

MJHS Celebrates Hospice and Palliative Care Month

Never is the MJHS statement “Caring every minute, every day” more apparent than during November, National Hospice and Palliative Care Month. During this time, MJHS proudly offers special events for hospice caregivers, staff and families. From continuing education to remembering loved ones, MJHS is proud to join with fellow New Yorkers and continue the spirit of caring that has defined the organization for more than 100 years.

Hospice Plays on Broadway

MJHS Foundation also revisits one of its most cherished November traditions: **Hospice on Broadway**. This year’s outing will give supporters a hilarious and unforgettable evening of theater with **Relatively Speaking**, featuring three one-act plays by three legendary writers: **Ethan Coen**, **Elaine May** and **Woody Allen**.



The performance takes place:

November 13, 2011 3 p.m.
The Brooks Atkinson Theater
256 West 47th Street
New York, NY 10036

Proceeds will help MJHS Hospice and Palliative Care provide culturally sensitive services to New Yorkers in need. Tickets are available now.

▶ [Contact the Foundation at \(718\) 630-2664 or visit www.mjhsfoundation.org](http://www.mjhsfoundation.org) to learn how you can be a part of the laughs and fun.

Biannual Service of Remembrance

Each November, MJHS Hospice and Palliative Care hosts a commemorative service for family members. As with the spring services, the Fall Service of Remembrance will bring New

Yorkers together to remember their loved ones. Attendees sing, listen to musical offerings and inspirational words, as well as participate in a candlelight vigil.

▶ Please call the Bereavement Center for further information and exact locations at (212) 844-5754.

Continuing Medical Education Symposium

Providing hospice and palliative care is an ever-evolving and improving endeavor. That is why MJHS is co-sponsoring, with the Department of Pain Medicine and Palliative Care of Beth Israel Medical Center, a continuing medical education symposium entitled “Hospice and Palliative Care: 2011 Update for the Specialist Team.”

Through an array of experts, the conference will cover topics of crucial interest, such as:

- International, national and state issues in hospice and palliative care
- What’s new in pain management
- Pain management in advanced illness
- The interdisciplinary team: contributions and stressors

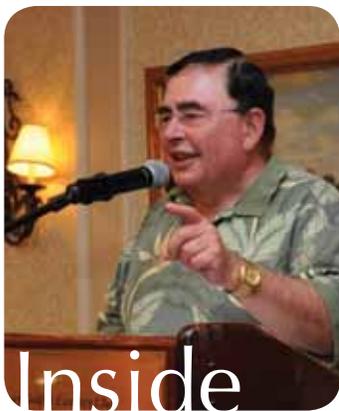
- Psychiatric and psychological issues
- Issues in symptom management

The all-day conference takes place:

November 29, 2011
New York Marriot Marquis
1525 Broadway
New York, NY 10036

The conference is geared to palliative care specialists, pain specialists, general practitioners, nurse practitioners, pharmacists, allied health professionals, fellows, residents and medical students.

▶ [For more information about the conference, visit www.chpnet.org/cme](http://www.chpnet.org/cme), or contact Kierston Gaston at kgaston@chpnet.org or (212) 420-4713.



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Roadmap for a Cause



I know at least 100 golfers who want a “hole in one.” There are at least as many people who would like to “be a better friend” than they have been. And there are others who would like to see the northern lights once in their lifetime.

These are just three of the many items that appear on “bucket list” websites of things people would like to accomplish in this world before they die. The idea of people thinking about their mortality and then actually making a road map seems to have become a cultural pastime. People are coming to terms with the reality that life is precious, finite and made for productivity.

The road map may take the form of a simple demonstration of passion for a cause, a cause like serving the unique needs of tens of thousands of people from all walks of life through the MJHS system of health care services.

With the approach of Rosh Hashana, reflecting on our purpose and then actualizing a plan to reach it may be the best way to contribute not only to personal growth, but to affect the greater good as well.

Strength comes from unity and a commitment to a shared mission. At MJHS, this critical mission, with your participation—to serve the medical, emotional, cultural and spiritual needs of each patient daily—has made MJHS one of the most expansive health systems in the region.

In these pages of *Foundation in Focus*, you will read about our nurturing and culturally diverse collaborations, our continuing series of patient profiles, significant partnerships and our continuing legacy of philanthropy through provision of Hospice and Palliative Care, Rehabilitation and Nursing Care, Pediatric and Adult Home Care, Adult Day Health Care and an array of Health Plans.

