

CENTER CONNECTIONS

The Power of Philanthropy

WASHINGTON HOSPITAL CENTER • SUMMER 2006

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Readership Survey: Respond and Get a Gift!

VETERAN FUND-RAISER HEADS FOUNDATION

Arlene Snyder, CFRE, Brings Philanthropy, Health Care Organizational Expertise

The first day of work for Arlene A. Snyder, CFRE, did not include New Employee Orientation or a staff meeting—it was a whirlwind of meeting doctors, donors, employees, volunteers and representatives of many of the companies that do business with Washington Hospital Center. Snyder officially joined the hospital on May 15, which meant her first day of work was with the rest of the Foundation staff at the 13th Annual Golf & Tennis Classic.

As the newest member of the hospital's executive team, Snyder comes to Washington after more than 10 years as president of Western Pennsylvania Hospital Foundation. Snyder established the strategic direction for hospital philan-



"The Hospital Center is known nationally for caring for top leaders and people from all walks of life, on a daily basis and at times of national disaster."

—Arlene Snyder, CFRE
Senior Vice President
Development

thropy, and also served as vice president, development, for West Penn Allegheny Health System. She worked with the hospital CEOs

in the system to establish development offices at each of the six hospitals, and coordinated policies and procedures to ensure "best practices" at each institution. Previously, she served as executive director of Vintage, a geriatric center for health and longevity. Her responsibilities there included fund raising and organizational development.

Snyder says she was attracted to the Hospital Center because it "is known nationally for caring for top leaders and people from all walks of life, on a daily basis and at times of national disaster. In Pittsburgh, Washington Hospital Center is also known by the high quality health care leaders it has attracted over the years."

President James F. Caldas and other leaders also influenced Snyder. "I was attracted to his drive to make a

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Georgetown Event Honors Arnold Kwart, MD



Jon Miller (standing) watches while brother Herb prepares to take the controls of the da Vinci® S™ Surgical Robotic System, on loan for the May 4 event honoring Dr. Arnold Kwart. Herb and Patrice Miller opened the doors to their historic Georgetown home for the occasion. See story on page 2.



Washington
Hospital Center
Foundation
MedStar Health

“People Giving Equals People Living,” Says Grateful Patient

MILLERS HOST SUCCESSFUL EVENT

On a brilliant spring evening, Herb and Patrice Miller generously treated 150 donors and friends of Washington Hospital Center to an insider’s glimpse of their magnificently restored federal-era mansion and its gardens. It was their way of honoring Arnold Kwart, MD, chair of the hospital’s Department of Urology, not only for his many region-wide contributions to the field of urology throughout his career, but also for providing critical health care and medical guidance to Herb’s brother Jon.

“I can’t thank Dr. Kwart enough for what he did for me,” Jon Miller says. “And in return, we would do anything we can to help him. I’m sure there are other families out there who feel the same way.”

In addition to honoring Dr. Kwart, the evening’s festivities included a hands-on display of the \$1.5 million *da Vinci*® S™ Surgical Robotic System, on loan for the occasion. If Dr. Kwart’s dream comes true, the ultra-sophisticated medical innovation will soon have a permanent home at Washington Hospital Center, the region’s largest and most experienced hospital.



(L to R) Ken Samet, former president of Washington Hospital Center and now president and chief operating officer of MedStar Health, with Arnold Kwart, MD, chair of the hospital’s Department of Urology, and the leader behind the drive to purchase the *da Vinci* system.

“Medicine is in the midst of a revolution,” says Dr. Kwart, who has spearheaded the effort to bring this futuristic technology to the Hospital Center. “And robotic surgery is leading the way, allowing us to operate on the tiniest and most delicate structures while preserving healthy surrounding tissue.”

Grateful patients, the Foundation Board of Directors, the Women’s Auxiliary, and the hospital’s Medical and Dental Staff share



Gary and Carol Berman take a moment to test their skill at robotic surgery.

New Members Join Board

John Sargent, chairman of the Foundation, recently welcomed two new members who will share their time, talent and experience to help the board achieve its fund-raising goals.

