# GRATITUDE

**SUMMER 2014** 



Donors supporting North Shore-LIJ in the changing landscape of healthcare



# GRATITUDE

#### Your Foundation Team

Our team at the Foundation welcomes your inquiries. That's why we are providing the names and contacts of the Foundation staff in the directory below. Please feel free to reach out directly to any one of the team members. We are here to help facilitate your desire to support your friends, family members and the community you live in.

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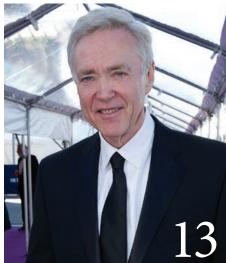
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### One-to-One

# Brian Lally

Gratitude Magazine sat down with Brian Lally to talk about North Shore-LIJ, his position as Chief Development Officer and the importance philanthropy plays. It is apparent when you meet Brian the passion he feels and excitement he has about being at North Shore-LIJ and in his new role.

#### Gratitude Magazine: Welcome to North Shore-LIJ, Brian. Can you tell us what motivated you to join us?

Brian Lally: North Shore-LIJ has a great story. We take care of you, your community, your family and your loved ones. It's all about better patient care, a better patient experience and the quality of care we bring to the New York market. None of which would be possible without philanthropy. It's what allows us to provide the best patient care available anywhere.

# You exude an incredible amount of excitement when you talk about North Shore-LIJ. Tell us why.

I'm thrilled to be part of an organization that is changing the way we provide healthcare in the country. It's all about quality, community and change and we have it all right here: the research, the programs and the projects all centered on supporting the community-at-large. It's having the ability to provide the best care possible so everyone has access to exceptional care — the underserved, the uninsured — we take care of them all. That is our mission, one that I embrace and look forward to honoring.

#### So how do we do this?

With the support of the communities we serve. It's about connecting donors, patients and organizations to the right opportunities. When you see the satisfaction that our donors get when they know that their gift has made a difference and has had an impact, it is remarkable. Philanthropy transforms what we do in every way. It provides the necessary resources so we can invest in the latest technologies, advance research efforts and offer educational opportunities to support community programs.

#### As a native New Yorker, how does it feel to be back in your hometown?

I feel blessed to have been part of three incredible organizations: University of Michigan Health System, Dartmouth-Hitchcock Medical Center and Memorial Sloan-Kettering Cancer Center, but now I work for the best of them all — North Shore-LIJ. Opportunity is plentiful, which is why philanthropy will play such a critical role in catapulting us to that next level in our ability to take care of patients. I look forward to working with all of you as we turn the page and move into the future, together.

#### Speaking of the future, what does philanthropy look like at North Shore-LIJ?

It looks bright. It is my goal to match those interests with supporters who believe in the work we are doing and who want to share in building a better future for generations to come. We couldn't do this without them.

North Shore-LIJ is all about change. "Can't" is not a word in our dictionary nor is complacency. Our mission is about taking risks and always pushing the envelope. We have a responsibility to take care of people. But this takes support and the help of those who also believe in the North Shore-LIJ mission.

#### Thank you for your time today.

Thank you. I am honored to be a part of this organization. Together we can change the way we provide healthcare now and in the future, caring for the people of New York and beyond.





### Helen and Charles Reichert

# Town of Huntington residents understand the need to support their community hospital

Longtime Fort Salonga residents, Helen and Charlie Reichert understand the need to support their local hospital. "It is very important to support your local hospital," states Mr. Reichert, owner of several IGA Supermarkets that dot the north shore community. "With very few options nearby, we know the importance of having a quality community hospital within our midst."

Their generosity towards Huntington Hospital began because of Helen's bout with breast cancer. A 22-year survivor, she candidly will tell you that early detection is the key to survival. To make sure that women have the best equipment to spot abnormalities, the Reicherts donated the

necessary funds for Huntington Hospital to purchase a 3D digital mammography system. This piece of equipment can reveal breast abnormalities that 2D mammograms alone overlook. "Breast cancer is such a terrible disease," said Charlie Reichert. "And if this machine can save women's lives, then I am pleased to help."

Helen continues to frequent the Breast Cancer Support Group at Huntington Hospital she first attended in 1991, where long lasting friendships have been forged. She knows that there is a life after breast cancer and is paying it forward by supporting cancer services at Huntington Hospital. "A support group is a sharing



and learning experience toward recovery, along with tears and laughter," shares Helen. Huntington Hospital also offers free health screenings throughout the year that help to maintain and improve the health of people within the community. The Reicherts sponsor many of these free screenings.

"With very few options nearby, we know the importance of having a quality community hospital within our midst."

With the increased demand for state-ofthe-art cancer treatment, the hospital opened a brand new Center for Hematology, Medical Oncology and Radiation in April 2014. It is through the generous support of Helen and Charlie this center is possible, and bears their name.

Grateful for their health, Helen and Charlie continue to support Huntington Hospital in its mission to meet the medical needs of the people of their community. "It's being able to do what you can to help friends, neighbors and residents," says Charlie. "If you can do it, you should."



# Philanthropy News from Around the Health System



# Montauk Canyon Challenge benefits children with craniofacial disorders

For the past two years, the Montauk Canyon Challenge has helped raise \$8,000 for the Hagedorn Cleft Palate and Craniofacial Center.

Rich Lucas and David O'Halloran have overseen this exceptional two-weekend tournament since its inception and have eagerly supported the Hagedorn Center since becoming aware of its important mission. Proceeds from a raffle and donations from the 200 people who partake in the annual off-shore fishing challenge help offset costs typically not covered by insurance providers.

"Children with craniofacial disorders require many services that are considered non-essential by insurance providers," said Stephen Sachs, DDS, an oral and maxillofacial surgeon at the Hagedorn Center. "Having the support of Rich Lucas and David O'Halloran, who organize the Montauk Challenge every year, provides an invaluable service to children."



# The Ross family and pCare

Young patients at Cohen Children's Medical Center will now have the chance to play and learn from their bedside thanks to the generous donation made by Billie and George Ross.

Their most recent donation supports an interactive patient system for pediatrics, called pCare, that is geared to meet the unique needs of young patients and their families.

"pCare has been a wonderful addition to the support services we provide to our young patients and families," said AnnMarie DiFrancesca, Director, Child Life and Creative Art Therapies Program at Cohen Children's Medical Center. "Our patients are better able to understand the hospital environment, while enjoying movies, gaming, and educational and relaxation videos."

