

Dinner Honors 50 Years of Service for Trustee Richard Netter

On May 5, 2008, 150 people gathered at the St. Regis Roof for a special dinner to honor longtime Beth Israel and Continuum Trustee Richard Netter, Esq., on the occasion of his 50th anniversary as a member of the Board of Trustees and in celebration of his 90th birthday.

Lawrence S. Huntington, Morton P. Hyman, and Morgan Miller all offered tributes to Mr. Netter, and then presented him with a Steuben Memory Book to honor the occasion. Mr. Netter was invited to join the Board by legendary Beth Israel President Charles Silver in 1958, making him the longest serving member of the Board.

Mr. Netter has held many leadership positions along the way, including Vice Chairman of the Board. Helping to build Beth Israel over the past 50 years has been a passion for him, and he has directed many substantial gifts to the hospital over these years.

In 2002 he was recognized for his leadership and many efforts on behalf of the hospital with the Beth Israel Charles H. Silver Memorial Award. Given to only three individuals during the course of the hospital's history, it is awarded to those who serve as an inspiration to the other members of the Beth Israel family.

PHOTOS

- 1 Patricia Shiland, Devon Shiland, Richard Netter, Esq., Laurie Sprayregen, Alice Netter, Jim Sprayregen, Dale Sprayregen, and Phil Sprayregen
- 2 Jim Marden, Richard Netter, Esq., and Donald M. Kastenbaum, MD
- 3 Joanne Loewy, Richard Netter, Esq., and Phoebe Jacobs
- 4 Morgan Miller, Lawrence S. Huntington, and Morton P. Hyman present a Steuben Memory Book to Richard Netter, Esq.



ACS Grant Supports Training of Oncology Social Workers

For the past 13 years, the American Cancer Society has awarded an annual \$12,000 grant to Beth Israel's Department of Social Work.

It is notable that the hospital has received this support for more than a decade since it is usually awarded for only three consecutive years. The grant is given to the department's well-known, premier internship program to fund the annual training of a master's level clinical oncology social worker.

Cindy Turkeltaub, LCSW-R, OSW, Coordinator of Social Work Services for

the Continuum Cancer Centers, custom designed the program and serves as the primary field instructor overseeing the student's year-long internship.

"The ACS grant allows us to train future oncology social workers with particular specialty skills so that cancer patients and their families can receive the support, guidance and compassion they need and deserve," Ms. Turkeltaub said.

Under her direction, interns receive training in multidisciplinary assessment and in the provision of essential supportive services such as individual, family and group counseling; crisis intervention; social and financial evaluations; and discharge planning. Many of the patients cared for are considered at high risk for psychosocial distress.



Cindy Turkeltaub, LCSW-R, OSW and Darren Arthur, LMSW

"We are grateful to the American Cancer Society for providing us the opportunity to be a part of the personal and professional development of future oncology social workers and to make a difference on a daily basis to our patients and their families," Ms. Turkeltaub said

Division of Digestive Diseases Receives \$1 Million Grant from Kriser Foundation

The David B. Kriser Foundation recently gave \$1 million to the Division of Digestive Diseases at Beth Israel Medical Center. This very generous grant will help the division further develop its already active research agenda and strengthen its patient care.



The late David B. Kriser

“Under the excellent leadership of Dr. Henry Bodenheimer, the division continues its dedication to the finest patient care combined with a commitment to cutting-edge research and education of the next generation.” said Richard Netter, a longtime Beth Israel Trustee. “The Kriser Foundation is proud to help Beth Israel and Dr. Bodenheimer continue their excellent work.”

The Division of Digestive Diseases is one of the leading centers for the diagnosis and treatment of digestive diseases in New York City and is rapidly becoming a leader in research on liver and other gastrointestinal diseases nationally. The division’s outstanding researchers are dedicated to identifying new treatments and cures for patients with digestive diseases, and a significant portion of the grant will be allocated to the research program for capital costs, grant development, and technical staff support.

“The Kriser Foundation grant allows the Division of Digestive Diseases to maintain

a prominent research initiative focused on novel treatment of liver diseases,” said Henry C. Bodenheimer, Jr., MD, Chairman of the Department of Medicine and former Chief of the Division. “The division, with Dr. David Clain, acting Chief of Digestive Diseases, is currently engaged in defining new treatments for Hepatitis B, Hepatitis C, and Primary Biliary Cirrhosis, and that work is being supported in part by the Kriser Foundation grant.”

