

# YOUR RWJ NEW BRUNSWICK IMPACT

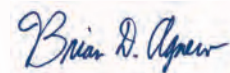


UNIVERSITY HOSPITAL  
FOUNDATION



## Your RWJ New Brunswick Impact

I am pleased to present the second edition of *Your RWJ New Brunswick Impact*, which highlights stories about the impact donors have made at Robert Wood Johnson University Hospital. These are just some of your incredible stories – there are so many reasons why you may have chosen to support us, and it is for each of those reasons that we owe you thanks. I look forward to continuing on this journey with you.



**Brian D. Agnew, Ph.D.**

Senior Vice President for Development, Robert Wood Johnson  
University Hospital  
Corporate Chief Development Officer, Robert Wood Johnson  
Health System

## THE IMPACT OF YOUR GIFTS

### Easing Anxiety for Pediatric Patients

The Child Life Program at The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital helps minimize the psychological and emotional impacts an illness may have on children and families. Child Life Specialists help children cope with hospitalization by providing age-appropriate education to patients and family members, interventions that support growth and development, and preparation for medical procedures. Much of this is accomplished through play activities that are a critical part of relieving anxiety and helping children develop a sense of mastery and control. Recently, the Margaret and Peter Chang Foundation generously provided funding for a Child Life Specialist dedicated exclusively to surgical patients and families. This dedicated staff member explains what will happen in the operating room as well as in recovery, often using puppets to demonstrate. She also greets and prepares family members for what to expect on the day of surgery. Expanding the Child Life Program into the surgical setting has proven critical in reducing the stress of surgery for both the child and the entire family.

### Targeting Cancer on a Whole New Level

Thanks to a lead gift from the Blanche and Irving Laurie Foundation as well as support from individual donors, Robert Wood Johnson University Hospital recently opened the new Laurie Proton Therapy Center. Proton Therapy is the latest technology in fighting cancer, and very few hospitals have access to it. Instead of conventional radiation therapy to destroy cancer cells, proton therapy uses a beam of protons that can be aimed directly at the tumor. There is less damage to surrounding tissue, and doctors can use a higher dose of radiation than conventional therapy. The treatment is painless, has mild side effects, and there is minimal risk. While both approaches work to selectively destroy cancer cells, the proton beam provides far greater control to target very specific areas, which is especially critical when dealing with cancers in hard to reach or sensitive areas, such as the brain and near vital organs.



*Department of Speech and Hearing (above); Laurie Proton Therapy Center (below left)*

### The Gift of Hearing

For children who are born with or develop severe hearing loss, hearing aids may not be enough. Fortunately, cochlear implant surgery can help, although a hearing aid is still required both before and immediately following surgery. Most health benefit plans are required to provide coverage for hearing aids for children, however, there are some exceptions, and approval can take months. Because time is of the essence, the sooner these children receive hearing aids, the better their prognosis for their success in developing speech and language. Thanks to the generous support of donors, the hospital started a hearing aid loaner program that will make a huge difference for our pediatric patients awaiting the gift of hearing.

### Unrestricted Giving Plays a Pivotal Role

The Fund for Excellence is an unrestricted fund that allows the Foundation to meet whatever needs the hospital may have at any given time. For example, gifts made to the fund have been used to purchase additional portable defibrillators. These lightweight, full-featured defibrillators can be used by Mobile Health Service personnel in the field as well as when transporting critical patients through the hospital or via ambulance. All the resources of a standard defibrillator are packed into a device that weighs less than 12 pounds. Thanks to the generosity of donors, portable defibrillators are enabling us to provide reliable care that is faster and more efficient.

## THE IMPACT OF YOUR GIFTS

### Art as Therapy

The Dr. Penelope Lattimer Creative Arts Therapy Program was established in honor of Penelope Lattimer, Ph.D., who spearheaded fundraising efforts and helped raise \$100,000 to launch the program. In the hospital, art therapy functions to give patients a voice and an opportunity to be heard throughout the process of hospitalization. This is especially important for children, who may have a more difficult time articulating their feelings about being hospitalized. The impact of art therapy sessions can dramatically change patient outcomes both physically and emotionally – one patient remarked that after her sessions she could rely upon art-making to express herself when she feels like she cannot share her feelings with other people. Art also helped her to cope with her illness and look positively towards recovery.

### Driving Student Success in Healthcare

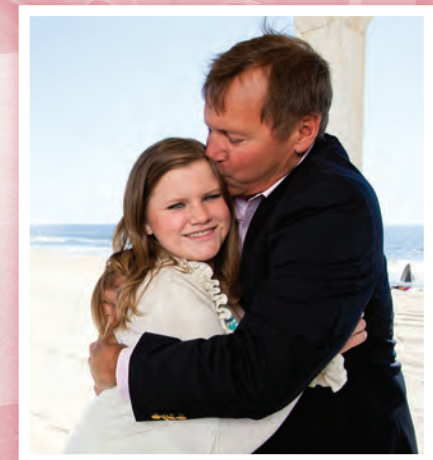
Through the Health Professions Scholars Program at Robert Wood Johnson University Hospital (RWJ), students at the New Brunswick Health Sciences Technology High School participate in mentoring and shadowing activities, as well as summer internships, to prepare them for careers in healthcare. Thanks to generous donors like TD Charitable Foundation, we continue to grow this program year after year, as well as offer graduates additional financial support to pursue their college degrees in health-related professions. After obtaining their degrees, many alumni of the New Brunswick Health Sciences Technology High School have returned to continue their careers with RWJ. Alumna Stephanie Torres-Olivos is one such student. Stephanie graduated from the school in 2009, and after obtaining her Bachelor of Arts and nursing licensure in 2013, she joined the RWJ family as a registered nurse on 4 West. Stephanie is very appreciative of the support provided by donors, “Your generosity is helping students just like me pursue their dreams, and for that, we are forever grateful.”

