



The Arnold P. Gold Foundation

Fostering Humanism in Medicine

Fall 2004

A Gathering of Change Agents

The first national biennial conference of the *Gold Humanism Honor Society (GHHS)* was convened in Chicago, September 30-October 2. More than 100 delegates representing 31 medical schools with *GHHS* chapters came together to learn, share, and inspire. The response received from participating medical students, residents, and faculty has been overwhelmingly positive. One resident, Dr. Michael Marcangelo wrote, "I was honored to be included among such wonderful, kind, thoughtful people. I hope to take what I learned at the conference and make my hospital and school a better place." Christine M. Peterson, MD, *GHHS* chapter advisor at the University of Virginia wrote: "I am confident that the future of medicine will be in good hands if the *GHHS* residents and students achieve leadership roles."

THE CHALLENGE

The conference, "Leadership for Sustaining Humanism at the Heart of Professionalism," featured four distinguished speakers, and through presentations and small group discussions, explored the factors and strategies that influence humanism throughout medical education. In the welcome, Dr. Gold affirmed: "Through leadership in your professional life or by establishing a *Gold Humanism Honor Society* chapter, you have demonstrated your willingness to be a catalyst for change and a change agent; to be an inspired pioneer and an inspiration to others." Dr. Daniel Federman, Senior Dean for



David Leach, MD, Exec. Dir., ACGME (left), LouAnn Woodward, MD, U. of Mississippi and Verna Yiu, MD, U. of Alberta Faculty of Medicine and Dentistry, Canada (right)



Timothy Smith and Jamiene Luke, students at Charles R. Drew U. of Medicine and Science College of Medicine (left), Doug Powell, medical student, Wake Forest U. School of Medicine (center), resident, Leslie Lee, MD, U. of Rochester School of Medicine (right)

Clinical Teaching and Alumni Relations at Harvard Medical School, gave the opening keynote address. He maintained that while the work of The Gold Foundation was essential to keep the focus on relationship-centered care, broader political and professional support is necessary to change the system. Professionalism researcher, David Stern, MD, PhD, described the explicit and implicit curriculum in medical schools and teaching hospitals that define the expectations that physicians-in-training assimilate into their professional behaviors.

PLEDGED TO HUMANISM

Forty-plus attendees became new society members at the first national *GHHS* induction ceremony and pledged to be advocates and activists

for humanism in medicine — on campus, in practice, personally, locally and nationally. Following the ceremony, Dr. David Leach, Executive Director of the Accreditation Council for Graduate Medical Education (ACGME) and Jeannette E. South-Paul, MD, Chairperson, Department of Family Medicine, University of Pittsburgh School of Medicine each spoke about medical leadership and challenges for the future.

On behalf of The Gold Foundation, we extend sincere thanks to The Robert Wood Johnson Foundation and The Josiah Macy, Jr. Foundation for their vital support as well as to *GHHS* Director, Norma Wagoner, PhD, the biennial planning committee, the conference speakers, discussion facilitators, and the foundation staff, who helped to make the inaugural *GHHS* biennial meeting a resounding success.

We eagerly anticipate the 2006 biennial. It will offer workshops and programs which sustain and nurture humanism in medicine and will be open to *GHHS* members and medical professionals at large. For further information about the *GHHS*, please contact Allison Sole at 201-567-7999 or afsole@gold-foundation.org.

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New Faces at The Foundation

We are pleased to introduce new board members, Robert Berkowitz and Dr. Stuart Cook, a new member of our Medical and Professional Advisory Council (MPAC), Dr. David Stern, and Nadine Heusner, Director of Development, all dedicated to furthering the Foundation's mission and programs.

ROBERT M. BERKOWITZ is retired from the Deloitte Touche accounting firm where he had been a senior partner, a member of its Policy Committee and of its International Board. His colleagues honored him for lifetime achieve-



ment with its National Treasure Award, and in 1995, he was recognized by the American Institute of Public Accounting and given their Public Service Award for outstanding community service. Mr. Berkowitz served as President of the NJ Essex County JCC, the Paper Mill Playhouse Board, and also as a board member for the United Jewish Appeal-Federation of Jewish Philanthropies, the United Way, and the Greater Newark Chamber of Commerce.

