

The Newsletter of
The Arnold P. Gold Foundation
A Public Foundation
Dedicated to Fostering
Humanism in Medicine
Thanksgiving 2002

### Dear Friends:

This issue of DOC reports on the strides The Arnold P. Gold Foundation has made in humanistic medicine this year.
Our progress would not have been possible without the loyal support of people like you. But now our work faces a formidable challenge. The declining economy is fueling financial pressures in healthcare. Unfortunately, the battle for the bottom line often defeats humanistic practices. This means we must be even more vigilant to protect the gains we've made.

I recognize that this downturn
may mean you need to be more
selective about your charitable
choices. Despite these sobering
realities, I am personally
appealing to you to send us
as generous a donation as possible.
Help us continue on our mission —
to insure you and your loved
ones receive competent and
compassionate medical care.



Arnold P. Gold, M.D., President

# "'Humanism in Medicine' Should Be A Redundant Phrase"



Alisa Helfgott

It was around 11:30 PM when I realized that the vision in my left eye was quite blurry. I called my parents. Over the next 24 hours my mother shuttled me from our family ophthalmologist to a neuro-ophthalmologist. At 9:30 PM on Friday, July 14, 2000 my mother pulled our car to the curb in Manhattan to answer her cell phone. The neuro-ophthalmologist pronounced his diagnosis – probable Multiple Sclerosis. His call was the culmination of what I call, "the longest day of my life" and unfortunately forced me to prematurely conclude my summer employment.

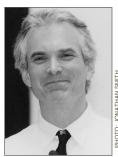
As I have gone through what became a very difficult and trying ordeal, it was the treatment I received from the neuro-

ophthalmologist that made the biggest impression on me. This physician was recommended as a premiere specialist in his field. In contrast to the simultaneous gentleness and professionalism of my own pediatrician, which had initially spurred me upon my path to medicine, this doctor treated me with harshness and disrespect. I entered his office knowing nothing of what lie ahead of me, yet he showed no understanding of my position. He treated me as a case study, not a person.

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### Our Traveling Humanism Fellows

Known informally as the "Humanism Guys," Dr. Steve Miller and Dr. Richard Sarkin are nationally recognized medical educators and leaders in pediatric medical student education. As The Foundation's *Traveling Fellows*, they promote humanism in medicine by presenting lectures, workshops and posters at a variety of meetings, conferences, hospitals and medical schools. Through their programs, they disseminate ideas, provide faculty development and mentoring throughout the country.



Steve Miller

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FEATURES

Their sessions begin with establishing a working definition of humanism, which helps to provide direction and focus. Small group discussions, role-playing and the use of videotapes and scripted vignettes help participants demonstrate how to promote humanism on an individual level, in an educational program, in a department, or throughout a medical school.

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### "Ten Years of White Coat Ceremonies and More..."

We were recently reminded just how far our small Foundation had come since Dr. Benjamin Carson, Director of Pediatric Neurosurgery at Johns Hopkins, delivered the very first Gold Foundation *White Coat Ceremony* keynote speech in the nation, at the Columbia University College of Physicians and Surgeons in 1993. His return on August 23 to celebrate P & S's tenth "rite of passage" for entering medical students gave us the opportunity to reflect on the catalytic effect of our mission – to foster humanism in medicine. More than 130 schools of medicine and osteopathy in the U.S. and abroad have instituted a *White Coat Ceremony* or similar event for entering students and the American Medical Association has endorsed it for all schools. Additionally, more than 90% of U.S. medical schools have established at least one of

Each day we receive new requests and proposals from outstanding individuals throughout the country to develop ideas and initiatives that nurture the tradition of caring in healthcare. Together with you - our collaborators, friends and supporters - we endeavor to stay on course. During these challenging times, The Foundation continues to support programs that emphasize compassion along with scientific competency in the practice of medicine. During the past ten years, since that first White Coat Ceremony at Columbia, we have indeed made a considerable mark on healthcare by focusing on medical education and sharing information about caring hospital communities. We are pleased to report:

The Foundation's 26 diverse medical

education programs.

- Six programs are in various stages of national replication, including: the new Gold Humanism Honor Society; Student Clinician's Ceremonies; White Coat Ceremonies; Home Visit Programs for residents in pediatrics, geriatrics and internal medicine; Ethics Night dialogues; and Commencement Awards for excellence in science and compassion with patients at 87 medical schools.
- Our www.humanism-in-medicine.org website, established in 1998, received more than one million visits in 2001.
- There were more than 350 submis-



Drs. Arnold and Sandra Gold congratulate a Gold Humanism Honor Society inductee at The Robert Wood Johnson Medical School.

### 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

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Arnold P. Gold,

sions from 109 medical schools to our third annual *Humanism-in-Medicine Essay Contest*.

