceremony (SCC)* In 2001 The Foundation sponsored SCCs at 12 schools. This transitional experience marks the beginning of clinical practice for medical students. It also



Student Clinician’s Ceremony at New Jersey Medical School (UMDNJ) in Newark



White Coat Ceremony at Indiana University School of Medicine

features awards to outstanding residents for “Humanism and Excellence in Teaching.” We expect this program to be replicated at many more schools in 2002!

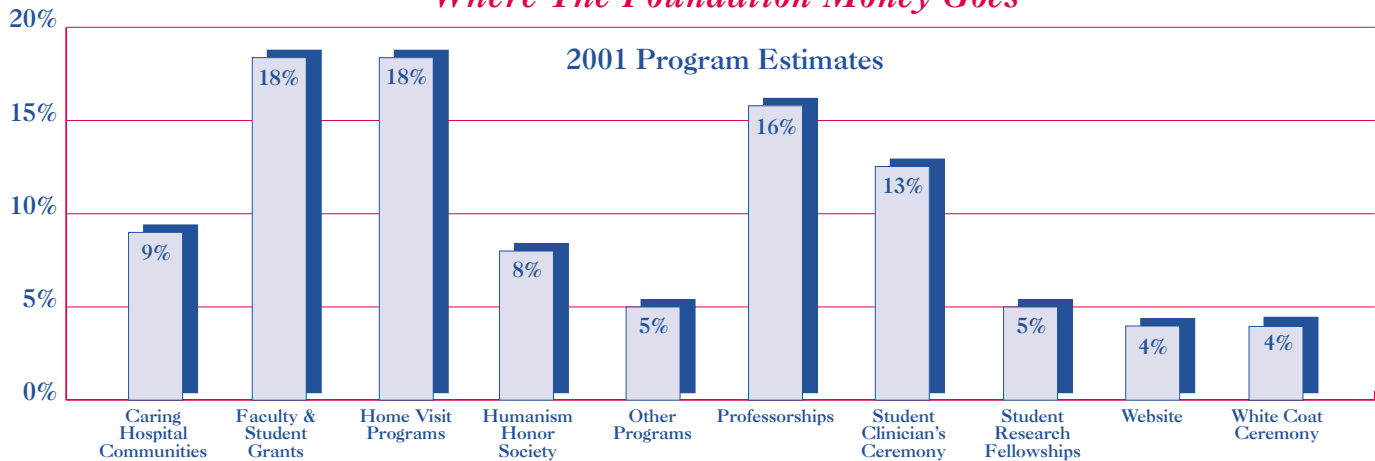
### Conferences:

- *Barriers IV* “Overcoming the Barriers to Sustaining Humanism in Medicine: Influencing the Culture through a *Humanism Honor Society*.”

*Editor’s note: The last issue of the DOC Newsletter includes a detailed description of this symposium. It may be viewed on our website. A limited number of those issues are available from The Gold Foundation. Call (201)567-7999.*

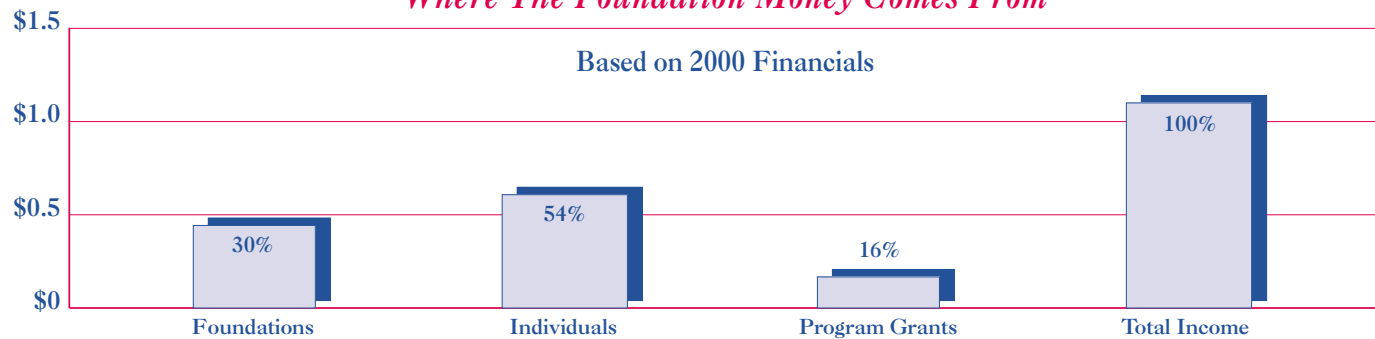
**Ann G. Bruder**  
Director of Programs

## Where The Foundation Money Goes



(In Millions)

## Where The Foundation Money Comes From



Dr. Kenneth A. Forde, center, with Dr. Arnold Gold and Mrs. Forde, at Commencement Awards Ceremony, Columbia University College of Physicians and Surgeons, May 2001

at Columbia University. Each year an outstanding faculty member and a graduating senior are recognized and receive a significant cash prize for excellence in science and demonstration of especially compassionate patient care.