Albert J. Edmonds, Lt.Gen.USAF (Ret.), is founder and chairman of the consulting firm Edmonds Enterprise Services, Inc. (EES), as well as CEO of Logistics Applications Inc., a wholly owned subsidiary of EES. Previously, Edmonds held various executive positions with Electronic Data Services, eventually becoming president of the \$3.5 billion U.S. Government Division. He also served as president of TRI-COR Industries.

In 2002, *Fortune* magazine recognized Edmonds as one of the top 50 most powerful African-American executives. During the same year, he was appointed by President George W. Bush to serve as a member of the National Infrastructure Advisory Council.

His decorated military career includes appointments as director of the Defense Information Systems Agency and director of the U.S. President’s National Security Telecommunications Advisory

Committee, among others. He is also the recipient of many prestigious awards including the Distinguished Service Medal, the Legion of Merit and the Meritorious Service Medal with three oak leaf clusters.

Edmonds earned a bachelor’s degree in chemistry from Morris Brown College and a master’s degree in counseling psychology from Hampton University. He is a distinguished graduate of the Air War College, and he completed Harvard University’s National Security Program.



Gregory W. Fazakerley and his wife Candy have been developing commercial and residential real estate in the District of Columbia and Virginia suburbs for nearly 30 years. As founders of Development Resources, Inc., they built more than 60 headquarters buildings throughout the metropolitan area, including the United

Clifford Preminger, Patti Farrell, Genevieve Murphy and Dennis Yee prepare to enter the 200-year-old Bowie-Sevier Mansion, site of an evening of fun and fund raising.

his vision and have committed \$775,000 to date toward the total purchase price of the da Vinci S system.

“Donors provide the important margin of difference we need to sustain the long-term excellence we’re known for,” Ken Samet told the crowd. Samet is the former president of Washington Hospital Center and current president and chief operating officer of its parent company MedStar Health. “The Hospital Center plays a vital role in advancing the health of this region and the nation. With your help, we can continue to maintain and even improve upon our current standing.”

The da Vinci S offers superior 3D visualization, 12-fold magnification and four robotic arms to enhance precision and control during minimally invasive surgical procedures. The system even filters out natural hand tremors through special hardware and software components, adding to its exquisite surgical accuracy. To date, the system’s combined advantages have contributed to faster healing and shorter hospitalizations for patients undergoing radical prostatectomy, heart valve repair, gynecologic surgery, kidney trans-



“Hospitals can’t make major advances unless donors make major gifts.”

—Jon Miller

plantation and other procedures involving the chest, stomach and pelvic areas.

As much as the hospital wants the new technology, President James F. Caldas says, “It’s next to impossible to get the latest and greatest equipment based on reimbursement alone. To put da Vinci into the hands of our many gifted surgeons, we need to

raise an additional \$725,000 from the community we serve.”

Both Jon and Herb Miller hope that the evening will accelerate the fund-raising process by alerting others to this great technological breakthrough in patient care.

“Hospitals can’t make major advances unless donors make major gifts,” Jon says. “It’s up to those who can afford it to use private philanthropy to realize important milestones.”

To learn more about how you can help, please contact Brent Thomas, major gifts officer, at (202) 877-8914, or brent.l.thomas@medstar.net. ■



States Mint and The Executive Tower, before selling the company in 2000. Today, the Fazakerleys remain active in real estate development through venture partnerships.

Greg Fazakerley is a long-time participant in the region’s community and business organizations. He is a past president of the District of

Columbia Building Industry Association, past chairman of the Downtown Business Improvement District, past board member of the Washington Convention Center and chair of the development committee for the new convention center. He is also a past vice chairman of the Greater Washington Urban League. In addition, Fazakerley continues his involvement with the Downtown Developers Roundtable, which he helped to found.

Fazakerley attended the University of Notre Dame and is a graduate of American University. ■

More Employees Support Hospital During FY06



The old adage “charity begins at home” took on new meaning during the Hospital Center’s latest employee giving campaign. The number of staff members pledging support or making outright gifts increased by an impressive 40 percent over the previous year.