Over the years, Mr. and Mrs. Ross have funded some of the most advanced lifesaving technology and quality-oflife programs for the children in this region, including the purchase of a Bronchotron, a portable ventilator used to transport babies with severe respiratory problems, funding of the Neonatal Stabilization Unit and the renovation of the Radiology Comfort Care Room.

AnnMarie remarked, "We are extremely grateful for the support of the Billie and George Ross Foundation. This service allows kids to be kids even while they are in the hospital. That in itself is huge."





#### The Michael J. Fox Foundation supports novel Parkinson's study

A three-year, more than \$568,000 grant from the Michael J. Fox Foundation for Parkinson's Research has allowed The Feinstein Institute for Medical Research to launch a groundbreaking new research study focused on identifying potential biomarkers for Parkinson's disease (PD). Biomarkers are critical for identifying and tracking the onset and progression of PD, and will ultimately lead to better preventive therapies and improved disease management for patients.

Spearheading this cutting-edge study is David Eidelberg, MD, Director of the Center for Neurosciences and the NIH Morris K. Udall Center of Excellence for Parkinson's Disease Research at The Feinstein Institute for Medical Research. Dr. Eidelberg is widely known for his pioneering work using functional imaging and network modeling to measure alterations in neural systems that occur in brain disease.

"The generosity of The Michael J. Fox Foundation is not only providing the resources to help support this work," said Dr. Eidelberg. "It is elevating the prominence of new approaches to discovering reliable biomarkers to help diagnose Parkinson's disease earlier than ever before. This will also enable physicians to intervene before substantial progression has taken place."

#### Hearing impaired are helped due to the generosity of Sandra Atlas Bass

One word comes to mind when you consider the generosity Sandra Atlas Bass has bestowed upon the health system throughout the years: Amazing! Sandra Atlas Bass' life has always been dedicated to "making a difference in this world by helping people and animals to live healthier and happier lives," shares Ms. Bass.

With her most recent gift, Ms. Bass is supporting the hearing impaired with the implementation of the Hearing Aid Dispensary in the Department of Otolaryngology, Allan Abramson, MD, chairman of the department, who has been caring for Ms. Bass over the last several years cites, "This gift will provide hearing aid devices to both children and adults who would otherwise not be able to afford them. Many insurance carriers do not provide coverage for hearing aids, which can cost thousands of dollars, preventing some from obtaining the devices." In turn, the dispensary will be named in her honor. In addition, Ms. Bass is supporting research efforts in the investigation of diseases that affect the larynx, head and neck in both children and adults. Studies are currently being conducted at The Feinstein Institute for Medical Research in collaboration with Bettie Steinberg, PhD, chief scientific officer at The Feinstein Institute.

Ms. Bass made her first gift by donating the cardiology unit to the health system in 1990 and since then has supported a variety of causes at North Shore University Hospital. The Feinstein Institute for Medical Research. Cohen Children's Medical Center and the Department of Otolaryngology. The North Shore University Hospital

campus was renamed North Shore University Hospital — The Sandra Atlas Bass Campus in 2006 after she made an extraordinary gift to the hospital. Her donation continues to touch the lives of every person who walks through those doors, enabling the hospital to offer enhanced services and innovative programs that directly impact healthcare for the entire community.

Ms. Bass has also touched the lives of our voungest patients at Cohen Children's Medical Center (CCMC), by enabling CCMC to purchase

a portable echocardiography machine, a portable ultrasound for the new pediatric emergency room and an infrared laser system for use during pediatric eye procedures.

Ms. Bass is not only extremely active, but is well-established within the local community in which she is deeply rooted. She has a strong desire to help others in need which is reflected in her history of giving to numerous charitable causes near and dear to her heart, both here and abroad. A life trustee and friend to the North Shore-LIJ Health System for decades, Sandra Atlas Bass' humanity and generosity are truly an inspiration to all.





#### Clark Gillies sets his goal on helping children by supporting Huntington Hospital

Clark Gillies, four-time Stanley Cup champion and Hockey Hall of Famer, is a champion both on and off the ice to children in the Huntington community.

Through the generous support of the Clark Gilles Foundation, Huntington Hospital opened The Clark Gillies Pediatric Unit. This unit is a vital resource for families throughout the community. Furthering the association with Huntington Hospital, the Foundation created an interactive playroom within the pediatric unit and opened The Clark Gillies Pediatric Emergency Room.

The Foundation's most recent collaboration with Huntington Hospital includes the support of a pediatric weight-management program called *Healthier Tomorrows*, which is jointly run by Huntington Hospital and the Huntington YMCA. *Healthier Tomorrows* helps young people, ages 9-16, reverse early weight problems through nutrition, fun group exercise and psychosocial support. Studies have found 32% of all New York schoolchildren are overweight, which puts children at risk for diabetes, hypertension, and other chronic conditions once seen primarily in adults. This program is specifically geared for young people who struggle to maintain a healthy weight.

"I'm so thrilled to have my foundation involved in the *Healthier Tomorrows* program," Gillies said. "People are living longer now and we have to take care of ourselves from a young age. I've always been active and played sports my entire life. *Healthier Tomorrows* can show kids that exercise can be fun and social in the right setting."

"The collaboration between the Y and Huntington Hospital is what makes this program so successful," said Eileen Knauer, Executive Director of the Huntington YMCA. "This partnership allows us to introduce a prevention program into a community setting with repeated success that is changing lives."

#### The world studies at the Elmezzi Graduate School of Molecular Medicine



"In medical school I was taught to practice 20-year-old medicine. At the Elmezzi Graduate School, I get to practice medicine that will be dispensed in twenty years." — current Elmezzi student

Located within The Feinstein Institute of Medical Research, some of the world's most brilliant minds are studying at The Elmezzi Graduate School of Molecular Medicine. The Elmezzi Graduate School was born out of a need to continue educating physicians as scientists. Working in the many labs mentored by the investigators at The Feinstein are students from India, Pakistan, Mexico, Iran, Germany, China, Japan and the United States, collaborating with one goal in mind: to eradicate human diseases and bring about significant advances in medicine. These brilliant minds serve as global ambassadors for The Feinstein and The Elmezzi Graduate School.

The school's namesake, Thomas Elmezzi, at only 18 years of age, revised and developed the formula for Pepsi-Cola along with his mentor John Richie. He was the only person on earth to know the soda's formula for decades. Feeling blessed with his fortune, he and his wife Jeanne believed that, "if you're one of those who have ways of helping people, it behooves you to do so."

