

*MetroHealth is committed to excellence in patient care, supported by superior medical education and research, and holds a core value of providing high quality health care regardless of ability to pay.*

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## In the Spotlight

**The Children's Hospital at MetroHealth** is one of the region's largest health care providers for seriously ill and injured children. Holding a core value of serving the most vulnerable populations in our community and providing family-centered care to all, the staff at the Children's Hospital is committed to meeting the physical and emotional needs of both patients and families. Donor support helps make possible important programs and services to fulfill the value and commitment to family-centered care.

# MetroHealth giving

Advancing the charitable mission of The MetroHealth System

## New Pediatric Intensive Care Unit Opens

*Donor Support Made Renovation Possible*



Mark Tupa Jr., left, and Tommy Mascia, former patients of MetroHealth's Pediatric Intensive Care Unit (PICU), join PICU donor Betty Rose and Dr. Robert Cohn, chair MetroHealth Pediatric Department, in cutting the ceremonial ribbon in celebration of the PICU renovation.

Terry Mascia wasn't sure her son, **Tommy**, would survive. Struck by a bus during cross country practice, his injuries were so severe, she was afraid to leave his bedside in the **Pediatric Intensive Care Unit (PICU)** at the **Children's Hospital at MetroHealth**.

"I was even afraid to go to sleep because I feared something would happen," Mrs. Mascia recalls. "But the staff was so wonderful about working around me and never made me feel intrusive."

Tommy remained at the Children's Hospital for more than a month, and is now home and back to his normal routine. But Mrs. Mascia remembers the days following his accident as the most difficult and traumatic the family

has ever experienced. For that reason, she'll always appreciate the family-centered healing fostered at MetroHealth.

"That's just what you need when you're in a crisis like that. You don't want to feel shut out, but embraced and welcomed, and the staff was great about making me feel that way," concluded the Chagrin Falls mother of four.

Thanks to a combination of government support and private philanthropy, MetroHealth is able to advance its family-centered approach to care with a \$2 million renovation of the PICU, one of the region's largest providers of care for seriously injured, critically ill, and burned children. A family-

“My own experience with cancer as a child has committed me to helping children fulfill their potential. I firmly believe the future lies in the hands of the children we serve.”



**Robert C. Cohn, M.D.**, is a pediatric pulmonologist and chair of the **Pediatric Department** at the **Children’s Hospital at MetroHealth**. He serves as director of MetroHealth’s **Pediatric Asthma Compliance and Technique (PACT) Clinic**, is on the editorial board of the *Journal of Asthma*, and is currently pursuing a Masters in Business Administration from the **Kellogg School of Management at Northwestern University** in Evanston, Ill. Inducted into the **American Pediatric Society** in 2004, Dr. Cohn and his family live in Moreland Hills.

### His Passion

When I was 11 years old, I had difficulty breathing and several doctors weren’t able to determine why. Finally,

there was one persistent physician who referred me to an ear, nose, and throat doctor, and they found tracheal tumors in my throat that were later diagnosed as cancer. I underwent a tracheotomy and weeks of radiation therapy. The experience has committed me to helping children fulfill their potential.

### Making a Difference

Providers at other health care systems are always telling me how lucky I am because we have a mission that serves as our anchor – to serve all regardless of ability to pay. When I became chair, I wanted everyone in the department to understand how our mission differentiates us from other health care facilities and makes us essential to the lives of so many children in our community. Our emphasis is on the kinds of health issues impacting urban children – obesity, asthma, lead poisoning, and barriers to receiving health care, such as social and economic challenges. These services are not duplicates of other programs in town and are vital to meeting the needs of the children we serve.

### Vision for the Future

I firmly believe the future lies in the hands of the children we serve, which is why I feel society will suffer if children aren’t given the same opportunity to lead healthy lives. To do this we have to provide a service that’s comparable to the best in the country, which, in addition to providing state-of-the-art technology and medications, means focusing on access to care, quality of care, and the quality of the interaction children have with our providers.