• Profiles and photos of winners of The Arnold P. Gold Foundation's "Humanism and Excellence in Teaching" awards for residents (110 in 2002) are now being published on the website of the Accreditation Council of Graduate Medical Education, (ACGME). Click on "Residents' Information."

The generosity and loyalty of every one of our supporters is greatly appreciated. Each gift is important and helps us realize the vision of a medical system in which all are treated with respect, compassion and scientific excellence. We express heartfelt thanks to all Foundation Trustees, MPAC members, staff, volunteers and donors whose participation has made The Foundation's amazing growth possible. We hope you see in this issue of DOC evidence of the progress we have made in influencing the culture of American medical education. Please help shape the future of medicine through a donation to The Arnold P. Gold Foundation. There is much work still to be done and we need your support. Thank you.

Cirnold Sandra

Arnold P. Gold, M.D. Sandra O. Gold, Ed.D.

President Executive Vice President



## New Players on Our Team

We welcome an extraordinary group of accomplished individuals (see short profiles below) to our Foundation and look forward to benefiting from their ideas and expert leadership in the years ahead.

At the September 9 Board meeting Dr. Steven K. Grinspoon and Jonathan D. Seelig were elected Foundation Trustees.

Our Medical and Professional Advisory Council (MPAC) was expanded during the past few months to include Rear Admiral Susan J. Blumenthal, M.D. and Ruth L. Fischbach, Ph.D. Each possesses extraordinary experience and knowledge. Togeth-



possesses extraordinary experience and

Pictured above from left: Trustees Norman Seiden,
Mark Seiden and David V. Habif with Medical and
Professional Advisory Council members Brett Harris
and Susan J. Blumenthal

er they offer expertise in the politics of healthcare, bioethics and women's health issues. We are also pleased that Barbara Packer has become The Foundation's first Managing Director and Allison Sole, Program Assistant.

Steven K. Grinspoon, M.D. is Associate Professor of Medicine at Harvard Medical School and Associate Physician at the Massachusetts General Hospital in Boston. He graduated



Steven K. Grinspoon

Magna Cum Laude and Phi Beta Kappa from Cornell University, received his M.D. degree from the University of Rochester School of Medicine and Dentistry in 1988 and did his internship and residency training at the Columbia-Presbyterian Hospital in New York. Dr. Grinspoon has been the recipient of many distinguished honors and awards and has written and published more than 50 arti-

cles and chapters on a variety of subjects. He is a leader and mentor in many national educational activities, and serves as a Trustee of the Harold Grinspoon Foundation.

Jonathan D. Seelig is Executive in Residence at Polaris Venture Partners, a leading technology and life sciences venture capital firm based in Boston, MA. Prior to joining Polaris, he co-founded Akamai Technologies, Inc. (AKAM), where he served as vice president of strategy and corporate development until last May. Currently, he advises startup companies



Jonathan D. Seelig

and venture investors and serves on the advisory boards of

Akamai, Baker Communications Fund, InterXion (Netherlands), Music Genome (Israel), KnowledgeCube. Jonathan is on the Boards of Akamai Japan and the Institute of Contemporary Art in Boston. He is recognized as a technology industry leader and has spoken at major industry events and conferences. A graduate with honors from Stanford University, he is currently on a leave of absence from MIT's Sloan School of Management.

Rear Admiral Susan J. Blumenthal, M.D., M.P.A. U.S. Assistant Surgeon General and Senior Science Advisor, was

the first ever Deputy Assistant Secretary for Women's Health at the U.S. Department of Health and Human Services. She is Clinical Professor of Psychiatry at Georgetown and Tufts University Schools of Medicine and Visiting Professor of Women's Health Studies at Brandeis University. A champion for improving the health of Americans, Dr. Blumenthal is an internationally recog-



Susan J. Blumenthal

nized medical expert and leader. She has chaired and is a member of numerous governmental and professional committees, including having served as a member of the President's Interagency Council on Women and as the U.S. representative to the World Health Organization's Global Commission on Women's Health. Dr. Blumenthal has authored and edited many articles and books. She is a recipient of numerous awards, honorary doctorates, and medals for outstanding scientific contributions and national leadership in health.

**Dr. Ruth L. Fischbach** is Professor of Bioethics in the Department of Psychiatry at Columbia University College of Physicians and Surgeons and Director of the newly established Center for Bioethics. She is a member of the Center for

the Study of Society and Medicine, serves on the Columbia Presbyterian Medical Center Institutional Review Board (IRB), New York Presbyterian Hospital Medical Ethics Committee, College of Physicians and Surgeons Admissions Committee, and is on the Advisory Board for the Columbia University Center for the Study of Science and Religion. Her scholarly work and teach-



Ruth L. Fischbach

ing focus on research ethics, responsible conduct of research and contemporary issues in biomedical ethics. Prior to arriving at Columbia in 2001, Dr. Fischbach served as Senior Advisor for Biomedical Ethics in the Office of the Director of Extramural Research at the National Institutes of Health (1998-2001). She was a bioethicist/medical sociologist while at Harvard Medical School (1990-1998), where she remains active as a visiting lecturer.