With the support of the Elmezzi Foundation, the Hearst Foundation, and additional donors along with The Feinstein Institute, tuition is completely covered along with a cost of living stipend for the student's years in attendance.

One of only a handful of similar programs around the world, The Elmezzi Graduate School takes recent MDs and educates them on how to be physician scientists, attaining their PhD in molecular medicine. "We are training a cadre of leaders who will change the way medicine is practiced," cites Dr. Bettie Steinberg, Dean of The Elmezzi Graduate School.

The National Institutes of Health has determined that the United States is facing a major shortage of committed physicians to conduct cutting-edge research. These professionals are vital to uncovering causes as they relate to human disease.

"Physician scientists are critical in understanding how to translate what is studied in the lab and then using their MD to bring it to the bedside," states Dr. Steinberg. "They have a different understanding about what they see clinically and then applying the science behind it."

Diseases being researched include: lupus, sepsis, diabetes, kidney disease, Parkinson's, Alzheimer's, heart diseases, immunology, leukemia, pediatric cancers and more. The North Shore-LIJ Health System provides access to patients making research impactful and useful, directly tied back to curing human disease.





#### Susan and Herman Merinoff Palliative Medicine Program

Susan Merinoff and her family have been loyal supporters of the North Shore-LIJ Health System for several decades, generous with their time, spirit and resources. Through her latest gift, Mrs. Merinoff decided to underwrite the Palliative Medicine Program at Lenox Hill Hospital, which now bears her name and that of her late husband, Herman.

A component of the program was the *Inaugural Susan and Herman Merinoff Palliative Medicine Symposium*. Held in December 2013, the symposium served to educate faculty at Lenox Hill Hospital and the next generation of medical practitioners on ways to provide support and improve the patient experience during their time of need. Mrs. Merinoff's gift will also enable the hospital to expand its patient counseling services and music therapy programs. Additionally, her generosity will support a post-graduate fellow in training at Lenox Hill Hospital, who will work alongside clinicians at North Shore University Hospital.

"In addition to supporting translational research that brings new therapies and treatments to patients, funding the Susan and Herman Merinoff Palliative Medicine Program at Lenox Hill was the next logical step in our lifelong quest to support patients and families during vulnerable times in their lives," said Mrs. Merinoff.

Both Mrs. Merinoff and her late husband Herman were instrumental in the growth of The Feinstein Institute for Medical Research and its international reputation in the scientific community. In 2004, the Merinoffs provided a generous gift to endow *The Susan and Herman Merinoff Center for Patient-Oriented Research*, an important center in the discovery and diagnosis of human disease and the development of new treatments. In 2008, Mrs. Merinoff decided to underwrite *The Merinoff Symposia*, a biennial gathering of scientists, researchers, doctors and Nobel Prize winners who share their findings around a single designated topic.

The Merinoffs are an incredibly supportive family who continue to create an impressive legacy realized throughout the health system.



#### Linda and Gregory Galdi gift iPads to cardiology reception and waiting area

Residents of Lloyd Harbor, NY, Linda and Gregory Galdi wanted to help enhance the comfort of the 37,000 patients and family members who come through the cardiology reception and waiting area at North Shore University Hospital. Their donation supported the installation of several iPad kiosks in this high usage waiting area.

Whether going for a routine exam, stress test, echocardiogram, or follow-up appointment after a more complex and specialized procedure, a majority of the 23,000 patients cared for annually by the Department of Cardiology come through the reception and waiting area. The hospital recently renovated this area to increase operational efficiencies, while creating a relaxing environment for patients and families through the addition of iPad kiosks.

"We have all experienced the angst of waiting while minutes ticked by like hours, whether as a patient or as the family member of a patient," said Mr. Galdi, President of Custom Computer Specialists, Inc. "It is my hope that with this donation of iPads, some of the stress of waiting will be alleviated and help us escape for a few moments."

"Waiting rooms are often a place of anxiety, which is why Linda and Greg Galdi's donation provides a real benefit to patients and families," stated Derek Anderson, Senior Director, Hospital Operations for North Shore University Hospital. "We have already seen great use of the iPads installed in our surgical waiting area and are pleased to expand the availability of this technology to a second reception area within the hospital," said Mr. Anderson.



#### A tribute to a great friend, Frank Feinberg



In January 2014, North Shore-LIJ lost a very dear friend, Frank Feinberg.

Mr. Feinberg was a longtime benefactor whose dedication and leadership knew no boundaries. Frank, along with his wife Mildred, transformed many areas in the health system with their philanthropy.

In 2006, thanks to their generosity, the Glen Cove Hospital was able to modernize the facility with the highest level of quality care for critically ill patients and was renamed Glen Cove Hospital, the Mildred and Frank Feinberg Campus.

In 2012, the Feinbergs helped to underwrite a unique, first-of-its-kind facility in Bay Shore, New York. The Unified Behavioral Health Center for Military Veterans and their Families,

operated jointly by the U.S. Department of Veterans Affairs and The Zucker Hillside Hospital, provides critical services and treatments to veterans and their family members. "Too many of our nation's heroes and their families are struggling in silence. The Feinbergs understood the uniqueness of this center and stepped up by helping us to build this facility," cites Andrew Roberts, director of the North Shore-LIJ Office of Military and Veterans' Liaison Services.

In addition, the Feinbergs have helped fund medical research in two areas at The Feinstein Institute for Medical Research: CLL (chronic lymphocytic leukemia) and Alzheimer's disease. Scientists Kanti Rai, MD and Nicholas Chiorazzi, MD noted, "We are truly grateful for the support the Feinbergs have shown in the work we are doing with CLL." Dr. Peter Davies states, "Because of the support from the Feinbergs, a new initiative in Alzheimer's research at the Feinstein was undertaken, leading to a clearer understanding of the pathways to the disease while sharing data generated by investigators on a worldwide basis."

Mr. Feinberg always felt he was born under a lucky star. We were blessed to have had him be our bright, shining star. We extend our heartfelt condolences to the entire Feinberg family including his wife, Mildred, their children, spouses and grandchildren.



# Barbash family endowed chair

Two cases of exceptional care have inspired a family to endow a chair in North Shore-LIJ's Cardiovascular and Thoracic Surgery. Alan Hartman, MD, chair of cardiothoracic surgery, is the first chair holder.

The Barbash family's support was in recognition of the extraordinary care provided to Lillian and the late Murray Barbash by Dr. Hartman at Southside Hospital. Over the past 15 years, Dr. Hartman performed aortic valve replacement and double bypass surgery on Mr. Barbash, who remained an active skier and sailor until he was 88 years old. In fact, Mr. Barbash would send postcards to Dr. Hartman every year from whatever black diamond ski slopes he was conquering.