In addition to funding new research, the grant from the Kriser Foundation will be used to enhance patient care by recruiting new physicians and further expanding the division’s endoscopy services.

“Through the support of the Kriser Foundation, the division and our endoscopy unit have been able to utilize advanced technology, particularly in the endoscopic ultrasound field,” Dr. Bodenheimer said. “The use of this technology is critically important to delivering optimal care to those patients with gastrointestinal cancers.”

“Small Wonders” Makes a Big Difference for NICU

Impressed by the care their baby Isabella received last year at Beth Israel’s Neonatal Intensive Care Unit (NICU), David and Alyssa Small launched “Small Wonders”—a fundraising campaign dedicated to purchasing more state-of-the-art equipment for the unit.

To date, the Smalls have raised \$35,000 to buy a Giraffe Omnibed incubator like the one Isabella used during her NICU stay. At the time, the NICU had only one Giraffe Omnibed. Knowing how critical it was for the care of their fragile daughter, the Smalls saw a need and wanted to help.

“In terms of trying to fund raise, we would tell Isabella’s story and that resonated,” David Small said, adding that their ultimate goal is to purchase 10 Giraffe incubators.

The touch of a button can change the Giraffe Omnibed from a full-featured incubator to a radiant warmer. This gives medical staff the access required to perform necessary procedures, while still maintaining thermal regulation.

“With so many wires attached to the baby, it’s very difficult and time-consuming to move a baby from one bed to another, and the Giraffe eliminates that problem,” said Farrokh Shahrivar, MD, Interim Chairman, Pediatrics at SLR, and Director, Neonatology at SLR and Beth Israel.

Isabella, born at 28 weeks, spent three months in Beth Israel’s NICU, which treats approximately 700 newborns per year and boasts one of the lowest NICU mortality rates in the country.



David J. Shulkin, MD, Farrokh Shahrivar, MD, Alyssa Small, David Small, and Isabella Small

“We weren’t prepared for our experience. It was all very shocking to us,” Alyssa Small said. “The NICU staff took care of our baby, but they also took care of us. The nurses, doctors, and staff really made us part of their family and that helped us get through this whole experience.”

“These doctors and nurses do so much with what they have,” Mr. Small said. “They saved our daughter’s life, and we wanted to give back.”

Donna Karan's Urban Zen Foundation Creates Optimal Healing Environment for Cancer Patients

A unique pilot program will enhance the care of hospitalized cancer patients at Beth Israel— thanks to a generous grant from the Urban Zen Foundation, a program launched and sponsored by internationally acclaimed fashion designer Donna Karan.

The \$850,000 grant from the Urban Zen Foundation will allow Beth Israel to transform its medical oncology unit on 9 Dazian into an “Optimal Healing Environment” for its cancer patients, families, and caregivers. Under the leadership of Woodson Merrell, MD, Chairman of the Department of Integrative Medicine and M. Anthony Fisher, Director of Integrative Medicine at the Continuum Center for Health and Healing, the Urban Zen initiative at Beth Israel will be built around a menu of complementary and alternative healing therapies, especially yoga.

“Our dream and our goal is to treat the patient and their loved ones, not just the disease, and to have techniques of Eastern healing, proper nutrition, yoga, and meditation combined with Western medicine to fight illness,” Ms. Karan said. “The Urban Zen Foundation is proud to work with Beth Israel’s exceptional staff and Rodney and Colleen Saidman Yee, celebrated yoga masters, to create a new model of integrative cancer care that can be replicated nationally and even internationally.”

Physical renovations of the 9 Dazian oncology floor will include the creation of a special healing space for yoga, meditation, and prayer, all in collaboration with Ms. Karan, architect David Fratianne and feng-shui master Alex Stark.



Morton P. Hyman, Woodson Merrell, MD, Christy Turlington, Ed Burns, and Donna Karan at the 2005 Continuum Center for Health and Healing Benefit

“The optimal healing environment will provide access to a quiet, calm, nurturing space for patients, families and staff,” said Jeanne Kenney, Program Manager of the Urban Zen initiative at Beth Israel. “9 Dazian is a wonderful floor, and the care provided there is already exceptional. The Urban Zen Foundation is helping us to enhance it.”