Despite the uncertainty of the times, MJHS progress continues. We look to aligning the efforts of corporations, our capital campaign and individual donors to fuel our innovative efforts. I offer my sincere thanks to each of you for your steadfast support—past, present and future—and hope that we remain a significant part of your road map.

A Happy and Healthy New Year to you and your families.



David Nussbaum
Executive Director
MJHS Foundation

Donor Spotlight: Every Day Brings Applause

As told by Jennifer Cecora

Years ago, a hurricane ripped through Coney Island. Shorefront Center for Rehabilitation and Nursing Care employees were prepared—long before a single raindrop fell or wind chimes clanged. Every single precaution was taken to keep residents and patients dry, safe, comfortable, as well as calm. The dramatic experience strengthened the already close Shorefront community of caring. And one of the key players throughout all of this was the Medical Director: my late husband, Dr. Raymond Cecora.

I first met Ray in a hospital elevator. He was an internal medicine resident and I was a ward clerk. The elevator got stuck and we were the only ones in it. We married in 1979 and eventually had three wonderful boys.

Just Like Family

For nearly 25 years, Ray, known to all as “Doc,” was a respected Medical Director at MJHS. He spent his later years at Shorefront and had a way of making MJHS residents and patients feel like family.

Over time, Shorefront became an extension of our home. Our children visited with residents and enjoyed running along the world famous boardwalk. We enjoyed the family-oriented activities, especially the summertime BBQs.

When my mother-in-law suffered a stroke, she moved to Shorefront. The location was perfect. There she was under my husband’s medical care and received amazing rehab. Plus, Jane, my sister-in-law, lived close by and could visit regularly. Was my mother-in-law a VIP? Absolutely! And so is every other Shorefront patient and resident. Until her very end, she was comfortable and at peace. She is greatly missed.

I remember my late mother-in-law quite fondly. Often, her grandchildren took turns performing scales and sonatas on the beautiful baby grand piano. The music brought a sweet mix of laughter and love into her home on weekends and holidays.

After my mother-in-law passed away, the piano moved to our home. Ray and I didn’t really have space for it, yet having it made us feel close to the beloved matriarch.



Bravo! A donated piano brings music and joy to Shorefront.

After Ray passed away in November 2010, the piano became more significant. It needed to be in a great place, where it would bring joy to countless lives.

I soon realized that Shorefront was the perfect place. When my husband and mother-in-law were alive, they brought so much joy to the lives of others. At Shorefront, the piano brings people together and helps many recall special memories or happily live in the moment.

Plus, Shorefront already has so many dynamic music-based programs. All are good for everyone’s heart, body and mind.

Best Curtain Call

As Shorefront residents and patients were being safely evacuated in advance of this year’s Hurricane Irene, a nurse lovingly played my mother-in-law’s piano. Each note offered anxious seniors an oasis of calm. A donation made to MJHS Foundation can mean so much in the most unexpected ways.

I’m sharing some of my story because I hope it will encourage more people to give in their own special way. It’s important to give back to a place that has given you or your loved one so much. Your contribution is the best curtain call.

About the author

Jennifer was born in Brooklyn and is now a Long Islander. She is an executive headhunter for physicians in the health care field.



Menorah Hospice to Light Up Lives

MJHS’ Sixteen Lights campaign fittingly played host to many local Asian luminaries around the time of a famous moonlight festival this autumn.

On September 19, a few days after the Asian Festival of the Moon, MJHS hosted a luncheon and tour for 80 Asian

community leaders at its oceanfront Menorah campus. Menorah is where MJHS will build, via its Sixteen Lights campaign, an innovative hospice inpatient unit for people of all faiths. It will be one of the only hospice options for both children and adults in New York.

The Festival of the Moon is an important time, when Asian Americans gather to pay tribute to family and the bright mid-autumn moon that symbolizes it. This year, many

also gathered to consider a bright new concept in hospice care.

“The image of lights is so appropriate,” says Lily Wang, MJHS Director of Asian Programs. “The new inpatient unit will light up the lives, and lighten the load, of grieving, burdened Asian families wrestling to bring peace to loved ones whose illnesses need stabilizing. Patients and families will enter the healing process together, in an environment respectful of their traditions.”