In 2001, the award recipients at Columbia were: Kenneth A. Forde, M.D., Vice-Chairman for External Affairs, Department of Surgery and Michelle Grotz-Rhone, M.D., P&S Class of 2001.



Dr. Michelle Grotz-Rhone, center, recipient of the Columbia P&S Student Commencement Award, with Dr. Arnold Gold, her family and friends.

## Recognition and Rewards

To recognize the core value of humanism in medical school education, The Gold Foundation's very first program was the establishment in 1991 of Commencement Awards at the College of Physicians and Surgeons

These individuals join an impressive roster of role-model doctors who include:

**2000** Peter J. Puchner, M.D., and Shannon Smith Søvdal, M.D.

**1999** Barbara Barlow, M.D., and Marla Catherine Mikelait, M.D.

**1998** Rafael Lantigua, M.D., and Joshua Gibson, M.D.

**1997** Edgar Housepian, M.D., and Ellen Kelly Ritchie, M.D.

**1996** Joseph Tenenbaum, M.D., and Susan Swick, M.D.

**1995** John N. Schullinger, M.D., and Jeffrey Green Chipman, M.D.

**1994** Edgar Leifer, M.D., and Raymond Haroun, M.D.

**1993** John M. Driscoll, M.D., and Sarah Ricketts, M.D.

**1992** James Francis Hammill, M.D.,  
and Adrienne Wallace Carmack, M.D.

**1991** Abbie Knowlton, M.D., and Mignon Loh, M.D.

Inspired by The Gold Foundation's program at Columbia, The Healthcare Foundation of New Jersey undertook in 1998 the replication of Commencement Awards for excellence in science and patient care. Today, thanks to The Healthcare Foundation of New Jersey, exemplary doctors are recognized at 80 other medical schools throughout the United States. We are pleased to include a letter we received from one of these recipients (on page 14).

## Moving Forward

The Arnold P. Gold Foundation is committed to continued activism in the years ahead. We seek to anticipate developments in healthcare that might further diminish the intimacy and trust of relationship centered care, and to respond quickly with innovative programs to counter such a trend.

Our Foundation is well positioned to continue its leadership on behalf of humanistic healthcare. As the only national foundation of its kind dedicated specific to this mission, we are committed to generating additional interest and acquiring new partners and collaborators.

Our network has expanded to include the Associate's Committee, a group of young future leaders helping to further The Foundation's work, and the Medical and Professional Advisory Council (MPAC), distinguished experts who provide important advice and guidance.

Our new Public Relations and Outreach Committee is helping us to cultivate relations with the media and increase efforts to bring public awareness to our mission and our programs. Galvanizing the public on this issue has become a focus.

To achieve anticipated growth and future program goals it is urgent that we increase efforts to build The Foundation's resources. Your support is important to us.

## Support The Foundation Now!

Your support for current programs will allow The Arnold P. Gold Foundation to continue to play a leading role as "The" organization representing humanism in medicine.

During its first dozen years, The Foundation has:

- established 26 education programs, for pre-medical students through residency, which seek to instill and reinforce the values of humanism in medicine through new curricula for medical students and residents
- addressed the culture of medicine in teaching hospitals through building the *Caring Hospital Communities Resource Center*
- achieved national and international visibility and recognition that our programs are successful and gaining momentum
- attracted a distinguished network of key leaders in medical education who work collaboratively with us
- become a spokesperson at national and international forums on this issue and a respected resource in this field

The Arnold P. Gold Foundation needs your help to realize its leadership potential and have an ever greater impact through development of new and expansion of existing programs. We must continue to strive for positive change in the way medicine is practiced.

With your new, continued or increased support The Gold Foundation can foster improved and compassionate medical care for all.