(continued on page 4)



### Winning Essays:

"The clinical experience that taught me the most" was the subject for the 2001 Humanism in Medicine Essay Contest.

Below are excerpts from the first, second and third place winning essays in our 2001 contest. The complete essays are being published this fall in Academic Medicine, the journal of the Association of American Medical Colleges (AAMC).

These and other submitted essays may also be read in their entirety on our website's Humanism Library. Go to www.humanism-in-medicine.org. Select "Message of the Day," then search the library by the author's last name.

### First Prize: \$1,000

Meenakshi Bewtra, Third year student University of Pennsylvania School of Medicine (now working on an Master of Public Health at Harvard):

"Then I told him something that, until then, hadn't really sunk in for me: I told him that the most important thing for him to always remember was that this disease did not define him. He was not a lab count, or a disease name, or a test result. He was a person. And this disease was only a part of him. Yes, it would change his life - and yes, it would change who he is. But he was far more than this illness; and the sooner he reminded himself of this, the sooner he could gain control over his life again.

"That was the moment when I myself realized how much I had learned; how, in a strange, twisted way, I had been blessed when I had become ill. Until that time, I had never truly known how strong I was or how lucky I was. And with that insight, I was given the ability to show others in similar situations the same thing about themselves..."

### Second Prize: \$500

Walter Coppenwrath, Second year student UCLA School of Medicine:

"Now, as I walked through the park, I realized just how angry I was. No one had seen Tiny. 'Tell him I am looking for him,' I said. How could he do this? How could he turn down this opportunity to get well? After all we did, after all I did – drove him to the hospital, waited until he was admitted, pleaded with doctors not to take his leg, visit him in the home - how could he do this to me? And this last thought stopped me cold: when had this become about me?

"Working on the streets of West Hollywood with the Mobile Clinic was an enjoyable diversion from medical school, but the streets were his life. Maybe it was something that I just had to accept. But no, I would not give up. I wouldn't let him go just because he was homeless and I could make myself believe that it was a choice he made. It didn't have to be like this. Yes, I thought, I need to understand where he is coming from, but no, I don't have to accept his fatalism...."

### Third Prize: \$250

Joleen Falkenburg, Third year student University of South Dakota School of Medicine

"From a clinical standpoint, this family appeared lost. Certainly they had lost a wife and mother, but another factor was missing. They had been abandoned by the medical system. No physician comforted them or told them what to expect when they entered that room. It is a physician's obligation to be a caregiver, not only to patients throughout their life experiences, but also during the death process. When we are unable to treat our patients' medical ailments, we are still needed for counseling and comfort. As clinicians, we are intimately entangled in our patients' lives - through daunting and (continued on page 5)

(continued from page 3)

New Players On Our Team

Barbara Packer, a native of New York City, our new Managing Director, is an experienced management consultant specializing in organizational and fund development for not-for-profit organizations. Most recently, she was the coexecutive director of The Specialist Barbara Packer



Association, representing the 480 specialists (market makers) who auction the equities listed on the New York Stock Exchange. Prior to that position, she managed a public imaging firm working in the corporate and non-profit sectors; and, directed a healthcare marketing communications company. She holds a MS degree in Adult Literacy from CUNY.

Allison Sole, The Gold Foundation's new Program Assistant is working with Ann Bruder, Director of Programs. Ms. Sole, a New York native, is a 1991 graduate of Duke University, where she majored in English with a concentration in Biology, and worked in book publishing for several years. She holds a MA degree in health advocacy from Sarah Allison Sole Lawrence College and worked as a



research associate in palliative care at Saint Vincents Hospital in New York. She was a researcher and writer for healthcare websites for Consumers Union (publisher of Consumer Reports), and an advisor and consultant to college and graduate school bound students.



### Winning Essays

(continued from page 4)

frightening illnesses as well as through the joyous occasions of life. The door is opened for us because we possess certain knowledge, but we will not be truly welcomed until we can comfort, console, or genuinely listen. Even within my realm of naivete and inexperience, I am sought out for knowledge....

"...I will remember to care for each patient as someone's mother, sister, wife, or friend. That person is special in some-

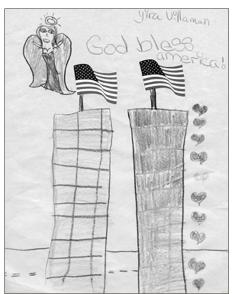
one's life and I have a responsibility to provide the best care possible – from a medical perspective and from a compassionate, humane standpoint..."