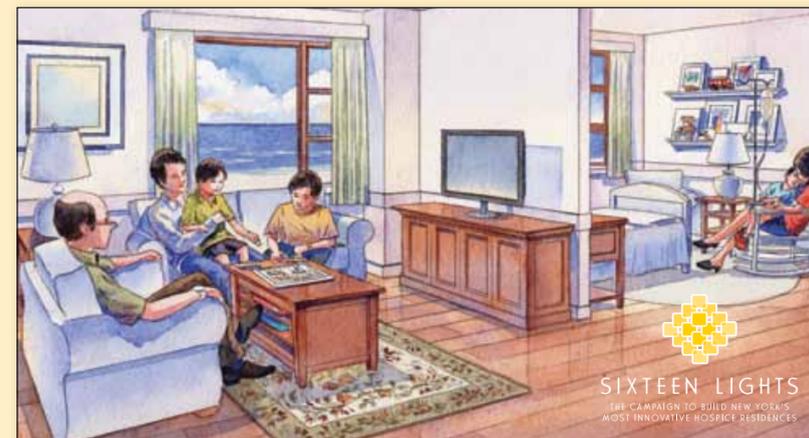
The new inpatient unit will be medically intensive, multidisciplinary and culturally sensitive. It will treat not just patients’ bodies, but their hearts and minds.

The numerous services available—psychological, spiritual and medical—include music therapy, as written about in *The New York Times*. The music therapists will be versed in Asian music. Families will stay overnight. Staff will speak many Asian dialects and be trained in many Asian traditions.

“MJHS hospice is not about ending life, but about bringing life to the end of days,” says Wang.

MJHS has already cared for more than 600 families in its home Asian hospice program, which was launched in 2008. It now has eight staffers with special skills in Asian

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tradition, culture and medicine, including three RNs, a reverend, a community liaison, a team assistant, and a social worker speaking Mandarin, Cantonese and Fujian.

At the September luncheon, MJHS officials gave community leaders a tour of the oceanfront site. They illustrated some of the many ways MJHS hospice already serves the Asian community. Recently, the staff intervened for a hospice patient when U.S. Customs confiscated money sent to her, meant for her upcoming funeral.



Patients and families will enter the healing process together, in an environment respectful of their traditions.

The MJHS team explained to customs officials the money was for a funeral and was sent in a culturally appropriate manner. Customs released the funds. When the patient asked to thank the team in person, Wang visited with two MJHS Buddhist chanters. They all chanted together. The patient died, at peace, the next day.

“We were so honored to help,” Wang says. “It is forever an honor to help this community.”

For more information, please contact Lily Wang at lwang@mjhoundation.org or 718-921-7692.

MJHS Golfers Score Again!

“A hole in one!” proclaimed *The Jewish Voice*

The publication was referring to this summer’s 13th Annual MJHS Foundation Golf Classic, where high-spirited philanthropic golfers soared past all records to raise more than \$945,000.

“MJHS’ altruistic athletes scored the biggest single day of fundraising in MJHS history,” said Golf Classic Co-Chair Randy Klein. “They honored the tradition of the four Brooklyn Ladies who founded this charitable organization in 1907 to help the poor and elderly. MJHS is enormously grateful for their vision and the vigor with which they have pursued it. They have helped make us one of the most expansive not-for-profit health systems in the region.”

Over 200 good-hearted golfers hit the putting green and driving range in the morning. At noon they teed off, while non-golfers swam, strolled around the club and played Texas Hold ‘Em.

“There was a palpable electricity in the air,” *The Jewish Voice* noted of the moment when the guests entered the reception, which was designed to offer a warm thank you to donors, with its beautifully displayed carved sirloin, lamb chops and pastas.

High-spirited philanthropic golfers soared past all records to raise more than \$945,000.

During the reception, boxing heavyweight and living legend Gerry Cooney struck the classic fighter’s stance for photos alongside high-heeled fans, a pose he cheerfully adopted often on the course that day.

Legendary Super Bowl coach and MJHS Golf Classic Honorary Chair Dick Vermeil moved among the crowd, thanking all for their heartfelt dedication and humor. “I am being sincere when I say how much fun this is.”

A video was shown of Honored Guest Ike Assael, Chair of many MJHS boards, and MJHS Foundation Immediate Past Chair. Unable to attend due to a broken hip, Assael noted he would use MJHS Home Care, as he has in the past. “I’m proud of this amazing organization.”

Many awards were given. Peter Nussbaum, Saul Greenspan, Barbara Hiney and Joanne

Scillia graciously accepted “Most Honest Scorekeepers.”