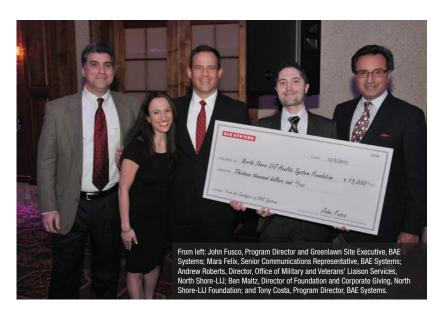
Dr. Hartman also performed double bypass surgery on Mrs. Barbash, 86, in May 2010. She, too, remains extremely active and very involved in the local community.

Prior to his death, Mr. Barbash reaffirmed his wish to establish the endowed chair bearing Dr. Hartman's name. Mrs. Barbash says that she and her husband were "inspired by Dr. Hartman, who is a great surgeon and human being." Following the announcement at the Southside Hospital's 2013 Gala on October 26, Dr. Hartman expressed his gratitude for the philanthropic support that will allow him to advance his work. "I am humbled by this recognition from Lillian and the late Murray Barbash," he said. "It takes special people like the Barbash family to create this kind of legacy."



TO VIEW A TOUCHING VIDEO ABOUT THE LIFE-SAVING WORK PERFORMED BY DR. HARTMAN, VISIT BIT.LY/GM14HHEART







# BAE Systems helps expand veteran initiatives

"BAE Systems provides critical support to the men and women who are serving our country," said Andrew Roberts, director of the North Shore-LIJ Office of Military and Veterans' Liaison Services. "We rely on philanthropy to continue the success of our programs and expand our veteran initiatives to this deserving population, which is why we are incredibly grateful for BAE's generous support and look forward to our continued partnership."

BAE employees located in the company's Greenlawn location have enthusiastically supported and participated in charitable events throughout the year to raise money and awareness for the North Shore-LIJ Office of Military and Veterans' Liaison Services. In addition to issuing a \$5,000 grant, BAE's employees have participated in company-sponsored fundraising events throughout the year, with proceeds supporting North Shore-LIJ's newest veteran's support program, the Unified Behavioral Health Center for Military Veterans and Their Families, located in Bayshore, NY.

"Giving back to the community where we live and work is very important to our employees," said Maria Felix, BAE Systems' senior communications representative. "Helping our local veterans is something very close to our hearts; so partnering with North Shore-LIJ to aid in the successful reintegration of military veterans and their families is a perfect match."

# A Mini Medical School for You celebrates five years

On March 20, 2014, the North Shore-LIJ Health System's *A Mini Medical School for You*, now in its fifth year, gave New York residents a reason to migrate south for the winter and join others interested in improving their health and well-being. Held annually in Palm Beach, Florida, our team of nationally recognized physicians led a cutting-edge educational course titled, "A Happy Healthy Life 101."

This year, we owe special appreciation to our sponsors — Judith Kay, Norman Schlanger and Arlene and Arthur Levine — whose generosity has played a key role in our complimentary Mini Medical School program. Partnership with Sandra and David Mack, Phyllis and Bill Mack, Tara Kelleher and Roy Zuckerberg, and Jeff Lane also played a meaningful role in our continued involvement in the Palm Beach community. Individually, each of these donors has supported key projects across the health system over the past several decades, enhancing the patient-centered experience.

"This is truly a wonderful annual conference, where members of the community have direct access to North Shore-LIJ's top physicians," noted attendee and North Shore-LIJ Trustee, Lyn Jurick.

Programs like the Mini Medical School are an extension of the health system, and help guide a maturing patient population towards a lifelong path of health and wellness.





# Special commitments made to women's health

When it comes to staying healthy, women's needs are different from men's. Even the risk factors are not the same. Heart disease is a prime example. According to the American Heart Association, every minute in the United States, someone's wife, mother, daughter or sister dies from a cardiovascular illness.

In 2014, the health system launched the Women's Heart Health Program. "Women's risk factors for heart disease are unique," states Dr. Stacey Rosen, Cardiologist and Vice President of the Katz Institute for Women's Health. When the idea of creating a women's heart program was presented to Nanci and Larry Roth, they immediately decided to support its development.

The Roths are great supporters of women's health services at North Shore-LIJ. Nanci will tell you that, "This is my hospital. It's the hospital that takes care of us, our family and our friends." Mr. Roth is also an Associate Trustee at the health system.

The Women's Heart Health Program provides an integrated approach to the prevention, diagnosis and treatment of all major cardiovascular conditions in women. The program is partnering with The American Heart Association and the WomenHeart support network to provide education and prevention opportunities.

In addition, the Partners Council for Women's Health of North Shore-LIJ Health System has made a commitment to name an endowed professorship in women's health with a focus on education, community engagement and clinical excellence.

To a physician, few recognitions compare to the prestige associated with the awarding of an endowed professorship and creating a permanent legacy for the donors.



"We understand that the health needs of women are unique and know that women play an important role in the health of their families," shares Dayle Katz, Partners Council co-chair. Other co-chair, Ruth Slade states, "The endowed professorship will provide an investment in the future of women's health programs and create an important legacy to provide the very best care for the women in our community."

Over the past 21 years, Partners Council has helped fund numerous programs, purchase state-of-the-art equipment and fund capital needed to build the Katz Women's Hospitals and Katz Institute for Women's Health. The Partners Council has grown to a group of over 60 women, all who have a vested interest in empowering women and health education.



iegel, Amanda Stone and Cynthia Rubinberg

TO VIEW A VIDEO ABOUT THE KATZ INSTITUTE FOR WOMEN'S HEALTH, VISIT BIT.LY/GM14KATZ

# Henry Schein Cares for Cohen Children's



A culture of giving back to the communities they serve is evident among Henry Schein employees and is exemplified through Henry Schein Cares, the company's global corporate social responsibility program. Collectively, Team Schein Members volunteer thousands of personal hours at community health organizations around the country, and their involvement with the North Shore-LIJ Health System Child Life and Hematology Oncology programs at Cohen Children's Medical Center has been a constant for nearly a decade.