The topic for the 2002 contest is "A Humanistic Role Model in my Medical Career". Our esteemed panel of judges includes: Drs. Jerome Groopman, Joanne Lynn, Rachel Naomi Remen, Abraham Verghese, and many others who recognize and value humanism in medicine.

### "In the Eyes You Can See What's Going On in the Brain"

Wilma Bulkin Siegel

A practitioner of art and healing, Dr. Siegel's extraordinary and insightful portraits of patients and others reveal a compassionate and humanistic doctor at work. As a pioneer in AIDS and hospice care and using art in healing, Dr. Siegel has meshed her passion for art and her belief that physicians need to use "the right side of their brains," into the creation of innovative, humanistic experiences for medical students.

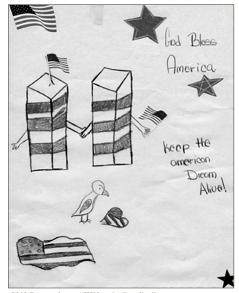


Child's art from "Wilma's Studio."

Her unique methods focus on the non-verbal aspects of communication and are now being instituted in Florida and in New York. At the University of Miami, in collaboration with Dr. Sharlene Weiss, and with the support of Dr. Ann Flipse, Siegel developed an unusual course, "Arts in Medicine - Increasing Observational and Interpretive Skills Through Creative Art." Wilma asks medical students to create self-portraits depicting how they would like their patients to see them as physicians. They are also requested to draw their patients. Wilma explains, "My focus now is on using art in healing. The process of sitting with patients and painting their portraits provides an opportunity for an intimate connection. By helping students to use this new lens they will learn to see patients as people. It will help them to understand how they can relate as physicians. The bottom line is - students incorporate humanism in their diagnostic process."

Wilma has retired from her own medical practice but continues to teach and promote the use of art in healing. With support from The Gold Foundation, Wilma's unique portraits, mounted on kites, are on permanent display at the Energy Court at New York Presbyterian Hospital. They were unveiled at the first "Humanism and Community" neighborhood health fair. And at the hospital's pediatric neurology clinic, she created "Wilma's Studio," where art sessions are held for patients and their families. This project is funded by The Gold Foundation and the Campus Community Committee Health Sciences Advisory Council.

Wilma's work has been featured in the media and other venues. "The Faces of AIDS Patients," assembled in an his-



Child's art from "Wilma's Studio."

toric quilt, was shown on CNN and at the International AIDS Conference in Geneva. Her future plans include the implementation of a comprehensive "Arts in Medicine" program in New York. Developed at I. Shands Hospital of the University of Florida in Gainsville, the program may include the creation of a "healing wall," with a mural illustrating the message of: "Caring, Service and Community." Wilma hopes to invite area visual and performing artists to join with the hospital's Beautification Committee to make the medical center a healing environment.

With her dedication and boundless energy, Dr. Wilma Siegel has combined her passion and professionalism and become a role model and a leader in the compassionate "art of healing."

Sandra O. Gold, Ed.D. Executive Vice President



### Realizing The Gold Humanism Honor Society: Ten New Chapters

The Foundation sponsored a daylong workshop for representatives from medical schools interested in creating chapters of *The Gold Humanism Honor Society (GHHS)*. Twenty-three participants representing 21 schools met July 26 with Foundation staff in New York City. These included the pilot schools: Robert Wood Johnson Medical School in New Jersey, University of Iowa College of Medicine, and the Columbia University College of Physicians and Surgeons in New York.

Workshop facilitator, Michael L. Rainey, Ph.D., Associate Dean for Academic Advising at Stony Brook School of Medicine, ably led the participants through a rigorous schedule. The agenda, which had been skillfully planned by *GHHS* Director, Norma E. Wagoner, Ph.D., and J. Robert Suriano, Ph.D., was designed to introduce successful strategies and tools used by the *GHHS* pilot schools, and included problem

solving exercises to help develop future chapters.

As a result of the workshop, at least ten new schools will initiate chapters during the 2002-2003 academic year. They include the medical schools of the universities of Michigan State, North Dakota, Penn State, Temple, Tulane, Virginia, Wright State, the New Jersey Medical School, the University of California at San Diego, University of Maryland and the School of Osteopathic Medicine of UMDNJ. We believe that this program has the potential to positively influence the educational environment of medical schools. Acknowledging and celebrating those students whose humanistic traits place them by selection from peers and faculty as being exemplars, underscores the value that the institution places on this important component of professional competence.



GHHS Workshop organizers Norma E Wagoner, J. Robert Suriano and Michael L. Rainey.