Says Brent Thomas, the Foundation’s major gifts officer, “Employees, especially those on the front lines, see the good that Washington Hospital Center does day in and day out for members of the community. When they make a gift—regardless of the size—it’s especially meaningful, because it shows their pride and belief in what we accomplish together.”

Building on that momentum, the employee steering committee is already planning for the future, and looking at ways to increase both percentage of participation and actual amount raised by employees during the next fiscal year.

Expecting Success

Washington Hospital Center Earns Robert Wood Johnson Foundation Grant

Washington Hospital Center is one of 10 hospitals nationwide selected to participate in the Robert Wood Johnson Foundation-funded project, *Expecting Success*, designed to improve the quality of cardiac care provided to minorities.

Together, the 10 hospitals will participate in a “learning network” to test new ideas, measure results and share lessons learned.

“This is a very exciting opportunity for us,” says Jacqueline Ennis, PhD, vice president for Outcomes Analysis, who was instrumental in securing the grant. “We are part of an effort to take the goal of reducing disparities in health care from theory to practice. All of the hospitals will be standardizing the treatments they give to congestive heart failure and heart attack patients and then sharing information and results. We are looking at everything from giving aspirin upon the patient’s arrival to discharge instructions.”

“The interesting aspect of this project is that we are not singling out any group for a specific type of care,” says Janis Orlowski, MD, senior vice president, Medical Affairs, and chief medical officer. “We are standardizing treatment for everyone, which will allow us to improve care across the board—for minority and non-minority patients alike. It forces us to take a very close look at everything we do, to create standards of care for inpatients and outpatients, and to measure the effectiveness of those standards.”

In addition, the grant supports a community project that each hospital develops to meet the unique needs of its patient population. The Hospital Center will focus on helping certain heart failure patients get more consistent care in the community so they do not need to visit the Emergency Department (ED) as often.

Staff members found that nearly 100 heart failure patients visited the Hospital Center’s ED four or more times in the last two years for care related to their heart problems. Through *Expecting Success*, these patients will be assigned a case manager to follow them after discharge and help them overcome any obstacles they may find in getting necessary care in the community. The goals: to improve patients’ health and thereby reduce the number of times they need emergency treatment.

This part of the program is in partnership with Unity Health Care, a network of medical and social services throughout the city.

To learn how you can support cardiovascular programs, contact Gail Nordheimer, senior director, Development, (202) 877-6559, or by e-mail, gail.g.nordheimer@medstar.net. ■



NEW FOUNDATION DIRECTOR

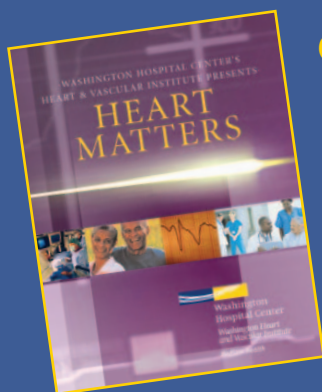
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difference for the better. I was also impressed with the volunteer leadership in place, including John Sargent, who has dedicated his time to leading the hospital board and now is chairman of the Foundation board.”

Snyder’s initial goal for the Foundation is “to create a strong identity among the hospital staff for the Foundation and to work with the Foundation staff to enhance our fund-raising effectiveness.” She adds, “In the first three months, I plan on understanding the administration’s priorities for the hospital, and translating that into a development plan to support those priorities and to meet the needs of the community we serve.”

The hospital’s 50th anniversary in 2008 is also a part of Snyder’s focus. “I look forward to being part of the team that designs and executes the 50th anniversary celebration, and having a clear understanding of the long-range vision and strategic plan for the hospital’s next 50 years.”