Henry Schein, the world's largest provider of health care products, recognizes that children receiving treatment for blood-related disorders and various cancers need the kind of support offered by the Child Life Program, with its focus on holistic, all-inclusive care. The program provides healing for the entire mind, body and soul within a nurturing environment. Focusing on the non-clinical aspects of a hospital stay helps to

comfort children as they cope with clinical treatment. Additionally, the Henry Schein Cares Comfort Cart, stocked with toothbrushes, toothpaste, shampoo and deodorant, as well as books, games and other items, makes unexpected stays of parents and siblings of hospitalized children more pleasant.

Nanci and Larry Roth

"We strongly support the notion that oral health care is connected to total care, and Cohen Children's Medical Center has a dedicated division for pediatric dentistry, which underscores its clear recognition of the connection between oral care and total care," said Ashley Lenz, Manager of Henry Schein Cares. "In addition, Long Island is where many Team Schein Members call home. Cohen Children's has helped several children from our Team Schein family. It is the passion of our people, channeled through Henry Schein Cares, that makes our work so rewarding."



#### Our Deepest Appreciation to

# Richard Goldstein

#### Thanks for your Service

Incoming chairman of the board Mark Claster explains that following in Richard Goldstein's footsteps won't be easy. "Richard is leaving a legacy of excellence, one which I am both honored and humbled by. His leadership has positioned us well for the years ahead as we engage in exciting new initiatives to enhance North Shore-LIJ's national reputation for delivering high-quality healthcare."

Mr. Goldstein was elected Chairman of the Board of Trustees at North Shore-LIJ four years ago. At that time, Richard told us, "I am honored to serve as the North Shore-LIJ Health System's fourth chairman. It's an enormous challenge that brings with it enormous responsibilities, but I know I have the benefit of being able to rely on the knowledge and experience of my predecessors who leave an incredible legacy of unparalleled leadership, energy, dedication and devotion to our health system."

Mr. Goldstein could often be found in and around the health system over the last four years, visible at as many events, committee meetings, volunteer luncheons and community programs as possible, impressing so many with his love of this health system.

Chairman since 2010, Mr. Goldstein, an attorney, joined the Board of Trustees in 1995, after serving for three years as an associate trustee. At that time, he served as the Board's vice chairman for four years. He was an instrumental member of the Board and its Executive Committee for many years, serving as Chairman of the Government and Legal Affairs Committee.

Mr. Goldstein and his wife, Candy, have three children. We would be remiss if we didn't also thank Candy for allowing us to "steal" Richard away over these last four years. Our thanks to you both for your commitment, dedication and devotion to the health system we all love.



# The Leon Lowenstein Foundation

In every sense, the Leon Lowenstein Foundation, with support from the Bendheim family, exemplifies a legacy of giving to help the community. For over seventy years, the North Shore-LIJ Health System has been fortunate to have the Leon Lowenstein Foundation and Bendheim family's compassionate, dedicated support as witnessed by the many areas, programs and buildings bearing their name.

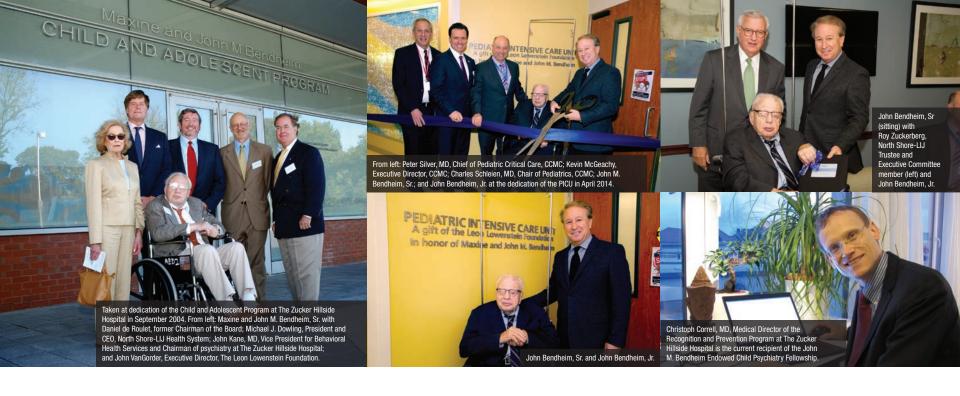
At its core, the Lowenstein Foundation is driven by a mission of purpose and passion. Their legacy of giving began in 1941 with a gift made by the late Leon Lowenstein, who was an early benefactor of The Zucker Hillside Hospital (formerly known as Hillside Hospital). Mr. Lowenstein, Chairman and CEO of the M. Lowenstein Corporation, an international Fortune 500

textile company, served as the President of the foundation since its creation in 1941 until 1976. John M. Bendheim and the late Robert Bendheim, Mr. Lowenstein's nephews, served as successor trustees of the foundation with Robert serving as President until 2007, when John's four children, John Jr., Joanna, Andrew and Tom and Robert's two children, Kim and Lynn assumed leadership. Over the past three decades, the Bendheim family has upheld Mr. Lowenstein's legacy by providing leadership support for many important initiatives at the North Shore-LIJ Health System.

The foundation's most recent gift supported the renovation of one of two pediatric intensive care units (PICUs) at Cohen Children's Medical Center. In recognition of their gift, the hospital named the PICU for the Leon Lowenstein Foundation and in honor of John M. Bendheim and his late wife, Maxine.

"Our family is proud to support this new facility that will take care of children who have the most complex and serious illnesses," said Mr. Bendheim. "Through this new unit, we can sustain my family's values and honor their long history of devotion to the North Shore-LIJ Health System."

The renovation project involved a comprehensive redesign with a bright, cheerful motif, conducive to comfort and healing. Improvements include a family lounge with an openness that warmly welcomes family members and brings a much-needed respite from the bedside. The new unit also has greater privacy and



# and the **Bendheim Family**

comfort for children and their families; each room is equipped with a sleep sofa for parents, a wardrobe for patient/ family belongings and other amenities. The private rooms allow for parents to stay comfortably by their child's bedside, upholding Cohen Children's philosophy that the entire family should receive care when a child is critically ill. This approach helps the recovery and emotional wellbeing of children and their families.

For one family, the improvements provided a sense of comfort and security at a very scary time. "At three days old, my son was rushed to Cohen Children's, where emergency heart surgery was performed," shares one mom. "My husband and I were distraught, confused and overwhelmed but were comforted by his post-operative

treatment in the PICU. It provided the exemplary care when we needed it the most."

"Now, more than 30 years after its last facelift, the newly renovated PICU permits our
remarkable physicians, nurses and other
members of the interdisciplinary team to
deliver care in a unit that is state-of-the-art in
terms of design, operations and technology,"
said Peter Silver, MD, Chief of Pediatric
Critical Care at Cohen Children's. "The Leon
Lowenstein Foundation and the Bendheim
family's leadership have had an incalculable
impact on the success of the health
system. Their extraordinary philanthropy
helps us live up to our commitment to
redefine the standard of healthcare."