## A Masquerade Ball

Members of The Foundation's Associates Committee and their friends gathered at The Explorer's Club in Manhattan on October 27 to raise awareness of their sponsorship of Foundation programs and support for "Take Time for Health Day – Celebrating Humanism and Community." The neighborhood health fair and staff wellness event is being organized for Spring '02 by and for the New York Presbyterian Hospital, Columbia University Health Sciences and Washington Heights community.



Above: exciting masks worn at the Ball.



Event co-chairs, Melissa Weisman, (left) and Eve Klein

## Making the Call

One summer evening, dedicated volunteers came to The Foundation office to "make the call." Past donors had been sent a postcard to prepare them to receive the friendly reminder and solicitation for their annual contribution to The Arnold P. Gold Foundation.

The responses received were inspiring. Thousands of dollars were pledged and several donors made substantial increases in their annual gift!

Our enthusiastic volunteers included Linda Oifer, Mike Bergstein and Joan Cohen. They talked to many people who shared their enthusiasm for The Foundation's mission.

In December we will again be "making the call" to reach out to past donors who have not yet made their 2001 contributions. This year, especially, as our initiatives have been expanded and we are about to establish the *Gold Humanism Honor Society*, each and every donation is important and very much appreciated.

Contact Les Scheinfeld, Vice President for Development at The Gold Foundation at (201)567-7999 with questions.

## Keyboard Conversations

Elaine Adler and Angelica Berrie, members of The Foundation's Board of Trustees are co-chairs of a special concert series featuring pianist Jeffrey Siegel to benefit The Arnold P. Gold Foundation.



Pianist Jeffrey Siegel

In addition to his appearances as soloist, recitalist and conductor, Jeffrey Siegel created *Keyboard Conversations*®, as a unique concert-plus-commentary format in which he speaks to the audience about the music prior to performing each work in its entirety. These experiences begin with an insightful and entertaining prologue on the music and its composer, followed by a full performance of the works, and end with a lively question and answer session.

Two *Keyboard Conversations*® are scheduled for Tuesday, November 27, 2001 and Tuesday, May 7, 2002 at The Berrie Center for Performing and Visual Arts at Ramapo College of New Jersey. A limited number of subscriptions are available on a first come, first served basis.

# IN APPRECIATION

OCTOBER 11, 2000 ~ OCTOBER 3, 2001

## GIFTS

**Guardian:** \$25,000 and above  
**Patron:** \$10,000 ~ \$24,999  
**Benefactor:** \$5,000 ~ \$9,999  
**Contributor:** \$1,000 ~ \$4,999  
**Donor:** \$500 ~ \$999  
**Friend:** up to \$499

\* denotes multi-year pledge gifts  
 + denotes members of The Golden Circle

Each name listed below is an important advocate for humanism in medicine. The Arnold P. Gold Foundation salutes every contributor and, through each meaningful gift, those honored and remembered here. As we consider the challenges of today and the future, we must strengthen our commitment to

nurturing competency with compassion and caring in healthcare. We are gratified and encouraged by the continuing support of many, as well as the new gifts received during the period October 11, 2000 and October 3, 2001. Thank you sincerely for your part in building The Arnold P. Gold Foundation.

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*Memory: Scott Goldstein*  
 Steven and Wanda Wasserstrom  
*Honor: Mrs. Block*  
 Charles and Arleen Wayte  
 Mark and Leslie Weinberg  
 Bernard and Ruth Weinfeld  
*Honor: Jonathan Aronson*  
 Sherwin and Linda Weinstein  
 Rabbi Peter and Ellen Weintraub  
 Dr. Myron Weisfeldt

David and Melissa Weisman  
*Honor: Barry Waldorf and  
 Stanley Gotlin*  
 Richard and Janice Weisman  
*Honor: Elaine Copland  
 Memory: Iosès Sapira*  
 Allan and Bobbi Weissglass  
*Memory: Marvin Weissglass*  
 Frank and Maureen Welton  
 Jill Welton  
 Jeffrey and Jane Welton  
 Susan Westlake  
 Dolph and Inge Wettreich  
*Honor: Norman and Barbara Seiden*  
 Dr. Ralph Wharton  
 Dr. Harvey and Barbara White  
 Dr. Marcia and Sandy Wile  
*Honor: Joshua Gold Benson,  
 Arnold and Sandra Gold*  
 Drs. Daniel and Marcia Williams  
*Honor: Harel Williams*  
 Dr. Robert and Susan Wolff  
*Honor: Dr. Michael Smith*  
 Dr. Gerald Woodhead  
 Lowell and Joy Zimmer  
 Bernard and Barbara Zimmerman  
 Charles and Laura Zimmerman  
 Grace Zimmerman  
*Honor: Jonathan Aronson  
 Memory: F. Zimmerman*  
 Leon Zimmerman

### IN MEMORIAM: Lisa Chertkov, M.D.

The Foundation notes with deep sorrow the untimely death of Dr. Lisa Chertkov, a resident in psychiatry and oncology, who was devoted to The Foundation's mission. She was an outstanding role-model and dedicated advocate for humanism in medicine.