DAVID STERN, MD, PHD, is an associate professor of internal medicine and medical education at the University of Michigan Medical School and the Ann Arbor VA Healthcare System. He has authored more than



100 abstracts and papers on the development and assessment of professional behavior of physicians and conducts workshops and seminars on teaching, learning and evaluating professionalism. He is editor of *Measuring Medical Professionalism*, to be published by Oxford University Press in 2005 with support from The Gold Foundation. Dr. Stern also serves as Director of Michigan's international initiative, Global REACH, was a member of the Core Committee of the Institute for International Medical Education, and is a consultant and visiting professor.

STUART D. COOK, MD, is an internationally renowned physician, scientist and leader in academic medicine and was named to the list of "Best Doctors in America" in 1996 and 1998. He served as



President of the University of Medicine and Dentistry of New Jersey (UMDNJ) from 1998 to 2004 and for 27 years as Chair of the Department of Neurosciences at the New Jersey Medical School (NJMS) of UMDNJ, where he developed a top-quality multiple sclerosis (MS) research and treatment center. A recognized expert on MS and the Guillain Barre syndrome, Dr. Cook has published extensively on these subjects. He was also the founding co-chair of the NJ Neurological Institute of UMDNJ.

NADINE HEUSNER, served as Director of Special Events and Media Publications at Boys and Girls Harbor in New York City (1999-2004). Her responsibilities included cultivating and expanding donor relationships, supervising production of media publications and overseeing their Young Leaders Board. As an adjunct professor in the Physician Assistant program at the City University of New York City College Sophie Davis School of Biomedicine, Ms. Heusner helped pre-med students develop better clinical interviewing techniques. She has a Masters of Social Work degree from New York University and is a resident of Teaneck, NJ.



Debi & Carol Ledeen Legacy



DOC talked with Debi Ledeen about her experiences with illness, the healthcare system and her commitment to support Gold Foundation programs that reinforce the need for compassionate patient care.

DOC: What advice would you give to doctors in treating their patients?

Debi Ledeen (DL): I believe that honesty is the best policy. There must be continuing and open dialogue. The patient must be 100% involved in decisions about medications and treatment.

DOC: What about our current healthcare system do you think needs the most urgent attention?

DL: The cost of medicine today is outrageous. The government needs to find a way to help the average person who doesn't have healthcare coverage. It is a critical problem, especially for the unemployed. The cost of prescription drugs has become prohibitive. My average monthly bill for one drug is \$300. I take 12 or 13 prescriptions per month and chemotherapy costs thousands...it doesn't pay to get cancer.

DOC: What about The Arnold P. Gold Foundation inspired you to make a legacy gift to continue our work?

DL: Last year, while helping my mother during her illness, I had to deal with the healthcare system. Shortly after she died, I was diagnosed with cancer. I have come to realize that having the right physician, one who has a heart and a mind is essential for the patient

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IN MEMORIAM: *The Humanism Guys* Steve Miller, MD and Richard Sarkin, MD, EdM

All of us connected with The Gold Foundation join the families and the entire medical community in mourning the loss of two remarkable and committed physician/teachers.

Steven Z. Miller, MD, Arnold P. Gold Foundation Associate Professor of Clinical Pediatrics, Director of Pediatric Emergency Medicine, and Director of Pediatric Medical Student Education at Columbia University's College of Physicians and Surgeons, was a major advocate for the establishment of The Gold Foundation's *Student Clinician's Ceremony* and *Gold Humanism Honor Society* at Columbia. **Richard T. Sarkin, MD, EdM**, Associate Professor of Clinical Pediatrics and Director of Pediatric Medical Student Education at the State University of New York at Buffalo School of Medicine and Biomedical Sciences, developed workshops teaching humanism and, as chair of the selection committee, played a key role in the establishment of the *Gold Humanism Honor Society* at Buffalo.

Drs. Miller and Sarkin, known throughout the academic medical community as, "The Humanism

Guys," perished, along with 11 others, including other doctors, when their plane crashed on October 19 just before landing in Kirksville, Missouri. Acting Dean Philip C. Slocum, at the Kirksville College of Osteopathic Medicine, expressed his grief and explained that, following months of planning and communications with Steve and Rich, the *Traveling Fellows* were at last coming to Kirksville for a full day of workshops. This was to be the inauguration of their new humanistic curriculum designed to encourage a more compassionate campus.