Taking first place was the Simone Consultants Team: David Hardy, Jared Shure, Bob and Bill Simone. In Second Place was the Unitex Team: Barry, Dan and Ellen Rothenberg, and Eric Rubin. In Third Place was the



1

1 Howard Siegel, Dick Vermeil, Tom Ward, Luis Zumbado Fred Siegel, Rich Mikka



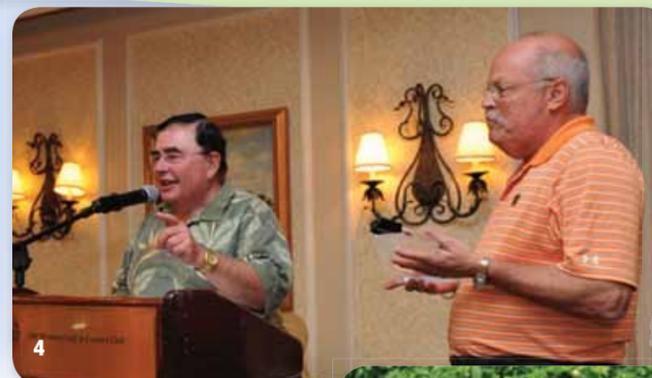
2

2 Elliot Feldman, Seth Yerk, Dick Vermeil, Benjamin Feldman, Scott Gilbert



3

4 Steven Silva, Larry Abrams, Ken Brown, Jay Motel



4

4 Eli Feldman, David Nussbaum



5

5 Dick Vermeil, Ron Milch



6

6 Joey Cohen, Sam Mezrahi, Dick Vermeil, Tom Ward

7 Temi Feldman, Rose Pereg, David Nussbaum, Sue Caputo

8 Gerry Cooney, Peter Nussbaum



7

Medstar Team: Rich Cotler, Steve Lieberman, Zeb Pirzada and David Rabbiner.

The Foundation is grateful to all who contributed, including Bestcare and Special Touch Home Care Services (*Ace Level donors*); Northwestern Mutual, TD Bank, and Allen Health Care Services (*Eagle Level donors*); Chem Rx (*Birdie Level donor*); Stonebridge Medical, First Response Ambulance, and Cadwalader, Wickersham & Taft (*Back Nine Level donors*); Community Home Care Referral Service (*Up and Down donor*); and The Printing House (*Rub of the Green Level donors*).

For more on this, visit www.mjhsfoundation.org.



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Action Seekers Wanted!

Movie stars do it. Star athletes, too. For many, it's a tradition of family, faith or even school.

What is it? Volunteering! And MJHS Foundation needs lots of volunteers—for events, our website, administrative support, donor relations and more.

The time commitment is as much as you can offer: a couple hours a week or a few hours a day. In fact, if you've ever wondered how celebrity event planners make everything

look so easy or have ideas on how we can better spread the word about MJHS, become a volunteer.

It's important. Volunteers are the heart of our organization, starting with the Four Brooklyn Ladies who looked around their community, saw a need and created something remarkable. Their legacy is MJHS.

Ways to help: Volunteers enhance the talents of our small staff. New York is full of phenomenal people who are whizzes with numbers and spreadsheets or love operations and checklists. Many are creative geniuses. Plenty have a broad social network and are always getting their friends and family involved with great causes. Some just like to help out wherever and whenever they are needed. People who give their time to help share their talents have one thing in common: selflessness! We think that describes you.

Who: Anyone who is enthusiastic about, and dedicated to, the mission of MJHS and the Foundation—especially students; stay-at-home and actively working professionals; retirees; current friends of MJHS and all who are interested in philanthropy, events, accounting, donor relations and administration.

Time Commitment: A few hours a day or a few hours a week. Whatever your schedule allows.

Benefits: Students may be eligible for academic credit. Volunteering is also a great way to enhance your resume, learn the inner workings of philanthropy, (re)connect to the work environment and share your talents.



Sophie Torres and Celina Rappa recently volunteered with the successful Reaching for the Stars event to benefit Sixteen Lights: The Campaign to Build New York's Most Innovative Hospice Residences.



Erika Kleinberg and Nicole Beckford at the golf outing.

"A few hours a day or a few hours a week, whatever your schedule allows..."

Next Steps Volunteer application can be downloaded at mjhsfoundation.org or available by contacting Emily Pring at 718-759-4651 or epring@mjhs.org. And invite your friends to volunteer with you!

MEET THE BOARD: Leaders, Stewards, Supporters

Dr. Suzanne Cutler and Martin Marcus were honored last fall by MJHS Hospice and Palliative Care and MJHS Foundation. Their dedicated leadership, as well as outstanding stewardship, contributions and support—as Trustees of Jacob Perlow Hospice—helped create the new MJHS Hospice and Palliative Care. Today, both are members of the MJHS End-of-Life Care Committee.

In this interview, Cutler and Marcus discuss philanthropy, define hospice in personal terms and highlight some of the reasons why MJHS is one of the largest hospice and palliative care programs in the region.