## The Donation of Time



Linda Oifer, Volunteer of the Year!

Good friends are our greatest treasures. Linda Oifer, one of our most loyal volunteers and a true patron of fostering humanism, is our 2001 "Volunteer of the Year." Not only does Linda regularly volunteer for The Foundation, but she also volunteers at Calvary Hospital and is working toward her Masters Degree in Thanatology at the College of New Rochelle. Her work with dying patients and children's bereavement

groups demonstrates her compassionate spirit and ability to make a difference in the world. Thank you, Linda – your contributions are priceless!

Giving time is one of the most charitable gestures a philanthropist can make. The diverse talents of our volunteers provide invaluable support in a variety of ways. We extend sincere thanks to friends at the JCC on the Palisades in New Jersey, to The Foundation's Associates Committee, and to countless others, including our distinguished Trustees, and members of the Medical and Professional Advisory Committee, who participated in projects throughout the year.

It is our privilege to know and publicly thank the following people who gave from their hearts and lent a helping hand: Juan Aguirre, Beverly Alderman, Aleza Andron, Dorothy Aminzade, David Benaroya, Mike Bergstein, Pearl Bergstein, Moisey Birbrair, Felicia Cangro, Ralph Chlebnikow, Eileen Cohen, Joan Cohen, Jodie Danter, Marilyn Frankel, Mary Friberg, Roberta Fried, Jocelyn Greenky, Pat Greenky, Lee Gurwich, Ann Hall, Michelle Harvey, Alisa and Dayna Helfgott, Miriam Hessel, Pamela Howard, Benjamin Israelow, Hyacinth Jackson, Melissa Johannemann, Arlene Kahn, Virginia Kenned, Vanessa Koppel, Steven Lebson, Carol Ledeen, Ellie Lester, Morris Levine, DeDe Levitt, Rachel Lillie, Jayne Lomuscio, Margarita Mazuera, Fran Morgenstern, Sam Negin, J. Nichols, Linda Oifer, Carlos Pardo, Bernie Prager, Ruth Rosenbaum, Phyllis Rubenstein, Carol Saldin, Felice Satel, Robert Schirmacher, Coach Stephen Silver and the IHA Women's Soccer Team, Marcia Soltes, Audrey Taylor, Serap Thomas, Ida Thompson, Aaron Turitz, Debra Turitz, Carey White.

If you would like to volunteer, please contact Laura Braff at The Gold Foundation, (201)567-7999 or [lbraff@gold-foundation.org](mailto:lbraff@gold-foundation.org).

## Annual Musicale



"An Evening of Song" Musicale and Dinner featuring sopranos Leora Perlman and Meredith Greenberg at the home of Angelica and Russ Berrie, June 2001.

Photos on pages 11 and 15:  
STEVE HARRIS

## The Golden Circle

The Golden Circle recognizes those donors who have increased their annual gifts by \$25,000 or more in any one year.



### Charter Members

Myron and Elaine Adler

Russell and Angelica Berrie

The Goldman Sonnenfeldt Fund of the Tides Foundation:

Michael Sonnenfeldt and Katja Goldman

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Robert Owens and Eve Klein



Angelica Berrie and Andrew and Laurel Epstein



Judith and Lester Lieberman and their daughter, Jane L. Rubin



Claire and Leonard Tow

## A Special Thanks



On this November anniversary of our first year as guests in the offices of the Owens Group, we thank Trustee Robert Owens (pictured), his father, Herbert Owens and all their staff for their generosity and hospitality.

## Strategic Planning Committee

Chaired by Founding Trustee of The Foundation's Board, Robert B. Mellins, M.D., the Strategic Planning Committee meets periodically to review policies and suggest priorities which help to guide The Foundation's development.



Dr. Robert Mellins, Chair, Strategic Planning Committee



Ruth Fischbach, Ph.D., and Foundation Trustee Samuel C. Silverstein, M.D.