Attendees Tana Grady-Weliky, University of Rochester, and Ann Flipse, University of Miami



GHHS inductees Pamela Love and Scott Anderson, Robert Wood Johnson Medical School, Class of '02.





Examples from "Caring Hospital Communities" programs at MD Anderson Cancer Center, Memorial Hermann Hospital and others, which serve as an outreach not only to patients, but to staff, volunteers and their families.



### Visiting Caring Hospital Communities

During the summer, Drs. Arnold and Sandra Gold, made site visits to three outstanding hospitals in Texas. Their first stop was the University of Texas Medical Branch (UTMB) at Galveston. UTMB President, Dr. John D. Stobo, has set high standards of excellence in order to create an environment where professional and humanistic behaviors are expected and rewarded.

Dr. Stobo and his staff have developed several different interventions with the faculty, staff and students. For example, top executives in the hospital take line jobs, such as working in the reception area or the cafeteria, one day every month. Originally adopted for a limited period, many administrators realized the importance of "walking in other's shoes," and chose to institute this program permanently. UTMB has created an endowment for Osler Scholars, five-year appointments for practicing faculty physicians chosen as role models based on their competent, humane, and compassionate care.

In Houston, the Golds visited Memorial Hermann Hospital and MD Anderson Cancer Center. An initiative at MD Anderson that resonates with The Gold Foundation's mission is the patient advocate program. The hospital employs 14 advocates and supervises many volunteer advocates in order to provide each patient with his or her own per-

sonal and long-term care liaison. One of the outstanding features of both of these hospitals was the existence of a special catastrophic fund for the staff. Employees donate money and vacation days to this fund, demonstrating a concrete and powerful example of their caring for each other. Their behavior supports our belief that a staff that feels cared for is more able to care for others.

We look forward to adding these hospital profiles to the *Caring Hospital Communities Resource Center* on our website. You can view them at www.humanism-in-medicine.org, click on *Resource Center*.

Rebecca Sullivan
Special Projects Coordinator



# Our Traveling Humanism Fellows (continued from page 1)

In their dynamic and interactive workshop presentations, participating faculty focus on ways to promote humanism in medicine through creating projects of their own. Examples include: a code of conduct for the emergency department, guidelines for resident behavior in outpatient clinics, teaching the humanistic habit to medical students, using fine art to teach observational skills, and the development of evaluation tools. These visits have inspired many new champions of humanism.

The *Traveling Fellows* have made joint presentations at the Annual Meetings of the Council on Medical Student Education in Pediatrics, Pediatric Academic Societies, Association of Medical School Pediatric Department Chairs, the Association of American Medical Colleges,

as well as at many medical schools throughout the country.

They were inspired to team up when they met at the first "Barriers to Sustaining Humanism in Medicine" symposium in 1996. They have also been joint visiting professors at Washington University in St. Louis, Albert Einstein, Robert Wood Johnson, Northeastern Ohio Universities College of Medicine, University of Vermont, University of Colorado, Medical College of Wisconsin, as well as at Columbia and Buffalo. Their work has led to a number of ongoing collaborations with faculty at institutions throughout the United States.

Dr. Steve Miller is The Arnold P. Gold Foundation Associate Professor of Clinical Pediatrics, the Director of Pediatric Emergency Medicine and the Director of Pediatric Medical Student Education at Columbia University College of Physicians and Surgeons. Dr. Miller is currently the Chair of the Ambulatory Pediatric Association's Special Interest Group (SIG) on Medical Student Education and is the President-Elect of the Council on Medical Student Education in Pediatrics (COMSEP).

Dr. Sarkin is an Associate Professor of Clinical Pediatrics and the Director of Pediatric Medical Student Education at the University at Buffalo School of Medicine. Dr. Sarkin is a past chair

of the SIG and is a past president of COMSEP.

For further information about The Gold Foundation's *Traveling Fellows*, please contact Ann Bruder, Director of Programs, at (201) 567-7999.

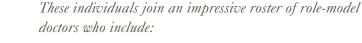


Richard Sarkin



# Rewarding Excellence Drs. Sandra and Arnold Gold congratul

Arnold Gold congratulate
Richard U. Levine, M.D.,
(top) Clinical Professor
of Obstetrics and Gynecology
at the Columbia University
College of Physicians and
Surgeons and Elissa Michelle
Schechter, M.D. (bottom) from
the P&S Class of 2002,
recipients of the 12th
Arnold P. Gold Foundation
Commencement Awards
at Columbia.