### Donor Support Helps Expand Outreach

One of the challenges in today’s health care society is to do more with less. That’s why I’m pursuing an MBA and why donor support is extremely critical to us. How else are we able to provide services to the most vulnerable children in the community? Medicaid alone doesn’t cover our expenses, and we have a tremendous need to grow. We’re able to do that through philanthropic support – through private partners as well as government partners and other foundations and endeavors. ■

# Commitment to Senior Health Nets Million Dollar Grant

A \$1.25 million grant by The **Elisabeth Severance Prentiss Foundation** has added to the momentum of MetroHealth's largest single fundraising initiative to date.

The grant will be used to support the **Senior Health and Wellness Center (SHWC) at MetroHealth South**. The SHWC is a new model of senior health care created by MetroHealth and our collaborating partners – **Benjamin Rose, Concordia Care, and the Visiting Nurse Association's Hospice and Palliative Care Partners of Ohio**.

The SHWC will be the first of its kind in the country to provide a coordinated delivery system of care in a convenient, one-stop location serving all levels of older adult health care need. The goal of the SHWC collaboration is to keep seniors as healthy and independent as possible while providing comprehensive services such as outpatient primary and specialty care, adult day care, long-term skilled nursing care, and hospice care, all under one roof. A "mall" area featuring community service agencies, an indoor walking area, gift shop, barber and beauty shop, and cafeteria is also planned.

"There is an overwhelming amount of evidence out there that supports the necessity of a comprehensive center to address all aspects of senior health care and support needs," said **Pamela Alexander**, Prentiss Foundation Board of Managers member. "Given MetroHealth's reputation as a national leader in the areas of community health and senior care – coupled with the partnership formed with three of the area's most well-known older adult care organizations – we feel that this project will provide seniors with the services they need and deserve to live longer, healthier lives."

This most recent Prentiss Foundation grant is the largest of three awarded to MetroHealth in the past eight years. Previously, the Foundation granted \$1 million in 1998 to help build **MetroHealth's Elisabeth Severance Prentiss Center for Skilled Nursing Care** and \$225,000 in 2005 to support the **Metro Life Flight Nursing Program**.

"This generous gift is evidence of the faithful support we've received from the Prentiss Foundation over the past years and its commitment to promoting senior health care services," said **James Campbell, M.D., MetroHealth's chair of Family Medicine** and director of **Geriatric Health**. "We're extremely honored and grateful for this gift and for an opportunity to build upon the strength of a relationship that has lasted nearly a decade."

The SHWC is scheduled to open in late 2007.

*To support the Senior Health and Wellness Center, please contact Kate Brown at 216-778-7509. ■*



Business and community leaders, along with donors, participated in a "hard hat tour" to get a first-hand look at the progress being made in the renovation of the **Senior Health and Wellness Center (SHWC)**. Many of the floors of the former Deaconess Hospital have been gutted and the steel framework is being installed.

The tours were part of an effort to raise community awareness about the need for philanthropic support for the SHWC project. In a similar effort, meetings are being held with federal and state legislators to brief them on the SHWC's economic impact to the region, as well as the potential Medicaid and Medicare savings.

"These events are the latest of several being conducted to help people understand the importance of this project and what it means not only at the local level, but nationally as well," said **Kate Brown, MetroHealth vice president of Development**. "Given its magnitude, it requires the efforts of many people in order to be successful."

*For more information on supporting the Senior Health and Wellness Center, please contact Kate Brown at 216-778-7509.*

## Gift Provides Renovation of Pediatric Therapy Room

Concentration and focus on play are essential to getting the most out of children in need of physical and occupational therapy.

“Children are more motivated to work with us and achieve their goals more quickly when they’re focused and given activities that are fun and interesting,” said **Vanessa Caretto**, a pediatric occupational therapist.

A \$50,000 gift from the **Life’s a Snap Foundation** – founded by **Kevin Houser**, a long snapper with the **New Orleans Saints**, and his wife, Kristen – will make it easier for Caretto and other MetroHealth physical and occupational therapists to do their jobs.

The gift is being used to buy new equipment for **MetroHealth’s Comprehensive Care Program** and to renovate a private, inpatient PT/OT treatment room for Comprehensive Care patients. The program is only one of a few in the country to provide primary and developmental health care to children with complex medical issues and multiple developmental issues such as Down’s syndrome and muscular dystrophy. The renovation will allow therapists to transfer the PT/OT process from individual patient rooms to a quiet, distraction-free rehabilitation area.