Yoga therapists trained by Yee and Saidman Yee will offer bedside yoga and relaxation guidance for patients and families. In addition to training its nursing staff in holistic practices, Beth Israel will expand the availability of other complementary medical therapies such as Reiki, healing touch, guided imagery, and aromatherapy.

The grant also allows for the hiring of a patient navigator, whose job will be to guide patients and their families through the often complicated maze of cancer care and to help them understand and access the unique services offered on 9 Dazian.

“Continuum Cancer Centers is committed to the highest standards of patient care and the application of all effective therapies— including complementary and alternative therapies— to help treat and heal patients,” says Louis B. Harrison, MD,

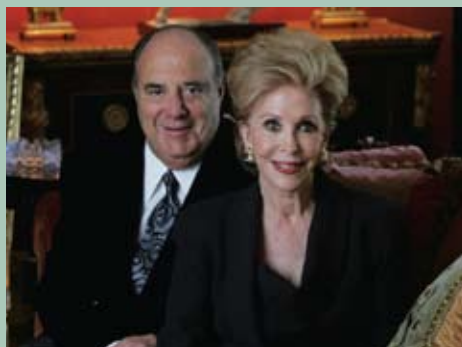
Clinical Director of the Continuum Cancer Centers of New York and Chairman of the Charles and Bernice Blitman Department of Radiation Oncology at Beth Israel and the Department of Radiation Oncology as St. Luke’s-Roosevelt. “We’re delighted to be partnering with the Urban Zen Foundation and the Continuum Center for Health and Healing on this groundbreaking pilot project that is sure to enhance our world-class programs in cancer care.”

A major component of this project is an in-depth evaluation study, which will measure patient experience, clinical outcomes and cost savings. This research will help to determine the clinical and cost effectiveness of this intervention, which is important in establishing it as a replicable model for cancer care.

“This is an incredible opportunity for Beth Israel to gain recognition as a center of excellence for integrative cancer care, a model which is sure to become widespread as more and more people begin to appreciate holistic healing modalities,” Dr. Merrell said. “We are incredibly fortunate to have Donna Karan’s support in making this vision a reality.”

Kaye Foundation Pledges \$1 Million to Emergency Department Renovations

The Carole and Barry Kaye Foundation made a pledge of \$1 million to name the lobby of Beth Israel's David B. Kriser Emergency Department, which is currently undergoing a much-needed renovation and expansion.



Carole and Barry Kaye

The renovations will more than double the size of the Kriser Emergency Department when they are completed in 2009. With the capacity to treat 100,000 patients annually, the new Emergency Department will also incorporate the latest design advances to improve and expedite high-quality patient care.

"The emergency department renovations will enable us to meet the rapidly growing demand of patients needing emergency services in lower Manhattan," said David J. Shulkin, MD, President and CEO of Beth Israel. "We're extremely grateful to the Kayes for their generosity and their vital support of this important project."

Located on 16th Street, the newly designed lobby will become the main entrance to the Kriser Emergency Department. The lobby will be finished in marble and entered through a set of double doors for easier access. It is expected that up to 300,000 patients, family members, and friends annually will pass through the lobby on their way to the reception/waiting room.

"Obviously, the emergency room is a vital part of any hospital. It's the initial point of contact for so many people who are going through one of the most difficult times of their lives," Barry Kaye said.

A dynamic leader in the life insurance industry, Mr. Kaye is the Chairman of Barry Kaye Associates, a national firm he founded in 1968. During the course of his illustrious career, he has won numerous awards, published and lectured extensively, and donated to many philanthropic causes.

Mr. Kaye's friends Carol Green, Larry Phillips, and Bobbie Abrams, longtime supporters of Beth Israel, introduced him to the hospital and the important contributions it makes to the community.

"This is a wonderful hospital with a marvelous background," he said. "Since I'm very close to Carol Green, Larry Phillips, and Bobbie Abrams, I felt close to the hospital and wanted to become involved."