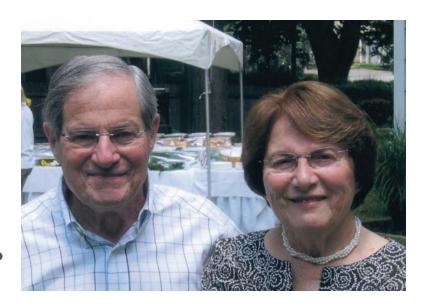
Mr. Bendheim has been a dedicated member of the North Shore-LIJ community since the 1980s, serving as a trustee and now, a

lifelong trustee. He built a lasting legacy at the health system in 1985 that established the John M. Bendheim Endowed Child Psychiatry Fellowship to advance child and adolescent psychiatry and help train psychiatry residents, which is currently held by Christoph Correll, MD, Medical Director of the Recognition and Prevention Program at The Zucker Hillside Hospital.

For more than seven decades, the Leon Lowenstein Foundation and Bendheim family have made gifts in support of many transformational projects, which include among them donations to help establish a new ambulatory care and adolescent pavilion at The Zucker Hillside Hospital and an endowed endoscopy suite at Cohen Children's.



# Jean and John Lesser





The North Shore-LIJ Health System Foundation's Founder's Society was created to recognize donors for their exceptional generosity to the health system's annual fund. Since its inception, the Founder's Society has raised significant funds to enhance the current and future state of the health system. Membership in the Founder's Society helps advance medicine at North Shore-LIJ, making it possible to provide outstanding patient care, facilitate cutting-edge research and attract the best possible faculty. These unrestricted gifts support our mission to revitalize our medical campuses in anticipation of future needs. We at North Shore-LIJ are thankful for the dedicated philanthropists that make up the Founder's Society, and hope to attract more members in the coming years.

Founder's Society members receive exclusive benefits and a range of incentives in recognition of their commitment.

For more information on becoming a member, please contact Georgette Marshall, Senior Associate Director, Annual Giving at 516-465-2580 or giving@nshs.edu.

"We have been fortunate in life and there is no reason that we should not share our good fortune with others," said John Lesser. John and his wife Jean began supporting the North Shore-LIJ Health System starting in 1996, and continue to make gifts over the years.

Long Islanders from birth, they moved to Great Neck when they first married and have remained on the north shore ever since. "We have taken advantage of the community's many assets from our love of sailing to this great healthcare facility," said Jean. In times of need, the Lessers have relied on the services at North Shore-LIJ and are grateful to the care of their doctors, whom they have honored through their gifts, including Evan Mintz, MD and Robert Waldbaum, MD.

When John suffered a recent fall, he received care at North Shore University Hospital. Dr. Mintz came in every morning to assess his progress. "I appreciated his concern for staying on top of my recovery," said John. "He is a meticulous and caring doctor, who gave us his full attention and helpful advice." Later, John was helped in

his recovery at the North Shore-LIJ Stern Family Center for Rehabilitation. "We felt well taken care of by the entire staff, from the social workers to our doctors," noted Jean. "They were really supportive and helpful in John's recovery."

Members of the Founder's Society, the Lessers attended the inaugural Evening of Gratitude held at the Engineers Country Club in Roslyn, New York, on October 30, 2013. This very special evening was held in honor of health system donors and the annual giving campaign, which the Lessers support. They hope that their donation will benefit the health system's greatest areas of need.

As long standing donors, they have been inspired by the tremendous changes throughout the health system over the years. Jean shared, "From the expansion of the health system focused on offering the most sophisticated technology and equipment available to the advancement of the research institute and the affiliation with the medical school, we feel lucky to have this great healthcare facility in our backyard."

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# Hugh L. Adams CHARITABLE TRUST

Relationships matter. Janet, the caring aunt of a 15-year-old boy who was treated at The Zucker Hillside Hospital, was able to give back by directing funding from a charitable trust.

Janet is a trust officer at a major New York Bank and, at the end of 2013, was asked by the trustee of the Hugh L. Adams Charitable Trust if she knew of any worthwhile hospitals that could use a grant. Without hesitation, she recommended The Zucker Hillside Hospital.

"The Zucker Hillside Hospital was in the forefront of my mind as a beneficiary following my nephew's positive experience," said Janet. "My nephew spent a week as an inpatient at Zucker Hillside. Having

the confidence and connection with his doctor, Dr. Amanda Conforto Reeson, and the staff at Zucker Hillside, made such an important difference in his road to recovery."

The grant from the Hugh L. Adams Charitable Trust will be put toward The Zucker Hillside Hospital's inpatient treatment services. The funds are being used to purchase a range of medical equipment and supplies aimed at improving patient safety and education, as well as enhancing the patient experience. The grant will enable the hospital to acquire much needed furnishings, including beds with alarms for fall prevention as well as smart boards, iPads, and game consoles to enhance education and recreation for young adults admitted to the hospital. Additionally, a

set of professionally developed psychoeducational DVDs were also purchased for improved disease management, covering such diverse topics as ADHD, substance use assessment and intervention, critical thinking, autism and ethical issues.

"We are honored and so very lucky to have the Hugh L. Adams Charitable Trust join us to improve the lives of our behavioral health patients," said Mitchell Shuwall, PhD, Executive Director at The Zucker Hillside Hospital. "The Trust's support comes at a critical time as we work towards promoting wellness and the reintegration of patients back into the community to work, attend school, socialize and live independently."

What will my legacy be?

If you or a love one has received outstanding care and have the ability to direct a trust, influence someone else's giving or wish to name us as a beneficiary of your own will, retirement plan or income-producing gift, we would be happy to help you make a difference in the lives of our patients. Please contact Alexandra Brovey or Shawn Mroz at (516) 465-7934 or giftplanning@nshs.edu.



# Alessandro Bellucci, MD





We caught up with Alessandro Bellucci, MD, the newly named Executive Director of North Shore University Hospital in his office one late afternoon. Greeted by his warm Italian accent and hospitable nature, you could sense that Dr. Bellucci is a physician at heart, full of compassion and focused on the care of the individual. A nephrologist by training, he has held numerous leadership positions within the Division of Nephrology and the Department of Medicine over the years and has strong relationships with the hospital's faculty and nursing leadership.