Leigh Donowitz, M.D., and William J. Lippman, Chairman of The Foundation's Investment Committee

## Impacting on the Spirit of Doctors

A Trustee of The Arnold P. Gold Foundation, Elaine Adler, is one of the acknowledged "first ladies" of our community, but her unassuming personality and modest humility prompts her to consider others as the "movers and shakers." In truth, it is her innovative ideas, commitment to objectives and capable management skills which have helped innumerable good causes, including our own Foundation. When she retired as CEO of her unique mail order company, *Comfortably Yours*, Elaine found time to provide significant leadership to many important and diverse community and national Boards, including: the Bergen Community College-Adult Learning Center, Community Resource Council, Center for Interreligious Understanding, Gilda's Club, Hadassah, Jewish Home and Rehabilitation Center, Ramapo College, Toy Lending Library of New Jersey, UJA and The Arnold P. Gold Foundation.



Elaine and Mike Adler

If a good deed is needed, Elaine can be counted on to do it! For example, her years of service on the Board of the UJA-Association for Developmentally Disabled demonstrates her numerous and varied acts of human kindness. Everyone of the residents of eight group homes sleeps restfully on mattresses provided by Elaine and Mike Adler!

Impressed with the need for greater humanism in medicine (and all of life), Elaine has been a very active Gold Foundation Board member and a catalyst for many new good ideas. Currently, she brings her years of business experience to her role of Chairperson of The Foundation's Personnel Committee.

Convinced that our programs are making a difference, Elaine says her personal objective is to "spread the word and to generate action. There's more to medicine than giving a pill. People need TLC. From personal experience I know what it feels like when compassion and interest are absent from the doctor-patient relationship. I believe through The Foundation's work we are impacting on the spirit of doctors."

We thank Elaine for her leadership and enthusiasm and for being an outstanding spokesperson for humanism in medicine and The Gold Foundation.

**Sandra O. Gold,**

Executive Vice President

## Heartfelt Thanks for 2001

♥ Herman Aronson, Member of The Foundation's Medical and Professional Advisory Council, and Aronson Communications Marketing, for continuing creative contributions which help us to keep The Foundation's image and presentations visible and of the highest quality.

♥ Angelica Berrie, Chair of The Foundation's Fundraising Committee, and Russ Berrie, her husband, for their leadership, generosity and continuing support as hosts of our annual musicale.

♥ Brett Harris, Esq. at Wilentz, Goldman & Spitzer, for her legal expertise and personal support.

♥ Robert B. Mellins, M.D., Foundation Trustee and Chairman of the Board's Strategic Planning Committee, for his creative thinking and guidance as we plan The Foundation's future.



Brett Harris

♥ Jeffrey Szmulewicz, Director for Biomedical Communications and his multi-talented staff at Audio-Visual Services at Columbia University Health Sciences for providing us with on-the-spot video productions of excellence and being helpful whenever called upon.

♥ Norma Wagoner, Ph.D., Foundation Trustee and Co-Chair of the March "Barriers" symposium on helping establish a *Humanism Honor Society*, for her boundless energy, organizational brilliance and wisdom.

## The Good Doctor

One of the most interesting experiences in writing my new book, *The Breast Cancer Wars* (Oxford U. Press, 2001), occurred when I sent a copy of the preface to my parents. The preface told the story of my mother's 1977 bout with breast cancer, and how her experiences had led me to research the subject. While she was proud of my accomplishment, it was difficult for my mother to read what I had written. She had always treated her breast cancer in a very private manner, embodying the "stiff upper lip" approach so common prior to the 1980s.

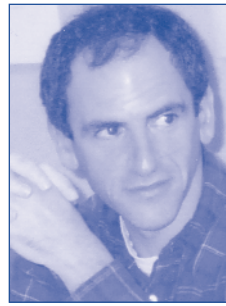
Yet, over time, my mother grew pleased that I had written about her. She even agreed to be interviewed by a local newspaper reporter! And I was glad that I had told her story. As I worked on the book, what became quite clear to me was the variability with which women respond to a breast cancer diagnosis. Today women are equally likely to walk, race or even mountain climb "for the cure" as to remain silent about their breast cancer. Appreciating and respecting individual choices is crucial for physicians caring for patients with breast cancer or other diseases.