The Houser’s generous gift will allow MetroHealth to buy steps and parallel bars for patients to work on mobility, a new mat table to perform

exercises, a tilting wheelchair, and adaptive toys and equipment to allow children of all abilities to actively participate in daily activities and play during therapy. The equipment will be housed in a renovated treatment room which will offer a soothing yet playful environment, to inspire patient motivation. Additionally, wall-to-wall cabinets will make it easy to store toys and games.

The Life’s a Snap Foundation provides financial assistance and services to establish and maintain programs which benefit children with serious or life-threatening illnesses. The Houser’s chose to earmark a portion of the proceeds from the Foundation’s Annual Casino Night to benefit the program. Mr. Houser attributes the decision to a desire to help ease the burden placed on parents of sick children.

“It’s amazing how being a father puts a whole new spin on this,” said the former Westlake resident. “You never really understand the love you feel for your children until you have them. What these parents have to endure is amazing. Our hearts go out to them and that’s why we try to do whatever we can to help the kids out.”

*For more information on supporting MetroHealth’s Comprehensive Care Program, please contact Michelle Wood at 216-778-7694. ■*



A catered Thanksgiving dinner was just one of the many ways a spirit of festivity and fun was brought to MetroHealth’s youngest patients and their families during the holidays.

The event is among the many forms of therapeutic entertainment and activities hosted by **MetroHealth’s Child Life and Education Program**, the nation’s first university-affiliated program, to help children and their families minimize the stress and anxiety that often accompany a medical visit or hospital stay.

The dinner is funded each year by **The Leprechaun Foundation**, one of Child Life’s largest and most consistent donors, which strives to grant wishes to children.

“Because of loyal supporters like The Leprechaun Foundation, we’re able to reach out to so many children and their families in so many ways,” said **Estelle Argie-Hawley**, manager of the program. “We’re thankful that their continued support has allowed us to give children and families a chance to come together and celebrate Thanksgiving who otherwise may not have the opportunity because they’re hospitalized.”

The MetroHealth Child Life and Education Program benefits from individual and corporate support, which helps to provide services to young patients and their families.

*To help support Child Life and Education, please contact Michelle Wood at 216-778-7694.*

# Good Fortune Brings a Desire to Give Back

**Lev and Helen Seldnar\*** have admittedly been extremely fortunate in life.

They have been happily married for 56 years, are in their 90s, and are both physically and financially sound. Theirs is the kind of good fortune that inspires giving back and has prompted a tradition of giving that transcends more than two decades.

“When you’ve been as lucky in life as we have, the desire to give back to a world that has given us such opportunity is only natural,” comments Mr. Seldnar. “Both of us have lived through the Depression and are well aware of the handicaps that life can bring, which is why we’ve committed ourselves to helping to make the world a much better place for people to live.”

The couple’s steadfast commitment has led to establishing their first charitable gift annuity through **The MetroHealth Foundation**. The \$20,000 gift represents the 25th annuity that Lev, a former manufacturing engineer, and Helen, a retired math teacher, have created over the past 20 years. In return for their generosity, the couple will receive not only a tax deduction, but a new source of income that they can count on for the rest of their lives.

“Charitable gift annuities are an ideal charitable tool for older adults like the Seldnars because they reward donors for their contribution by providing them with an income that’s guaranteed, and at a fixed rate, which means it’s not impacted by market conditions,” said **Kate Brown, MetroHealth** vice president of **Development**.

For the Seldnars, however, the motivation is also to support the type of socially desirable causes that more closely resemble their vision of how the world should be.

“Though many people place their hopes and dreams for a better world in their children, we never had a family. Leaving our assets to support organizations like MetroHealth will allow us to have an impact on society long after we’re gone.” ■

*“Both of us have lived through the Depression and are well aware of the handicaps that life can bring, which is why we’ve committed ourselves to helping to make the world a much better place for people to live.”*

Charitable gift annuities are an excellent way of supporting a cause or organization while still receiving many desirable benefits such as –

- Guaranteed payments for life
- Charitable income tax deduction
- Steady income that doesn’t fluctuate with market conditions
- Flexible payment options

To learn more about charitable gift annuities and receive a sample personal proposal, please call Diana Cook at 216-778-5004.