**2001** *Kenneth A. Forde, M.D.*, and *Michelle Grotz-Rhone, M.D.* 

**2000** *Peter J. Puchner, M.D.*, and *Shannon Smith Sovndal, 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. (deceased)*, and *Mignon Loh, M.D.* 



In 1991, The Foundation established its debut program, the presentation of *Commencement Awards* for demonstrated humanism in medicine to a faculty member and a graduating senior. Now, in 2002, similar commencement awards, including a significant cash prize and certificate, were given at 72 other medical schools throughout the country. Except for those at Columbia, these awards were co-sponsored by The

Arnold P. Gold Foundation in partnership with The Health-care Foundation of New Jersey, which shares our goal of rewarding humanistic relationship-centered care. While most prizes conferred at graduation are primarily in recognition of academic achievement, the Foundation's *Commencement Awards* value the importance of outstanding compassionate care for patients together with excellence in science.



# A Gift from the Kravet Family

This summer we had a particularly heartwarming experience with the Kravet family at the dedication of a special new toy cabinet in the Pediatric Neurology Clinic at the Columbia Presbyterian Medical Center. Sara and Sander Kravet, and their parents, Cary and Lisa, as well as grandparents and others, came to



Sara and Sander Kravet.

celebrate the memory of their beloved Ariana Sue, a charming and beautiful little girl who, just 23 months old, died in 1996. In celebration of her Bat Mitzvah, Sara made a major gift to The Foundation at the "Contributor" level, emulating the tradition of her philanthropic family. Thanks to the Kravets, clinic visits will be

much more positive for children with the computers, videos, toys and games now made available in the waiting room.





# Do You Have a "Gold Doc"?

You can help foster humanism in medicine by sharing your story about an exceptional doctor who cares for you or a loved one. The Foundation will send your "Gold Doc" a "Humanism in Medicine" lapel pin and a personal letter from Dr. Arnold Gold in recognition. Help "relationshipcentered care" become the buzz words for the future of medicine.

Please send your "Gold Doc" story (500 words or less) to lbraff@gold-foundation.org. Tell our readers about a physician who has touched your heart and practices the best kind of medicine - with scientific competency and compassion. Selected "Gold Doc" stories will appear on The Foundation's web site, www.humanism-in-medicine.org, and be published in DOC, The Foundation's newsletter.

Laura Braff
Program and Development Associate

### A Gift from the Heart

The gift of time is a gift from the heart and we salute the many volunteers who have helped us this year. The Arnold P. Gold Foundation staff has unanimously selected Dayna Helf-



Dayna Helfgoti

gott to hold the title of "Volunteer of the Year" for 2002.

Throughout her senior high school year, Dayna not only donated over 40 hours of her time working in The Foundation office, but also brought her enthusiastic spirit and commitment to our mission. Along with her sister, Alisa Helfgott, a first year student at the New

York College of Osteopathic Medicine (see Alisa's story on page 1), Dayna worked for The Foundation as an intern this past summer. She left us this fall to study at Rutgers University School of Engineering. Thank you, Dayna – the time you spent with us is priceless!

We also express our thanks to many other friends who have helped with The Gold Foundation's projects during the past year: Mike Bergstein, Pearl Bergstein, Frank Bernardo, Selma Cohen, Kathleen Connor, Michael Connor, Renee Enker, Marilyn Frankel, Christine Friberg, Honor Friberg, Amelia Gold, Alice Hamberg, Alisa Helfgott, Ben Israelow, Christopher Katranjian, Eve Klein, Adelle Krauser, Bernice Leveton, DeDe Levitt, Jayne Lomuscio, Allison Marcilla, Gladys Middleman, Fran Morgenstern, Sam Negin, Linda Oifer, Carlos Pardo, Eleanor Pearlman, Gloria Rock, Jamie Rubin, Harry Schwartz, Shirley Shultz, Goldie Veiser, Melissa Weisman, Marilyn Zaretsky. Special thanks to all our supporters at the JCC on the Palisades, REAP and RAP groups, who always come through for us in a pinch, and to The Foundation's Associates Committee members who helped to make the "Masquerade Ball" benefit and "Take Time for Health Day" a fabulous success.

Join our growing group of volunteers by assisting with clerical tasks, record keeping, research, and fundraising... let us know what your talents are! Contact Laura Braff at 201-567-7999 or lbraff@gold-foundation.org.



### The Berries' Challenge



Angelica and Russ Berrie have challenged us to find special partners to match their million dollar offer to create a "Founders" endowment fund to build and sustain the new national Gold Humanism Honor

Society (GHHS) and provide for the resident's

"Humanism and Excellence in Teaching" awards presented annually at the *Student Clinician's Ceremonies*, already at 19 schools in 2002.

The rapid growth of the *GHHS* is anticipated as 11 medical schools have expressed their intent to create chapters in the next year. They follow the three pilot chapters inaugurated in 2002 (please see article on page 6). For information about becoming a "Founder" of *The Gold Humanism Honor Society*, please contact Sandra Gold at The Foundation's office at (201) 567-7999.