Indeed, many of the heroes of *The Breast Cancer Wars* were physicians who

were willing to listen to their patients – especially those reluctant to have a disfiguring mastectomy as treatment for their breast cancer. These included iconoclastic surgeons such as George Crile, Jr. of the Cleveland Clinic, Oliver Cope of the Massachusetts General Hospital and Bernard Fisher of the University of Pittsburgh, who became early advocates of less extensive operations. When one of Cope's radical mastectomy patients told him, "I feel as if I am no longer a woman due to the loss and mutilation of my breast," Cope became determined to devise less disfiguring surgery.

Meanwhile, activist patients, such as New York City writer Babette Rosmond and Washington, D.C. journalist Rose Kushner, taught physicians about the patient's "right to choose" among available treatments, at times attacking the medical profession as paternalistic and arrogant.

The history of breast cancer diagnosis, treatment and activism ties in well with my teaching responsibilities as The Angelica Berrie Gold Foundation



Dr. Barron H. Lerner

Associate Professor of Medicine and Public Health at the Columbia University College of Physicians and Surgeons. Faced with time pressures and other barriers, medical students and residents may forget the humanistic values that lie at the heart of practicing medicine. Realizing how earlier humanistic physicians have benefited breast cancer and other patients underscores the importance of communication, compassion and respect in the doctor-patient relationship.

The subtitle of *The Breast Cancer Wars* is "Hope, Fear and the Pursuit of a Cure in Twentieth-Century America." In recent years, the fear of breast cancer has brought us closer to a cure. Yet breast cancer still kills 40,000 American women annually. Given this reality, one of the great challenges for physicians caring for breast cancer patients is to address the issue of hope. While doctors need to stress the growing potential for a cure, they must also openly acknowledge when available breast cancer treatments are not working and when the prognosis is poor. Balancing optimism and reality is essential to being a good doctor.

### **Barron H. Lerner, M.D., Ph.D.**

*The Angelica Berrie Arnold P. Gold Foundation Associate Professor of Medicine and Public Health, College of Physicians and Surgeons, Columbia University*

## Getting Into Medical School

Meeting deadlines, taking exams, and perhaps, most importantly, examining my reasons for becoming a doctor...all are part of the medical school application process. It was a daunting endeavor, but, as I already have found, merely an introduction to understanding some of the determination and resolve that I will need in my chosen profession.

I therefore majored in biology, the standard "pre-med" college major. In my junior year, while also trying to balance my schedule with musical activities and minor in Spanish, I began to study for the infamous "MCAT," the Medical School Admission Test. It is a grueling eight hour exam that tests basic sciences and verbal skills, and is required by most medical schools as a significant factor in the application process.

The first time I took the test, I felt my performance was poor. I was devastated



Rebekah Kim

and felt that I had failed my family and my own personal goals. I even began to look into other careers. But fortunately, and with the support of my family, I took the test again and my scores

considerably improved. Then I decided to wait after I graduated college to apply to medical schools.

During several summers, through my involvement as a cello instructor at the Elizabeth Morrow School Summer String Music Festival, I had learned about The Arnold P. Gold Foundation. I felt lucky to have been accepted as a Foundation intern in September 2000.

The next eight months were busily spent helping at The Foundation and in applying to medical schools. Through the process I discovered that most schools seemed to be even more inter-

ested in my extracurricular activities than in my academics. A number of interviewers asked me the question, "So what do you do in your spare time?" I was encouraged to believe that medical schools are looking for the well-balanced student.

In early April I felt blessed to learn that I had been accepted to my first choice school. While my journey seemed long and difficult, I am now a First Year student at the Dartmouth School of Medicine.

I hope to excel in my studies so that I become the best doctor I can be. Working at The Arnold P. Gold Foundation opened my eyes to see that the compassion and caring side of doctoring is vital and important to the patient-doctor relationship and is a significant part of the art of medicine. I want to become a doctor who embodies the values of The Foundation, just like Dr. Arnold Gold.

### **Rebekah Kim**

*First Year Medical Student, Dartmouth Medical College*

## Letters from the Heart

“As a pediatrician, I find that I gain renewed vigor and strength from the enthusiasm of children. Medicine is a unique profession, because you not only serve as an educator to students, residents and families, but also, regardless of how long you have practiced, you are a pupil. Everyday brings new opportunities to learn about people.



*Dr. Larnie Booker*

“Being selected as a role model by the third-year medical students simply completes a circle of education. I found the awards ceremony inspiring. I will wear the lapel pin with great pride and continue to be an example of the values of The Gold Foundation. Thank you once again for this award.”