*This information is intended for educational purposes only. Please consult with your qualified tax and legal advisor(s).*

\*Names changed at donors’ request

centered approach, which actively involves the family in the healing process, has been proven to shorten patient stays, minimize emotional trauma, and promote faster healing.

Tommy and his mother were among those attending the ribbon-cutting ceremony, as well as **Betty Rose**, the project's largest individual contributor, whose donation stems from the advocacy efforts of **Venerine Branham**, member, **MetroHealth Board of Directors**.

"I've always been partial to supporting causes that benefit the lives of children, so when Venerine introduced me to MetroHealth, and I began to understand its significance to the lives of so many children and families in our community, I knew I needed to lend my support," commented Mrs. Rose.

Designed with pediatric care, comfort, and privacy in mind, the 10-bed critical care unit offers a bright, soothing décor to create a more homelike environment. And, private, spacious rooms feature built-in cabinetry to store medical equipment and pull-out sofas and televisions to accommodate 24-hour family visitation.

Specific features include –

- Seven single-patient rooms, including a separate three-bed space for sedations
- Mechanical ventilator unit for children with chronic illnesses

- Remote patient monitoring devices connecting nurses to patients regardless of PICU location

"As a leader in pediatric trauma and burn care, renovation was necessary to install and accommodate the kind of state-of-the-art technologies, updated equipment, and modern, family-oriented treatment facilities that ensure the continued success of fulfilling this mission," said **Robert Cohn, M.D.**, chair, **MetroHealth Department of Pediatrics**. "We're thrilled that our private and government partners have enabled us to meet this objective."

*For more information on supporting the Children's Hospital at MetroHealth, please contact Michelle Wood at 216-778-7694.*

*"That's just what you need when you're in a crisis like that. You don't want to feel shut out, but embraced and welcomed, and the staff was great about making me feel that way."*

*– Terry Mascia, whose son was hit by a bus, commenting on the care they received during his stay at MetroHealth's Pediatric Intensive Care Unit*

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## Creating A New Generation of Excellence in Research

### Funding from Fratianne Endowment Supports Resident Research

As founder of Cleveland's first and only burn center, **Dr. Richard Fratianne** has transformed lives by defining new surgical treatments for life-threatening injuries. He's grateful that an endowment established in his name will allow future surgeons the same opportunity.

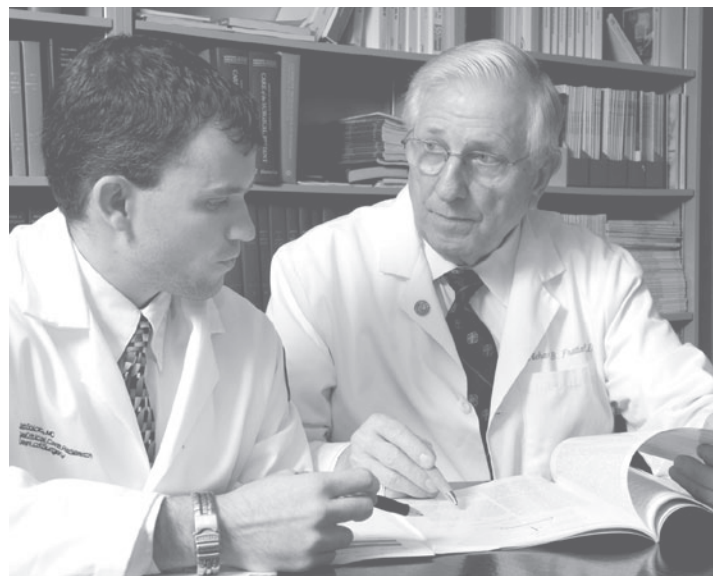
Support for the **Richard B. Fratianne, M.D., Endowment** is already having an impact with the establishment last year of a scholarship to support research conducted by surgical residents.

The first recipient of the scholarship, **Dr. Joseph Golob**, has attracted national attention from the **American College of Surgeons Committee on Trauma**. Dr. Golob's research redefining treatment for elderly patients with cervical spine fractures has earned the Committee's 2006 state and regional awards for **Best Overall Clinical Research Paper and Presentation**.