About Philanthropy

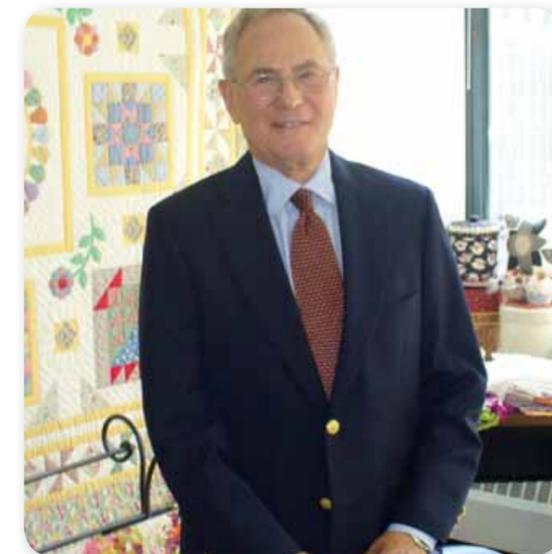
Cutler: My family is philanthropic. We enjoy giving—as volunteers and donors. Few people know that hospice programs are required by law to have volunteers, distinguishing it from other types of care. This mandate is one of the many reasons why the MJHS Trustee role is the right fit for me.

Marcus: My father had eight siblings. His family lived modestly and gave generously. This culture of philanthropy continues to be passed from one generation to the next. I have supported health care organizations in one way or another for more than 20 years.

Getting Personal

Cutler: Like most people, I initially thought hospice was about dying. I have, however, witnessed the beauty of our hospice and how we care not only for the patient but the family and friends—both during and after their loved one's death. Supporting family and friends at a difficult

Marcus: Board service has opened my eyes. Over the years, friends have chosen our hospice inpatient unit at Beth Israel as the place of care for their dying parents. I recall seeing our staff doing such remarkable work. Even during the most emotional times, patients and families genuinely appreciated our personal attention, our caring in action.



Martin Marcus

There is clear consensus that MJHS Hospice has a strong compassionate touch. And what is happening with our palliative care program is equally impressive.

Thinking Ahead

Cutler: Our hospice memorial service is one of the most moving experiences I've witnessed. Family representatives share stories, beautiful music is performed, and the spiritual element anchors participants. In time, family members even become volunteers and donors.

Still a new Trustee, I'm equally impressed with the board's emphasis on palliative care, as well as expanding outreach to Chinese and Latino communities. Another aspect that is very special, although sad, is the focus on children. This unique specialty of our hospice program will become even more important when the new hospice inpatient residence is built on the oceanfront campus of the Menorah Center for Rehabilitation and Nursing Care.

Marcus: In addition to our medical expertise, our organization is often lauded for being empathetic and sensitive to people of all backgrounds. Our ability to consistently do so for everyone, during what is often a time of great stress and pressure, makes people feel respected and valued. Although I'm new to MJHS, compassion, dignity and respect are obviously first-tier priorities, along with quality of care and patient satisfaction.

Everyone at MJHS—regardless of title and role—knows their work really matters. And the Brooklyn Ladies have captured people's imagination, as well as defined what it means to care.



Dr. Suzanne Cutler

time, without stepping across a very amorphous line, is a unique skill of our program.

Our focus is on quality of living, and it helps make those last days and months very special and as pain-free as possible through a broad scope of services. People expect spiritual counseling but not, for example, music and art therapy.

Excellent care is expensive though. Limited government funds make philanthropic and volunteer support critical. Our creative arts program is particularly notable because the cost of music and arts therapy, so valuable to patients, is primarily covered by private donations and grants to MJHS Foundation, not by Medicare, Medicaid or medical insurance.

About Dr. Suzanne Cutler and Martin Marcus

At the time of her retirement, Cutler was an Executive Vice President of the Federal Reserve Bank of New York, in charge of the Bank's Corporate Group. She was also the Bank's Contingency Officer and a member of the Bank's Management Committee. Marcus is president of Marcus Brothers, a leading designer and importer of craft, quilting and other textile products, and manufactures product in five overseas countries.

Foundation *in Focus*

Published by MJHS Foundation

MJHS Foundation provides financial assistance for the charitable efforts of MJHS and its affiliated agencies.

The philanthropic spirit of The Four Brooklyn Ladies has been a cornerstone and guiding philosophy of MJHS for over 100 years. The culture of philanthropy they inspired led to the formation of MJHS Foundation, which has been instrumental in raising the funds necessary for the provision of charitable health care as well as the development of innovative services and programs to serve our growing community. The extraordinary efforts of MJHS would not be made possible without your generous donations to MJHS Foundation.



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