# Rajad geniga MD

Bette Midler, right, shown here with Dr. Rafael Lantigua, recipients of "Community Builders Awards" presented June 2 by The Gold Foundation and the Columbia University Health Sciences Division at the "Take Time for Health Day"

Foundation
volunteers at
the second
annual
neighborhood
health and
wellness
event: clown
Ian Rossman



(top right), a Robert Wood Johnson Medical School student, his father (top left in hat), Foundation Associates member Hope Aryeetey (bottom left) and Ann Bruder, Director of Programs

### Heartfelt Thanks for 2002

The following individuals have worked "over and above" for The Foundation this year and we express our heartfelt thanks for their special caring:

- ♥ Elaine Adler, Trustee and Foundation advocate extraordinaire, for co-chairing the "Keyboard Conversations" events and for her dedicated expertise in chairing The Foundation's committee on personnel.
- ♥ Angelica Berrie, Trustee and Chair of The Foundation's Fundraising Committee, co-chair of the "Keyboard Conversations" and dinner-musicale events, and her husband, Russ Berrie, for their commitment to The Foundation's mission and their visionary leadership through their million

dollar challenge to help secure the future for *The Gold Humanism Honor Society*.

- ♥ Brett Harris, Esq. of Wilentz, Goldman and Spitzer, and member of The Foundation's Medical and Professional Advisory Council, for her generous contribution of advice, talent and time as The Foundation's legal counsel and friend.
- ▼ Robert Owens, Trustee and President of The Owens Group, for creative philanthropy in providing office space for our Foundation and, with his wife, Eve Klein, for their enthusiastic encouragement and guidance.
- ♥ Mark Seiden, Trustee and Partner in International Technology Solutions, for making sure that The Foundation's computer network remains operational and up to date.

### Our Gold Docs:

### Dr. Rina Goldberg and Dr. Michael Markoff

In May 2000, Morgan had a long, serious brain surgery. As a result of extubation, one of her lungs collapsed, resulting in pneumonia. Two weeks had passed and she was not getting any better. We went to the emergency room where, in error, she was given a very large dose of phenobarbital. After a three-day hospital stay with no improvement and a lot of head scratching, I called Dr. Goldberg. She immediately flew into action and had Morgan transported via ambulance to her hospital. She waited well past midnight for us, which said a lot to me as a mother, knowing she had her own children waiting for her at home. She stayed with us until all tests were completed and Morgan was stabilized. Basically, she saved her life.

My three-year-old daughter, Morgan, was born with a variety of serious disabilities and seizures. During the past three years Morgan has seen at least 11 different doctors on a regular basis. Two of them are truly special. If not for their thoroughness and thoughtfulness, Morgan most definitely would not be here today. Pediatrician Dr. Michael Markoff and neurologist

Dr. Rina Goldberg have brought caring to a new level. They are our "Gold Docs."

When I recently brought Morgan to see Dr. Markoff, my daughter was unresponsive and lethargic, which was very unusual for her as she always had a smile for him. I was touched to see the concern in his eyes and am grateful for the tremendous compassion he shows us. Whenever there is a problem that needs immediate attention, Dr. Markoff sees Morgan without hesitation. He is always well-informed and looks for the answers to my endless questions.

The caring and concern these doctors have for Morgan is not only reflected in their words but in their actions as well. While they seem to see a little broken bird that needs fixing, they also seem to appreciate Morgan's special charms. They have exceeded what any parent could hope for. I can't think of a better way to show my gratitude than to offer this tribute through The Arnold P. Gold Foundation, which is dedicated to recognizing and encouraging doctors who care.

Dana Cassidy Highlands, NJ



### Learning by Visiting

The Gold Foundation's *Home Visit Program (HVP)* provides opportunities for residents to learn about their patients outside a clinic setting. Thirteen *Home Visit Programs* are now established for residents in pediatrics, internal medicine, family medicine, social medicine, and geriatrics at medical centers in California, Florida, Massachusetts, New York and Virginia.

Through these visits, residents often uncover hidden health issues such as compliance problems, safety issues, and family dynamics. The *HVP* is designed to offer young doctors "hands-on" experience, in the presence of a faculty mentor, during which they can also



Residents from Montefiore Medical Center and their faculty mentor visit a patient in her home. The New York City Home Visit Program for geriatric residents (also being piloted at the Weill Medical College of Cornell University and at Jamaica Hospital Medical Center) is made possible by the generous support of The United Hospital Fund of New York.

observe and learn from their peers. In the words of one faculty mentor "these residents will never again look at their patients in the same, standard clinical framework to which we have all become far too accustomed." The following quotes are from residents in the Dr. Jacob Handler *HVP* for pediatrics at Columbia University's College of Physicians, which is funded by Drs. Alan and Joan Handler.