Snyder is a Certified Fund Raising Executive and holds a master’s degree from the University of Pittsburgh. She and her husband Timothy are the parents of three adult sons: Tim, 27, Adam, 25, and Niels, 23. Her interests outside of work include running, walking and hiking, and as for her move to Washington—Snyder is glad to be “living in the most vibrant city in the world, and living right in the city, as well as being closer to my sister, who lives in Virginia.” ■



Give Your Heart a Helping Hand

Did you know that one in four Americans suffers from heart disease? Yet heart disease is treatable, and often even preventable. Find out what you need to know about keeping your heart healthy and how to get the right help if it is not. Call today for Washington Hospital Center’s free Heart Information Kit, complete with helpful risk-evaluation ratings, DVD, background information and other educational materials.

(202) 877-DOCS (3627)



Golf & Tennis Classic a "Grand Slam" for Washington Hospital Center

Regardless of the final score, everyone who participated in Washington Hospital Center's Golf & Tennis Classic was a winner, say the organizers of the event, because their contributions support patient care programs throughout the hospital. Continuing its 13-year tradition, the event attracted 250 good sports who hit the links and the courts for the cause. And thanks to the efforts of Hospital Center President James F. Caldas, former tennis champion Zina Garrison took part in the day's events, adding to the fun for tennis fans. Garrison was ranked a Top 20 player for 14 years by the Women's Tennis Association. The May 15 fund-raising event raised more than \$252,000 and included a barbecue lunch, reception, dinner and prizes.



(L to R) Richard A. Weiss, chairman, Hospital Center Board of Directors; former tennis champion Zina Garrison; Arlene A. Snyder, senior vice president, Development; and James F. Caldas, president, pose on the courts at the 13th Annual Golf & Tennis Classic.



James F. Caldas, president, prepares to return a volley.

Golf & Tennis Classic co-chairman C. Jackson Ritchie, Jr., takes to the greens.



Former hospital board chairman Jerry Lewis readies for his shot.



Reiki Therapy Program Gets Boost from Women's Auxiliary

Light-touch Reiki therapy (pronounced RAY-key), a Japanese technique that reduces stress and increases relaxation for better health, is gaining popularity and credibility in this country. It is also touching the lives of patients at the hospital's Washington Cancer Institute. Recognizing the value of this therapy, the Women's Auxiliary awarded a grant last fall to help enhance the Reiki program.

One breast cancer patient, who was among 100 people who participated in a recent Reiki research study, describes her Reiki sessions as warm and calming, but at times, emotional.

"I am learning to let go of pain and anger," she says thoughtfully. "When I went to my first Reiki session here in the Cancer Institute, I could feel my body releasing many negative feelings. It was like a dam burst, and

A growing body of research links Reiki to reduced levels of stress, lower heart rates and an improved immune system.



I started to cry even though I didn't expect to do that. It may sound strange, but it felt very, very good."

Reiki therapy is based on the premise that everything in the universe is made of energy. When a person's energy is low or restricted by stress or disease, he or she is more susceptible to discomfort or further illness. During a therapy session, the Reiki master serves as a conduit for healing energy.

A growing body of research links Reiki to reduced levels of stress, lower heart rates and an improved immune system. The psychosocial oncology specialist who launched the Cancer Institute's program, Miriam Ratner, MSW, LICSW, recently concluded her own research into the physical effects of the therapy and its impact on patient satisfaction, stress, pain and

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Inquiring Minds Want to Know! What do YOU think...

ABOUT CENTER CONNECTIONS, Washington Hospital Center Foundation's newsletter for donors and other friends of the area's most experienced hospital. Please take a few moments to tell us, and return your form in the envelope provided. Include your name and address, and we will send you a small token of our appreciation: a travel-sized packet of sunscreen towelettes you can keep in your beach bag, golf bag or car. Thank you for taking the time to help us make *Center Connections* the best it can be.