**Larnie J. Booker, M.D., Pediatrics**  
*UMDNJ-Robert Wood Johnson Medical School*

“I so appreciated receiving the “Humanism in Medicine” Commencement Award from The Healthcare Foundation of New Jersey for the Dartmouth Medical School Class of 2001. It was meaningful to me, as it reflected the qualities I value most which are important in the learning process during medical school. The award’s significance also lay in the inspiration it provided me in my upcoming career as an anesthesiologist.

The description of the criteria used to select recipients – compassion, empathy, respect, and cultural sensitivity, among others – was at once both challenging and deeply humbling. I consider these ideals toward which I shall strive throughout my career, and I will consider my career a success if I make regular progress toward them.

Thanks to you and your colleagues at The Arnold P. Gold Foundation for all your good work towards initiating and supporting endeavors such as the aforementioned award. They are indeed valuable and too frequently go unrecognized.”

**Jennifer G. Keller, M.D.**  
*Intern, Dartmouth Medical Center*

## My Gold Doc

My six-year-old son John was born with a number of conditions, including Septo Optic Dysplasia, Agenesis of the Corpus Callosum and Cerebral Palsy. As a result of John’s many issues, we have an entire team of wonderful medical professionals, most notably our pediatrician, Dr. Barbara Strassberg.

We first met Dr. Strassberg when John was an infant and we lived in Bronxville, NY. The initial period following John’s diagnosis was an extremely difficult time for our family and Dr. Strassberg was there for us as a competent professional who cared for our son and as a compassionate individual who eased my despair and grief.

A particular incident illustrates my thoughts. John was eight-months-old with an upper respiratory infection which was ultimately diagnosed as RSV in conjunction with influenza. Dr. Strassberg admitted him to Babies Hospital directly from her office on a bitterly cold day. Realizing I was not prepared for a hospitalization, she loaded John’s stroller with beverages and goodies from holiday gift baskets and made sure that I had money for parking! John’s hospitalization coincided with a great blizzard of 1996 and we were snowbound for several days. During that time, my then three-year-old daughter, Allison had a significant allergic reaction to penicillin while snowed in with her grandmother, and Dr. Strassberg handled that crisis as well.

Soon after that memorable winter, we moved to New Jersey. Despite the distance, Dr. Strassberg remains a key player on John’s team. She’s the bookkeeper of our many files and reports from other physicians. She’s our writer of countless letters of medical necessity for services and equipment for John. She’s the coordinator of John’s care and our link to many spe-

cialists. She’s the family friend who has called “just to see how we were doing.” She’s a confidante who handpicked an obstetrician for me when I decided to have another baby just nine months after John’s birth. She has helped me to recognize and appreciate John’s progress and attributes. She has validated my personal struggles as a mother of a special needs child and has enabled me to gain confidence and strength.

Parents of handicapped children have been referred to as “exceptional parents.” I certainly wasn’t born to play the role, but I have risen to the occasion and believe I do the best for John. Dr. Strassberg has been instrumental in my journey. The responsibility involved in raising a multiply-handicapped child seems enormous at times. The burden can be lightened when shared with a trusted physician. I am grateful to have such an ally.

*Karen Speranza*

## Golds Receive Honorary Degrees



*Drs. Arnold and Sandra Gold with Dr. Stuart Cook, (center) President of the University of Medicine and Dentistry of New Jersey (UMDNJ) at Commencement Ceremony, May 2001, at which the Golds received Honorary Doctorate Degrees of Humane Letters.*

## *“Three Days at Ground Zero”*

I had never been in the back of a police cruiser before. There were already three officers in the back seat, and I squeezed in as best I could. As I yanked the door closed, the stethoscope fell from around my neck and wrapped around the sidearm of the officer sitting next to me.

“I’ll get that, doc,” he said as he handed it back. Everyone’s eyes were directed southward. It was not really the thick cloud of smoke or the eerie view of the World Financial Center silhouetted by the sodium worklights that commanded our gaze. Rather, it was the disbelief of six New Yorkers confronted by a view of southern Manhattan without the World Trade Center.

I arrived at Stuyvesant High School around 6:30 AM on Wednesday, September 12. Stuyvesant was pretty quiet at that time, with a table for food, a basic first aid table, and some cots upstairs for the emergency workers to rest. I ran into two classmates, who had arrived hours before me and instructed me on the medical facilities which had been set up in and around Ground Zero. A Registered Nurse, who had arrived there at nearly the same time I had, was the first person to truly take charge of an increasingly chaotic situation.

Since the most common injuries were burning eyes and respiratory difficulty due to all the particulate matter in the air, a respiratory station and an eye wash station were set up. Stuyvesant was turned into a triage site and hospital.