#### Gratitude Magazine: You have held numerous positions over your 35 years with the health system. How did that prepare you to take on your latest role as Executive Director of North Shore University Hospital?

Alessandro Bellucci: I started my training at North Shore-LIJ in 1979. Every chapter of my 35-year professional career has been written here. I also live in the community, so I consider this my hospital. I know the culture and philosophy of the organization and am very familiar with the hospital's administrative team. Ultimately, I felt a sense of duty and when I was asked by Michael Dowling to take on the role, I knew I was ready for the challenge.

#### What are some areas you plan to turn your focus towards?

In collaboration with the administrative team, my colleague, Michael Gitman, MD, who is serving as the new Medical Director, and Jon Sendach, who

has been appointed Deputy Executive Director, we remain focused on patient satisfaction.

North Shore University Hospital has a long history of growth and adaptation to meet the evolving healthcare needs of the community. We will focus on offering services that use the most advanced surgical and endoscopic techniques in cardiology, neuroscience, and organ transplantation to provide care for our region's most critically ill and injured patients.

At the forefront of our five-year strategic plan is an initiative to become the premier destination of choice for the region's most critically injured and ill patients through the development of a major Trauma Center at the hospital. In fact, construction has already begun to create a new rooftop helipad, which will enable the hospital to receive patients via helicopter from all over the Northeast. We estimate that it will be completed by the fall of 2014.

#### I imagine that specialized training is needed for treating injured patients transported by helicopter.

Yes, in fact we developed a relationship with the New York Air National Guard who has provided invaluable insight. In turn, we have created a special workshop on combat medical care that has been offered to Pararescue Jumpers from the 103rd Rescue Squadron of the New York Air National Guard. Taught at the Bioskills Education Center [part of North Shore-LIJ's corporate university at the Center for Learning and Innovation], military personnel have the opportunity to learn advanced lifesaving skills. The operating room for Pararescue Jumpers is frequently in the back of a helicopter. This relationship provides a useful synergy towards our goal of serving as a Trauma Center for the region.

### Being a physician must give you a unique perspective as the Executive Director.

When I took on this new role, I didn't stop being a physician. Being a physician defines me as a person. I continue seeing patients once a week, and am always interacting with them outside of my office hours. It's important to me that I continue providing patient care from the point of view as a practicing physician.

With your primary practice being nephrology, of course, you've had an impact as the director of the Janet and John Raggio Nephrology Institute. The Institute seems focused on innovative community programs that educate individuals about their own health. Tell us why this is so important.

I have a passion for nephrology and remain on the board of the institute. We are working on implementing a healthy transition program for those with advanced kidney disease that will provide a more coordinated level of care. Patient care doesn't end at the hospital level. More surgeries are being performed on an outpatient basis, resulting in better patient care and a healthier community. Through this effort, we are working on preventing the need for patients to have a hospital stay. We are being proactive in caring for our communities and fulfilling a critical need to help the communities we serve to become more educated, responsible, and involved in their own well-being.

#### Your role at the Nephrology Institute has you working closely with its benefactor. How important is donor support to the overall mission of North Shore University Hospital and the health system?

In today's healthcare environment, and as a non-profit hospital, we need the community's financial support. North Shore University Hospital provides vital services to the populations we serve. Supporting our work through a philanthropic commitment is an important investment in your own health, your friends' and the community at large. We are forever grateful to our generous supporters who enhance our ability to provide the highest level of care and services this community really needs.

#### **WELCOME TO:**

# Peter J. Pappas, Jr.,

#### FEINSTEIN INSTITUTE BOARD MEMBER





When asked why he joined the Feinstein Institute Board of Directors in the fall of 2013, Peter Pappas will tell you, "I feel that I can have an impact, that I can make a difference. Unlike other boards at large institutions that tend to be highly bureaucratic, I know that my support is needed and will directly impact the work the Feinstein scientists are doing as they look for cures to human diseases."

As owner of a construction business, building things is second nature to Mr. Pappas. What excited him most in joining the board was product development, the

marketing of a product and realizing the impact it will have on those suffering at the hand of debilitating diseases. "I'm an entrepreneur, engineering solutions and then bringing those solutions to

market. The Feinstein scientists are exactly that, inventors, developing products that will save lives." Especially intriguing to Mr. Pappas is the work being conducted by the Feinstein Institute's President and CEO Dr. Kevin Tracey in bioelectronics, also known as electroceuticals. Electroceuticals is an innovative technology that uses electronics to treat an array of conditions by targeting individual nerve fibers or specific brain circuits.

Longtime attendees of the Feinstein summer concert, both Peter and his wife, Irene, have witnessed the work of the research institute over the course of many years. Irene became involved with AWSM (Advancing Women in Science and Medicine) and attends their yearly awards breakfast, which presents grants to female scientists, enabling them to continue their research work.

The Pappases are also inspired by the work at the Feinstein, having witnessed family members stricken with lifethreatening illnesses, such as lymphoma and leukemia. Just this past year, their

"I feel that I can have an impact, that I can make a difference. Unlike other boards at large institutions that tend to be highly bureaucratic, I know that my support is needed and will directly impact the work the Feinstein scientists are doing as they look for cures to human diseases."

eldest child started the Bone Marrow Club at her high school. "Thirty children from my daughter's high school were given a chance to visit Cohen Children's Medical Center's [part of the North Shore-LIJ Health System] pediatric oncology unit," said Mr. Pappas. "She saw first-hand that she had the power to make a difference. Irene and I realized that it all started from our involvement with the Feinstein. Needless to say, we were extremely proud."



EVENT SCRAPBOOK

### **Event Scrapbook**

These pages feature photos taken at North Shore-LIJ events. We'd like to see you at our next event. Select upcoming events are listed on the back cover or you can view the full event calendar at support.northshorelij.com/calendar.









#### 21ST ANNUAL PARTNERS COUNCIL FOR WOMEN'S HEALTH FALL FASHION SHOW & LUNCHEON

**SEPTEMBER 18, 2013** 

A capacity crowd filled the tent at Old Westbury Gardens in support of the Partners Council Fashion Show and Luncheon, which raised more than \$475,000 for The Katz Institute for Women's Health and Katz Women's Hospitals.





MD, Chair of Pediatrics, Cohen Children's.