"It is often difficult to appreciate barriers to patient care from the office. We have to physically and mentally place ourselves in our patient's situations."

"In seeing where and how people live, more concrete and realistic treatment plans can be set."

"I learned that taking the time to make a home visit may, in fact, be a great way to assess complicated social home situations and more importantly, to really make a struggling family feel supported."



Dr. Arthur Rubinstein (left), Dean of the University of Pennsylvania School of Medicine and Dr. Gerald Fischbach (center), Vice President for Health and Biomedical Health Sciences at Columbia University, with Dr. Robin Goland, Director of the Naomi Berrie Diabetes Center.

### The Berrie Musicale

Foundation friends and supporters enjoyed an evening of beautiful music and delicious dining at the lovely home of Angelica and Russ Berrie on October 6. Violinist Anat Malkin and pianist Eduard Laurel presented "An Evening of Romantic Melody" as a special thank you to our major contributors. We express our sincerest appreciation to the Berries for their generosity and hospitality on behalf of humanism





Benefactors, Elfrieda and Vern Heinrichs with Dr. Gold.



Anat Malkin, violinist sharing her experience with the medical profession following a serious injury which threatened her career

### "Humanism in Medicine' Should Be A Redundant Phrase"

(continued from page 1)

When I exercised my right to be inquisitive about my diagnosis he said that he did not give me this disease and told me that, "if you want another opinion you can go buy one." While as a pre-medical student I was in no position to judge a doctor, as a patient I certainly was. In the doctor-patient relationship it is the latter that takes precedence. The physician is there for the sake of the patient and not the other way around. This doctor dehumanized me and belittled my

thoughts and concerns. I know how I would like to have been treated, namely, not just with book knowledge, but with dignity, understanding, and respect. This is how I plan to practice medicine.

Now, I've begun medical school and finished two summers working as an intern at The Gold Foundation. My experience with the neuro-ophthalmologist had a profound impact on me. Some encounters inspire us to emulate, while others inspire us just as strongly to do the opposite. I hope one day to practice a style of care diametrically opposed to the one I received from this

doctor. To me, "Humanism in Medicine" should be a redundant phrase. That doctor made me realize that this point of view has escaped many of the people whom we entrust with our lives and the lives of our loved ones. This breach between what should be and what often times is, is unfortunate to say the least. However, through my work with The Gold Foundation, I see this gap narrowing and have new hope for what medicine can be.

### Alisa Helfgott

First Year Student, New York School of Osteopathic Medicine



# IN APPRECIATION

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The innovative programs of The Arnold P. Gold Foundation emphasizing "caring" in healthcare, are made possible by those listed below. As our world is ever more complex, and providing competent and compassionate healthcare is even more challenging, we at The Gold Foundation acknowledge

with much appreciation, the contributions received between October 4, 2001 and September 30, 2002. Every gift, from old friends or new supporters, and those in honor of a special

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event, a respected "Gold Doc," or in memory of a loved one, is a welcome and significant demonstration of advocacy for humanism in medicine. On behalf of patients and their families, and dedicated caregivers, we thank you for your generosity, encouragement and participation. And, we will continue, with your

support, to work towards our shared vision, the one so aptly stated by Alisa Helfgott: "Humanism in medicine should be a redundant phrase."

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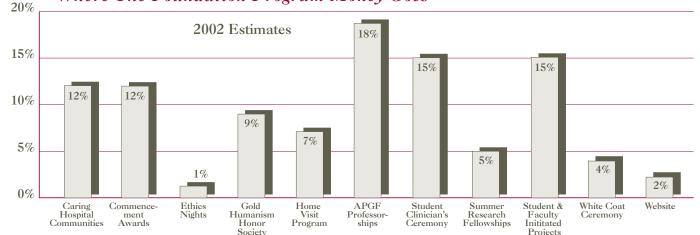
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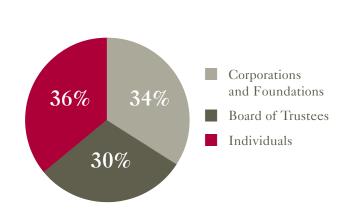
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# Why DOC?

Our newsletter is entitled DOC, in recognition of those special doctors referred to with the endearment "Doc." Our DOC is an acronym for "Doctors Of Caring" and "Doctors Of Compassion."



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You can help provide compassionate healthcare for your loved ones in perpetuity. As a member of our *Golden Legacy Society* with a bequest to The Arnold P. Gold Foundation, you will help us to educate and nurture the doctors who will care for your children and grandchildren – doctors and other healthcare professionals who will be competent in caring and curing.

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