Ground Zero is a singularly unimaginable place. Charred human remains sit in crushed emergency vehicles that had arrived on the scene before the towers collapsed. As I walked toward Battery Park along West Street, I saw an airplane wheel leaning against the stump of a lamppost which had long since fallen.

While the police and fire departments had been on the scene from the first moments, new teams arrived on the scene hour by hour to help in whatever way they could: the MTA, the Department of Corrections, ironworkers, city engineers, the Department of Buildings. A minister walked about talking with those who had returned from Ground Zero. A team of social workers, psychologists, and psychiatrists provided counseling services.

Much of Wednesday was spent attempting to coordinate medical services and supplies among our site and sites at the American Express building and One Liberty Plaza. I found myself feeling oddly like Radar O’Reilly on the television program “M.A.S.H.,” saying things like “I can give you a case of four-by-fours if you can give me two oxygen regulators.”

Other people arrived to coordinate our efforts to obtain medical supplies. They worked tirelessly to keep the situation from degenerating, and their ability to smile and remain encouraging through an outrageously intense time was critical. Everyone was equal and whatever needed to be done was done. If this meant that an attending physician had to be relegated to carrying boxes of respirator masks from one location to another, he did it gladly.

At times it seemed that even many of the most well adjusted workers had developed what one fireman described to me as the “two hundred yard stare” – the facial expression that one has when seeing and registering something horrific, without allowing it to become emotionally overwhelming.

The people I met down there are, needless to say, among the most inspiring people I have ever known, and I am grateful for the camaraderie which we shared over such a brief and intense period. I cherish every fireman, police officer, and volunteer I met, along with the stories, fears, and hopes they shared. I am so filled with pride that I had the opportunity to work with them. Nobody who works down there does it for the recognition. They do it because we are a nation united.

### *Eric Michael David*

*Fourth Year Medical Student, Columbia University College of Physicians & Surgeons, New York, NY*

*Editor’s note: Because of space limitations, this article represents a shortened version of this student’s original story in which he included the names of all of his colleagues. For the complete text, please see our website: [www.humanism-in-medicine.org](http://www.humanism-in-medicine.org), click on “The Big Picture.”*



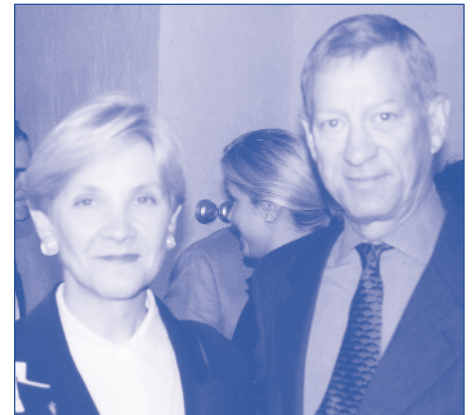
*Eric Michael David*

## *New Committee on Public Relations and Outreach*

*In addition to Trustees and Medical and Professional Advisory Council members, The Foundation is grateful for the professional guidance volunteered by a dedicated group of experienced public relations experts and Foundation supporters. These include (pictured below with their spouses at the Berrie Musicale) Debbie Himmelfarb, Jackie Morey and Daryl Rand, as well as, (not pictured) Jocelyn Greenky Herz and Ethel Rubinstein.*



*Debbie and Stuart Himmelfarb*



*Jackie and Patrick Morey*



*Dr. Melvin and Daryl Rand*

## *Caring Hospital Communities Resource Center*

This summer, The Gold Foundation's *Caring Hospital Communities Resource Center* was launched on our website. It may be accessed at [www.humanism-in-medicine.org](http://www.humanism-in-medicine.org), by first clicking on "Programs/Events." Created to highlight some of



*Rebecca Sullivan*

the country's teaching hospitals where relationship-centered care and staff development programs are a high priority, the Resource Center currently profiles 17 programs throughout the country. Included are: Northwestern Hospital in Chicago where patients are admitted at bedside by patient liaisons, and separate elevators and corridors for visitor and patient flow help to ensure patient privacy; and the Southern Arizona Veterans Healthcare System in Tucson, where among many innovative employee incentives, "Time Off Awards" are given to employees for exceptional service. We hope to add many more *Caring Hospital Communities* to the *Resource Center* in the coming year.

***Rebecca Sullivan***

*CHC Program Coordinator*



*We thank you for your continuing  
encouragement and support.*

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

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