"I wouldn't have been able to achieve such an honor if it weren't for the opportunity provided by Dr. Fratianne's legacy. This scholarship has allowed me to reach the kind of academic excellence that's often a lifetime in the making" said Dr. Golob.

Dr. Golob is in his third year of surgical residency. He has chosen to undertake a two-year research elective at MetroHealth that will allow him the extended opportunity to work further with and learn from MetroHealth's outstanding surgical faculty.

"Research like that undertaken by Dr. Golob fuels the kinds



of cutting-edge practices and technologies that contribute to the growth of the practice of surgery," said Dr. Fratianne, director emeritus for the **Burn Center at MetroHealth**. "It's a tremendous honor to facilitate this kind of achievement and to serve as a conduit for attracting the country's most promising researchers to MetroHealth."

*To support the Richard B. Fratianne, M.D., Endowment, contact Michelle Wood at 216-778-7694. ■*

# Celebrating the Humanity in Medicine

## Endowment Established Honoring Drs. Leroy Dierker and Matthew Biscotti

Though medical practices and technologies may come and go, the value of quality teaching and clinical care never fades.



Recognizing this, a group of MetroHealth physicians have come together to ensure that a standard of excellence established by **Drs. LeRoy Dierker** and the late **Matthew Biscotti** will carry on in future clinicians through the creation of the **LeRoy Dierker, M.D., and Matthew Biscotti, M.D., Women's Wellness Endowment for Obstetrics and Gynecology**.

**Dr. Patrick Catalano**, chair, **MetroHealth Department of Obstetrics and Gynecology**, is a founding contributor. In a specialty where effective patient/physician relations are essential to quality care, he says the goal is to encourage and advance this practice. "Medical technology cannot begin to replace the healing power that comes from connecting and communicating with patients. It encourages them to be more open about their symptoms and concerns, which results in a more accurate diagnosis and care," comments Dr. Catalano. "This is something that can't be gained from textbooks and technology, but from teaching and observation."

The realization is one that struck a cord with Drs. Biscotti and Dierker, who demonstrated the benefit of bonding with patients while serving as colleagues in the Department of Obstetrics and Gynecology for nearly 30 years. Dr. Biscotti began the tradition after coming to MetroHealth following 20 years of private service. His commitment toward fostering the practice in residents became the definitive marker in his 54-year career, and continues to inspire Dr. Dierker, a long-time colleague and maternal-fetal medicine specialist, revered for his research in fetal monitoring and labor management.

"He had an ability to relate to patients in a way that transcends gender as well as the patient/physician dynamic, which is truly an invaluable trait in this specialty – for a female as well as male clinician," comments Dr. Dierker. "This was a lesson well-learned from Dr. Biscotti, and I'm thrilled to serve as an impetus in carrying this tradition into the future."

To support the **LeRoy Dierker, M.D., and Matthew Biscotti, M.D., Women's Wellness Endowment for Obstetrics and Gynecology**, please contact **Michelle Wood** at 216-778-7694. ■

Several MetroHealth faculty members have been recognized for their outstanding commitment to teaching the next generation of medical leaders. The **Case Western Reserve University School of Medicine's Scholarship in Teaching Awards** honor faculty members who have undertaken and successfully executed a specific initiative that has made a positive impact on medical education.

The following MetroHealth physicians were chosen to receive this special recognition in 2006:

**Louis Binder, M.D.**  
Emergency Medicine

**David Birnkrant, M.D.**  
Pediatrics

**Christopher Brandt, M.D.**  
Surgery

**David Kaelber, M.D., Ph.D.**  
Medicine-Pediatrics

**Mildred Lam, M.D.**  
Medicine

**Diana Pi, M.D.**  
Internal Medicine

**Jim Pile, M.D.**  
Internal Medicine

**Mark Rzeszotarski, Ph.D.**  
Radiology

**Anita Schwandt, M.D.**  
Obstetrics/Gynecology

**Mamta Singh, M.D., M.S.**  
Internal Medicine

Award winners were formally recognized at a special ceremony and reception in December. They also will have their photos displayed in Case's Biomedical Research Building Lobby for the next year.