Immediately following their meeting in 1996 at The Gold Foundation's "Barriers to Sustaining Humanism in Medicine" symposium, Steve and Rich began collaborating and applied to The Gold Foundation for support of their innovative *Traveling Fellows* programs. Their presentations, which embodied a wide variety of creative and interactive workshops, seminars, and lectures were designed to encourage "the habit of humanism." The *Traveling Fellows* presented at



Pictured January 2003 at a Gold Foundation "Barriers" Symposium.

dozens of national meetings and served as visiting professors at numerous medical schools. They leave a vibrant legacy of activism and optimism throughout the country.

Steve and Rich worked hard to balance their educational and health-care responsibilities at their respective medical institutions with the growing popularity of their workshops and their personal commitments as loving husbands and fathers. The Gold Foundation was proud to support the *Traveling Fellows*, exemplary teachers and practitioners of humanistic health-care, who will be profoundly missed.

Humanism in Action: A "Gold Doc" Runs Down the Stairs

Recently I had the privilege of giving the George J. Ginandes, MD, Visiting Lectureship in Pediatrics at Mount Sinai Medical Center in New York. Dr. Ginandes was my pediatrician and an inspirational mentor. Over the years he and his wife, Dr. Janet Ginandes, and my parents became close friends as well. At the beginning of the lecture I told a story my parents had often told about Dr. Ginandes.

When my younger sister, Naomi, was about eight years old, she complained of severe leg pain below the knee. Since this occurred only at night, it

was a mystery. An initial x-ray was read as normal, but her pain persisted and she was taken to see Dr. Ginandes, who referred her to an orthopedist. A repeat x-ray revealed a lucency in the bone, a troubling discovery, with cancer among the possibilities.

On the day Naomi was taken to the OR to have the lesion explored, Dr. Ginandes delayed his office hours so he could be there and learn first-hand the nature of the lesion. As soon as the surgeon reached the lesion, (and my parents told the story the same way every time), Dr. Ginandes "ran down

the stairs" and burst into the waiting room, calling out: "It's pus! It's pus!" With tremendous relief my parents understood - it was an infection - not cancer! I know, from hearing my parents tell this story many times, how relieved they were and how much they appreciated Dr. Ginandes running down the stairs to reduce, by every possible moment, the duration of their agonizing wait for information.

David E. Mandelbaum, MD, PhD
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and the family. Having known Sandra Gold since I was a teenager, I knew about The Gold Foundation's dedication to helping medical students and residents to focus on treating patients as unique individuals, not a number, or a disease in a bed. I see how the Foundation programs help patients.

DOC: What message would you give to young doctors who are recipients of your legacy and what do you wish them to know about the Ledeen family gift?

DL: Young doctors are busy learning about diseases and cures, but it is we patients who must remind them that they are dealing with people who are scared and vulnerable. I would want the doctors who are recipients of a Carol and Debi Ledeen Student Service Grant or Summer Research Fellowship at the Gold Foundation to know that it came from two very dedicated community-minded people (my mother and me). We felt that the Ledeen family giving and the goals of the Gold Foundation are a perfect match.

Rolling out the Dough with Katja Goldman!

Author of "The Empire Chicken Cookbook" conducts Challah bread making lesson benefiting the underserved.



Masquerade Ball Silent Auction Event. Participants from left: Carey White ('03 event co-chair), Barbara Packer (Gold Foundation Managing Director), Barry Waldorf, (Foundation Board member), Katja Goldman, Judy Pincus and Stanley Gotlin.

Contributions from the Associates Committee's Masquerade Ball support The Gold Foundation's pediatric *Home Visit Programs*, providing compassionate medical care to underserved families in the New York metropolitan area and hands-on training experiences for hospital residents. The 2004 Ball was held at the New York City Fire Museum on November 13. We express sincere thanks and appreciation to Barb Golub, the '04 event chair, her enthusiastic planning committee, the attendees, the Silent Auction and other donors, for making it a grand success.

Watch for pictures and final results in the next issue of DOC.

The Arnold P. Gold Foundation

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To preserve the "care" in healthcare,
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