"Hospitals are among the many charities I've been involved with around the country," Mr. Kaye said. "Looking around, I found that one of the most important hospitals in New York concentrating on the kind of medicine I'm interested in was Beth Israel."

Benefit for Pediatric Epilepsy

On May 15, 2008, more than 200 guests gathered together to raise \$75,000 for Beth Israel's Pediatric Epilepsy Program and Roosevelt's Developmental Disabilities Center. Held at the Yale Club, the benefit featured entertainment by Mike Simmel of the Harlem Wizards as well as singing by tenors James Russell and Matthew Surapine. Jim Ryan, veteran television reporter and anchor, served as Master of Ceremonies. The event's proceeds will be used to expand programs to serve the needs of children and developmentally disabled adults.

Jonathan Beiner, Saadi Ghatan, MD, Mike Simmel, Patty McGoldrick, NP, Daniel Beldner, Stephen Wolf, MD, Sophia Alessci, and Jim Ryan



Mae Wong Gift Supports New Asian Unit

Mae Wong, wife of honorary trustee Richard Wong, recently gave \$20,000 as seed money to refurbish a new inpatient unit at Beth Israel that is specially geared toward Asian patients.

"I hope that the renovations will transform this now-standard unit into one that will incorporate Asian cultural decor and flavor—a unit that will give Asian patients a more comfortable and peaceful environment for healing," Mrs. Wong said.

With this start-up gift, Mrs. Wong hopes that additional support from the Asian community will be forthcoming. Following her example, her daughter and son-in-law, Boji Wong and Ben Berkman, have already given \$10,000 to this cause.

The Wongs have been associated with Beth Israel and active in the Asian community for more than 30 years. In seeking support for this project, Mrs. Wong has approached community members of diverse backgrounds, and architect Kevin Hom has volunteered to consult on the project. Mr. Hom is a partner of Kevin Hom and Andrew Goldman Architects, PC, a firm that does hospital design work all over the country and



Back Row: Polly Wan, Wan-Ling Lam, MD, Selina Chan, RN, Gail Donovan, Tak Kwan, MD, and Kingston Lam. Front Row: Mae Wong, Richard Wong, Juan Yi Zhou, and Lucia Chan

was named "2008 Firm of the Year" by the Society of American Registered Architects.

"Going to a hospital can be stressful enough, then entering into a foreign environment adds to that stress. Improving the environment will help reduce this stress, which I believe will promote the healing process in the patient," Mrs. Wong said. "Making this unit more culturally familiar and welcoming to Asian patients will also help ease the anxiety, both for the patient and the family."

The dedicated inpatient unit features a bilingual staff, including a social worker, as well as a special chef to cook Chinese-style food. Located on 11 Linsky, this 14-bed unit will be redecorated in an Asian style and will also feature televisions that can play Chinese-language shows and movies. A

library designed by a friend of Mrs. Wong's will offer reading material in Chinese and other languages.

"We are very grateful that Mrs. Wong is so involved with this project and has devoted so much of her time and resources," said Selina Chan, RN, Administrative Director of the Asian Services Program (ASP). "More and more Chinese patients are coming to Beth Israel, and an Asian unit like ours offers many benefits and helps make their hospital stay more comfortable."

"In the Chinese community, Beth Israel currently has very high name recognition," Ms. Chan noted. "Now many people in that community are making Beth Israel their hospital of choice."

Family Center for Bipolar Disorder Ribbon Cutting

On June 4, more than 100 people gathered to celebrate the dedication of BI's Family Center for Bipolar Disorder, the first clinical program to systematically involve families of bipolar patients in every phase of care.

The center is a new program of the Zirinsky Mood Disorders Center, generously established by Cynthia Zirinsky. "Cynthia is one of New York's leading advocates for people with mental illness," Beth Israel's President and CEO David J. Shulkin, MD, said.

Also that night, Igor Galynker, MD, Associate Chairman of Psychiatry and founder of the center, announced that the reception area would be named in recognition of Lucy Lamphere, the center's chairman of the board of directors. "Lucy has worked tirelessly on behalf of our patients and their families and we are proud to recognize her leadership and generosity with this naming," Dr. Galynker said.

David J. Shulkin, MD, Igor Galynker, MD, Cynthia Zirinsky, Lucy Lamphere, and Arnold Winston, MD