1 I read *Center Connections*:

- ☐ All the time ☐ Most of the time ☐ Some of the time ☐ Never

2 When I get *Center Connections*, I read:

- ☐ All of it ☐ Most of it ☐ Front story only
☐ Headlines only ☐ Just look at pictures ☐ Don't read

3 The design of *Center Connections* is attractive:

- ☐ All the time ☐ Most of the time ☐ Some of the time ☐ Never

4 *Center Connections* stories are easy-to-read:

- ☐ All the time ☐ Most of the time ☐ Some of the time ☐ Never

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7 *Center Connections* is published:

- ☐ Too often ☐ The right number of times ☐ Not often enough

8 The stories I like the best are about (circle all that apply):

- Community Outreach Programs
- New Hospital Programs and Services
- Individual Donor Profiles
- Interviews with New Board and Staff Members
- New Technology
- Research Outcomes
- Patient Stories
- Fund-Raising Events
- What the Hospital Needs
- Other (please specify) _____

9 I'd like to see more stories about (circle all that apply):

- Community Outreach Programs
- New Hospital Programs and Services
- Individual Donor Profiles
- Interviews with New Board and Staff Members
- New Technology
- Research Outcomes
- Patient Stories
- Fund-Raising Events
- What the Hospital Needs
- Other (please specify) _____

PLEASE SHARE ANY OTHER COMMENTS ABOUT *CENTER CONNECTIONS*, or any suggestions that will help us make this newsletter more interesting, informative and meaningful for you: (Attach additional pages if necessary.)

Don't forget to include your name and address to get your FREE fun-in-the-sun travel-sized pack of sunscreen towelettes!

Name _____ Address _____

City _____ State _____ Zip _____

(Optional) E-mail _____ Phone _____



Yvonne Novak: “A Lot of Good from Something Tragic”

For nine years now, Yvonne Novak has volunteered faithfully for the hospital’s renowned Washington Cancer Institute, freely dispensing educational literature, information, compassion and companionship to all who need it. The “Ambassador of Hope” takes her title seriously, knowing its importance to patients and families dealing with cancer. It’s all-too-familiar territory for her.

Over the course of a dozen years, Novak was diagnosed and treated for three separate breast cancers, most recently in 2005. Within that same period, two of her three adult sons developed rare cancers, and were also treated at Washington Cancer Institute. One of them, her middle child Blaine, died in 1996 at the age of 29.

That was a turning point for her.

“I decided if someone so young could die so suddenly, I had better start doing some of the things that I always wanted to do,” she says.

So she made a number of changes in her life—taking up ice-skating and skiing, traveling and attending classes. She also quit her job so she could devote herself to volunteering for the Cancer Institute, her ongoing tribute to the high caliber of care she and her family received there.

“I’ve been through the whole gamut: surgery, chemo and radiation; developing new cancers; watching two of my children struggle with the disease, with two very different outcomes,” Novak says. “But there

are so many people whose situation is so much worse than my own. If what I’ve experienced can help others get through their own ordeals and move on,” she says, “I feel like I’ve helped.”

It’s that spirit of caring and compassion for others, and her personal commitment to making things a little easier and better for cancer patients, that earned her the hospital’s first *Living Well with Cancer* Volunteer of the Year award in 2004.

It’s also earned accolades from Brian McCagh, vice president, Oncology Services.

“Yvonne is a real gift to our cancer patients,” he says. “Her empathy for others keeps her positive in her approach, yet grounded in realism and the most up-to-date knowledge. They want to hear from someone who has ‘been there’ and managed to move on with their lives.”

Another gift to the hospital’s cancer program is the fund Novak’s son Blaine helped establish before his death. Nearly a decade after its founding, the Blaine Novak Oncology Nurses Education Fund has helped numerous RNs take supplemental courses in cancer care, pain management, end-of-life nursing and other



Philanthropist and volunteer Yvonne Novak poses beside a portrait of her son, Blaine, and the glass apple she received for being the Cancer Institute’s 2004 Volunteer of the Year.

pertinent topics. The fund continues to grow through contributions from doctors and nurses, staff, the families of patients and the Novak family.

“I don’t think we could ever let it go,” Novak says. “It’s what Blaine wanted, and it’s a way for us to keep his memory alive.”

Today, Novak is the living embodiment of “Living Well with Cancer.”

“Just about every week, I go to the museums or art galleries with my friends,” she says. “I’ve volunteered for civic associations, served as an ombudsman for assisted living and been involved with other activities. I take classes for fun—photography, opera. My schedule’s pretty booked!”