### Devoted Dad

Although Bridget McNamara is now an active and social 16-year-old, when she was three she was seriously ill and a patient at The Bristol-Myers Squibb Children’s Hospital at Robert Wood Johnson University Hospital. “The doctors were phenomenal, and the nurses were amazing. They were kind, smart, dedicated people,” says her dad, Kevin T. McNamara. Being close to home also enabled the McNamaras to pay more attention to their son Sean, who was six at the time. In gratitude for Bridget’s care, Kevin has served as chairman of the annual Children’s Health Golf Outing, which raises over \$100,000 in donations for the Children’s Hospital. “We want to ensure that any other child who is sick with any disease has the same opportunity that Bridget had,” said Kevin.



*Creative Arts Therapist and patient at The Bristol-Myers Squibb Children’s Hospital (top); Representatives from David B. Crabiel’s family and the David. B. Crabiel Scholarship Foundation, generous supporters of the Health Professions Scholars Program (center); Kevin McNamara and his daughter, Bridget (bottom right)*



## THE IMPACT OF YOUR GIFTS



*Dr. Nancy Sun using new pediatric cataract surgery equipment at the Center for Advanced Pediatric Surgery*

### Giving Sight to Children

In 2006 Todd Spiegel's son began experiencing problems with his eyesight. His ophthalmologist, J. Mark Engel, M.D. expressed concern that his issues could be caused by Lyme disease and urged the Spiegels to take him straight to The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital for evaluation. Indeed, Dr. Engel was correct about the diagnosis, and their son was able to receive immediate treatment that prevented further complications. In collaboration with Todd's two brothers and his mother, the Spiegel family repaid their gratitude with a gift in support of the Center for Advanced Pediatric Surgery, which opened in 2013. After recently touring the Center, the Spiegel family made yet another gift – this time to provide pediatric cataract surgery equipment for the Center. Currently, many children travel out of state for such surgery – but now they will have closer access to the highest quality of care right here in New Jersey. The impact of this second gift cannot be understated: surgeons expect to perform 50 to 60 pediatric cataract procedures in the first year alone thanks to the Spiegels' generosity.

### Promoting Community Health

The Johnson & Johnson Family of Companies has actively supported our Community Health Promotions Program for several years. For example, the Latino Diabetes Wellness and Prevention Program (LDWPP) is just one of many services that is thriving due to their support. In collaboration with the Eric B. Chandler Health Center, the LDWPP addresses critical needs for diabetes education and outreach amongst New Brunswick's Latino population. Features of the program include self-management education classes, healthy lifestyle workshops, and free membership to the RWJ Fitness and Wellness Center. All information is offered through bilingual educators and outreach workers as well. Thanks to Johnson & Johnson's support, the program is making great strides in improving the health and well-being of our city's residents. Last year over 200 people participated in the program with 69 percent demonstrating improved health and wellness screenings.



*Members of the Liberty HOG Chapter motorcycle group*

### Harleys and XBOX Systems

For 16 years, members of the motorcycle group, the Liberty HOG Chapter, have delivered holiday cheer to our pediatric patients and their families at The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital. Last fall's ride was a perfect day, and more than 700 cyclists brought over 2,000 toys – including 18 XBOX systems donated by Capco. Santa and Mrs. Claus were along for the ride and hand-delivered toys to patients currently hospitalized. It is so important for our children to experience the magic, wonder, and excitement of Christmas, Hanukkah, and the winter holidays while they are hospitalized, and groups like the Liberty HOGs and Capco make it all possible. The Liberty HOG toy run is our largest toy donation, and we are very grateful for the generosity the group has shown us year after year.

### Beads of Courage for Our Children

The Amanda Styles Cirelli Foundation was established in memory of Amanda, who passed away at age 29 from a rare form of cancer. As a teacher and aunt, her deep love of children inspired the Foundation's mission to provide funding for cancer research as well as resources to help children during hospitalization. One of the programs they have sponsored at The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital is "Beads of Courage." Pediatric patients are given special beads to mark each milestone in their treatment; as the beads grow they become visible symbols of strength and provide a positive coping mechanism for children and families. The beads also provide a tangible object that children can use to talk about their experience during treatment and after. They are bright, colorful, and beautiful reminders of the courage these children embody every day.

## THE IMPACT OF YOUR GIFTS



Stroke survivor Garry Goldberg

### Life-Saving Training

Johnson & Johnson employee Garry Goldberg suffered a stroke while at work. Luckily a colleague had been trained in all the signs and symptoms of stroke and was able to immediately get Garry the help he needed. The Comprehensive Stroke Center at Robert Wood Johnson University Hospital was ready for Garry's arrival and fortunately, he made an amazing recovery – in large part due to the quick thinking of his well-trained friend. Garry wanted to pay it forward and support stroke-awareness programs that train people like his coworker. So Garry made a donation, along with a match from Johnson & Johnson, to the Advanced Stroke Life Support (ASLS) program, which certifies nurses, EMTs, and other medical personnel to become trainers in stroke-awareness, who then in turn teach others to recognize and react to the symptoms of stroke. Support from donors like Garry, as well as corporate partners, is helping to grow not only the training we provide to other healthcare workers, but also to support educational programs and professional development for the Comprehensive Stroke Center as a whole.

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