# STATEN ISLAND UNIVERSITY HOSPITAL'S (SIUH) SPINATHON

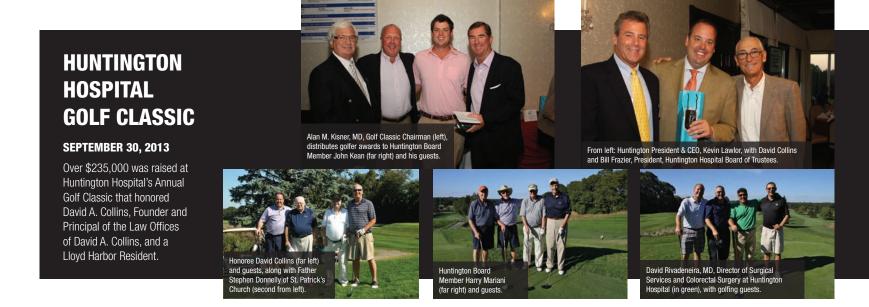
**OCTOBER 5, 2013** 

More than 100 people rode in SIUH's first Spinathon, fighting against breast cancer, hosted by the Service Auxiliary of SIUH. Cyclists at Endure Cycling on Staten Island raised over \$3,000 for the development of the Florina Rusi-Marke Comprehensive Breast Center Boutique at SIUH.



## STATEN ISLAND UNIVERSITY HOSPITAL GOLF & TENNIS CLASSIC

**SEPTEMBER 23, 2013** 





Rick and Susan Imbert.

# **HOSPITAL GALA**

#### **OCTOBER 25, 2013**

The Southside Hospital Gala, Downton Abbey... An Evening of Edwardian Elegance, was held at the beautiful and intimate Bourne Mansion in Oakdale. The 200 guests celebrated and recognized the generosity of the Barbash Family, who announced their endowment of the Hartman/Barbash Family Professorship in Cardiovascular and Thoracic Surgery, Hofstra North Shore-LIJ School of Medicine.



#### PHILANTHROPY - A FAMILY AFFAIR

#### **DECEMBER 24, 2013**

The Barbara clan shared the true meaning of Christmas with their donation of toys to Southside Hospital's Emergency and Pediatrics Departments. Spearheaded by Amanda Barbara, the cousins joined in shopping, sorting and wrapping presents for Southside's youngest patients. Their personal "Santa" delivery brought joy to patients and underscored the special gift of sharing.



#### **METS WELCOME HOME DINNER**

#### MARCH 31, 2014

The annual Mets Welcome Home Dinner honored Dayle Katz and Ruth Slade with the "Every Woman Matters Award." From left: Michael and Dayle Katz, Michael and Ruth Slade, Iris and Saul Katz.

#### AN EVENING OF GRATITUDE

#### OCTOBER 30, 2013

Members of the Founder's Society were invited to the inaugural Evening of Gratitude held at the Engineers Country Club in thanks of their support of the Annual Giving Campaign.



#### **HUNTINGTON HOSPITAL ANNUAL GALA**

#### **DECEMBER 6, 2013**

More than \$400,000 was raised and over 400 guests attended Huntington Hospital's annual black-tie gala at Oheka Castle. This year's event, The Phantom Ball, honored Christopher Giamo, Regional President of TD Bank, Metro New York.







**APRIL 26, 2014** 



## **5TH ANNUAL EVERY WOMAN MATTERS WALK**

MAY 18, 2014

Nearly 5,000 attendees participated in the 5K Walk at Jones Beach to support The Katz Institute for Women's Health and Katz Women's Hospitals, specialty hospitals and programmatic initiatives that are transforming women's healthcare.





#### KOHL'S CARES KEEPING KIDS HEALTHY TOP CHEF COOK-OFF

MAY 10, 2014

Cohen Children's Medical Center was awarded a grant of \$267,839 on behalf of Kohl's Department Stores during the Kohl's Cares Keeping Kids Healthy Top Chef Cook-off. The Top Chef Cook-off brought together families, community members and Top Chef alum Danny Gagnon, as the young chef finalists prepared their healthy dishes for judging.





North Shore-Long Island Jewish Health System Inc. North Shore-Long Island Jewish Health System Foundation 125 Community Drive Great Neck, NY 11021 NON PROFIT ORG US POSTAGE PAID LEOMINSTER, MA PERMIT NO. 17

If you or someone you know would like to receive a copy of Gratitude, please contact us at gratitude@nshs.edu

# **EVENTS**

July 14, 2014

#### North Shore University Hospital Auxiliary Golf Outing

Time: 9:00am

Location: North Shore Country Club, Glen Head For more information, please contact Ken McMillan, 516-465-8893

#### July 16, 2014

#### The Feinstein Institute Summer Concert

Time: 6:00pm

Location: Planting Fields Arboretum, Oyster Bay For more information, please contact Mindy Reade, 516-465-2563

#### August 11, 2014

#### **NLD for Pediatrics Annual Golf Outing**

Time: 8:00am

Location: Fresh Meadow Country Club and Deepdale Golf Club. Great Neck

For more information, please contact Patricia Forgione, 516-465-2562

#### September 10, 2014

#### **Huntington Hospital Bash on the Bay**

Time: 7:00pm

Location: Larkfield, East Northport For more information, please contact Dolli Bross, 631-470-5204

#### **September 17, 2014**

#### 22nd Annual Partners Council for Women's Health Fall Fashion Show & Luncheon

Time: 11:00am

Location: Old Westbury Gardens, Old Westbury For more information, please contact Lori Peterson, 516-465-2631

#### **September 20, 2014**

#### 4th Annual Physicians' Celebration

Time: 7:00pm

Location: Crest Hollow Country Club, Woodbury For more information, please contact Joanne Gallagher, 516-465-2573

#### **September 21, 2014**

#### **Pediatric Cancer Survivors Day**

Time: 12:00pm

Location: Eisenhower Park, Field 6/6A, East Meadow For more information, please contact Patricia Forgione, 516-465-2562

#### September 22, 2014

#### Staten Island University Hospital Golf & Tennis Classic

Time: 7:00am / 12:30pm

Location: Richmond County Country Club, New York

For more information, please contact Evelyn Fonseca, 718-226-6331

#### September 2014

#### **Southside Women's Conference**

Time: 6:00pm

Location: Monsoon, Babylon
For more information, please contact
Kaitlin Brownyard, 631-968-3324

#### October 7, 2014

#### An Evening of Gratitude

Time: 7:00pm

Location: Engineers Country Club, Roslyn
For more information, please contact
Tricks Marseco, 516-465-2674

#### October 17, 2014

#### **Southside Annual Gala**

Time: 7:00pm

Location: Bourne Mansion, Oakdale For more information, please contact Kaitlin Brownyard, 631-968-3324