With a history of cancer in her family, and her most recent diagnosis only a year ago, Novak knows she’s not out of the woods yet. Nevertheless, she says, “I’m fine right now. Let’s just keep it that way.” ■

WOMEN’S AUXILIARY SUPPORTS REIKI THERAPY PROGRAM

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recovery time. Preliminary results are positive, but Ratner has turned over the data to her research partner—The Catholic University of America—for a comprehensive analysis.

Megan Shelley and her mother Jerilyn have also experienced Reiki with different—but positive—responses. Five years ago at the age of 22, Megan was diagnosed with thyroid cancer. She was successfully treated at Washington Hospital Center, but as soon as she was feeling stronger, her mother Jerilyn was diagnosed with endometrial cancer and also became a Hospital Center patient.

“It was all so sudden and so unexpected,” says Jerilyn. “It was a traumatic time. But we got through it, and both of us were doing well. Then, four years later, it hit me, and I just couldn’t stop crying. I went to see Mimi (Ratner), and she immediately suggested that I try Reiki therapy. I can honestly say that I feel like a different person. Even though I sometimes cry during the sessions, it’s actually very cleansing. After each session, I feel more relaxed. It’s been an incredible experience.”

For more information, call (202) 877-8758. ■

Save the Date:

Terry Fox Walk/Run for Cancer Research—Saturday, September 16, 2006

Get the fall off to the right start, and join friends and family members for the annual Terry Fox Fun Run/ Walk along the beautiful and historic C&O Canal in Georgetown. The fund-raising event also includes a silent auction of goods and services from Georgetown merchants, airlines and others interested in contributing to a good cause.

There is no registration fee for September's event, but contributions are requested. As an incentive, a scrumptious, hot breakfast buffet will be waiting at the end of the course.

For more information, call (202) 944-9163 or visit www.beatcancerdc.org.

FOUR SEASONS
5K for Cancer
IN MEMORY OF TERRY FOX

Four Seasons Hotel

7 a.m. Registration

8 a.m. Kid's Dash*

8:15 a.m. 5K Fun Run or Walk

9 a.m. Breakfast, Awards Ceremony and Door Prizes

* Non-competitive, and all participants win a prize!

The run is just one of the ways that the perennially community-minded Four Seasons Hotel Washington, D.C., has been helping cancer patients at Washington Hospital Center. In addition to the run, the hotel sponsors a golf outing each spring. Key staff members, including the hotel's Regional Vice President Chris Hunsberger, also volunteer their time and talents to the newly formed Cancer Council. In recognition of the hotel's continuing support of the fight against cancer, the Four Seasons Washington was also named Philanthropic Partner of the Year by Washington Cancer Institute at its National Cancer Survivor Day® celebration on June 4. This award is given annually as part of the hospital's *Living Well with Cancer* campaign. ■



Tiffani Cailor, director of Public Relations for the Four Seasons, accepts the Cancer Institute's Philanthropic Partner Award.

Four Seasons Scores Big in Fight Against Cancer

The Four Seasons Hotel's annual golf tournament in May was its most successful to date, raising \$95,000 for research programs at Washington Cancer Institute at Washington Hospital Center. Basking in the event's success are (L to R) Brian McCagh, the hospital's vice president, Oncology Services; cancer survivor and former Hospital Center patient Rob Ryninger, who benefited from a research study funded in part by Four Seasons philanthropy; Peter Abrahams, publisher of the new luxury magazine, *DC*; Larry Michael, voice of the Redskins; and the Four Seasons Hotel's Regional Vice President Chris Hunsberger.



MISSION

Washington Hospital Center, a valued member of MedStar Health, is dedicated to delivering exceptional patient first health care. We provide the region with the highest quality and latest medical advances through excellence in patient care, education and research.

James F. Caldas

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Washington Hospital Center

Richard A. Weiss

Chairman of the Board
Washington Hospital Center

John P. McDaniel

CEO
MedStar Health

Arlene A. Snyder, CFRE

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Center Connections is published for donors and friends of the Hospital Center by the Washington Hospital Center Foundation, 110 Irving Street, NW, EB 1001, Washington, DC 20010

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