



From left to right: Tommy Cen, Laurie Chichester, Ernie Morganstern, Rose Marie Grave

2014 Employee Giving Campaign: **Building the Future Together**

MJHS is known for its interdisciplinary teams, working together seamlessly to provide exceptional care for our patients and their families. So it is no

surprise that a special group of employee leaders representing all agencies and departments across the system have been gathering to discuss the 2014 Employee Giving Campaign.

Continued on page 4

Inside

- 2 Greetings
- 3 Supporting Pediatric Hospice
- 6 Connecting with the Community
- 7 Superstorm Sandy: One Year Later
- 8 Helping the Living Go On
- 9 Center for End-of-Life Care

Hospice on Broadway Magic in the Air

Inspiring conversation. Delicious cuisine. Award-winning theater. This year's Hospice on Broadway was a hit!

For this magical night on November 13, more than 100 friends and supporters of MJHS Hospice and Palliative Care descended on the Great White Way for the Tony-winning *Pippin*, raising awareness and funds to support fellow New Yorkers facing end of life.

Continued on page 4



MJHS Board Members and leaders join sponsors for an unforgettable night.



440 Ninth Avenue, 14th Floor
New York, NY 10001-1620
(212) 356-5300
info@mjhsfoundation.org
www.mjhsfoundation.org

DIRECTORS

Eli S. Feldman Shmuel Lefkowitz
Burton Esrig

OFFICERS

President Steven L. Topal

STAFF

Mason Beard, Director of Development,
(718) 759-4058, mbeard@mjhs.org

Emily Pring, Associate Director of
Development, (718) 759-4651,
epring@mjhs.org

Amy Goodman, Assistant Director of
Hospice Development, (212) 758-4335,
agoodman@mjhs.org

Chinwe Egonu, Database Coordinator,
(718) 759-4133, cegonu@mjhs.org

Dara K. Marsh, Development Coordinator,
(718) 759-4335, dmarsh@mjhs.org

Foundation *in Focus*

Executive Editors:

Diane Ashley and Mason Beard

Coordinating Editor: Emily Pring

Managing Editor: Audrey O. Waters

Design Director: Tricia Chambers

Contributors: Zayra Arrieta,
Michael Madole and Duane McFarlane

*The articles in this publication may be
reproduced in whole or in part, provided
credit is given to MJHS Foundation.*

*MJHS Foundation is the charitable
financial resource development arm of
MJHS. MJHS Foundation is charged with
creating a culture of philanthropy and
has a strong legacy of providing financial
support to those with unmet health needs
and to those who lack access to quality
health care services.*



Mason C. Beard

Greetings,

As we gather with our friends and families, and reflect on the meaning of these hope-filled holidays, I want to extend my thanks to the community of caring that surrounds MJHS patients – family members, care takers, clinicians, volunteers, chaplains, therapists, board members and all who help support our work through philanthropic giving. We hope you and your family are feeling a sense of abundance this year, and are able to join in the holiday tradition of giving back. Your support ensures that the very best patient care is available to all who need it.

As you will see in this edition of *Foundation in Focus*, our community came together last month for a very special night out on Broadway! The annual MJHS Hospice on Broadway event was a hit, and raised awareness of our Sixteen Lights Capital Campaign to build the first inpatient residence in NYC to accept children as well as adults. In addition, MJHS has been recognized by multiple news outlets for the professionalism and commitment of our staff during Hurricane Sandy, and our full recovery one year later. You can read about the launch of the Center for Jewish End of Life Care, a joint collaboration between UJA-Federation of New York and MJHS to help families consider how their Jewish beliefs can be a comfort and guide in conversations around end of life.

This is a time of rapid change in health care. MJHS is fortunate that philanthropic support from our community has allowed us to adapt to the shifting landscape. We have been able to make investments in our operations, scaling those that need to grow, and launching new initiatives at opportune times, despite temporary delays and declining reimbursement rates from Medicare and Medicaid, as well as other financial challenges such as sequestration. We have continued to provide exceptional care when and where it is needed. Thank you for your past support, and together we look forward to a promising 2014!

Sincerely,

Mason C. Beard

Director of Development, MJHS Foundation

End of Year Symposium for Health Professionals

On December 3, there was something for every learning style. Whether health professionals were visual or auditory, typing notes into a laptop or on paper, interacting in person or communicating online, the continuing medical education symposium made a big impression.

Jointly sponsored by the **Department of Pain Medicine and Palliative Care at Beth Israel Medical Center** and **MJHS Hospice and Palliative Care** the 2013 conference drew palliative care specialists, pain specialists, primary care providers, nurse practitioners, pharmacists, allied health professionals, residents and medical students.

For a Terminally Ill Child There's No Time Like the Present That's Why We Need Your Support!



No parent ever wants to give up hope, and because of MJHS Hospice and Palliative Care, they won't have to.

MJHS is one of the few programs in New York State able to provide palliative care services at home for pediatric patients who are still actively seeking curative treatment for life-limiting condition. So children can remain at home surrounded by family and friends. But we can't do it without you.

Many of our services are not reimbursed through government programs or private insurance. MJHS provides them because of

the tremendous difference they make in the lives of pediatric patients and their families. That's why your support is so very important. You can help right now.

Make your gift online at www.mjhsfoundation.org or by calling (212) 356-5300.

Creating a Legacy

One of the ways MJHS Hospice and Palliative Care differentiates itself is our Art & Soul™ program. It helps pediatric patients, and their siblings, release difficult feelings through painting, puppet shows and other forms of artistic expression. Immersing themselves in an art project also helps these extra special patients forget for a moment they are sick...letting them enjoy the simple pleasure of being a regular kid turning a handprint into an enduring present for Mom and Dad. Our art therapists also help families create legacy story books and photo albums—giving them wonderful lasting memories.

2014 Employee Giving Campaign: Building the Future Together

Continued from page 1

This year, the campaign will invite employees to give together: We hope to collectively fund a room in the new hospice inpatient residence being built at Menorah Center for Rehabilitation and Nursing Care, slated to open in the spring of 2014.

To mark the official start of the campaign, MJHS leaders will attend the Kick Off Breakfast at 6323 Seventh Avenue on January 28th. There, employees will learn about EGC goals, as well as meet the campaign's eight co-chairs and champions who will lead this year's effort and rally colleagues to participate. The 2014 co-chairs are:



Craig Azoff



Tommy Cen



Laurie Chichester



Tom Early



Diana Gallo



Rose Marie Grave



Ernie Morganstern



Frank Polanco

2014 will be a special year for MJHS, as we complete construction and open the first hospice inpatient residence in New York City that is able to care for both children and adults. The committee felt that MJHS employees would be excited to help support the fund raising campaign currently underway for this facility. At the opening event in the spring, we hope to dedicate a room in honor of MJHS Employee Donors. It will be a lasting reminder of just how much we care about our patients!

Employees should expect to see an increased online presence during this year's EGC. A growing number of staff choose to donate online, and the impact of giving will be shared via the MJHS intranet, and the MJHS Facebook page. (Make sure you have "liked" our page!) "There is no substitute for the photo and story of a real MJHS patient we were able to help," noted co-chair Diana Gallo. "We want everyone to see just how every dollar of each gift is put to use. Social media is exactly the way to do it."

While employee giving continues throughout the year, the official dates of the 2013 EGC are January 28 to March 25.

To learn more about EGC, visit www.mjhsfoundation.org. For photos and more, visit facebook.com/MJHS01.

Hospice on Broadway Magic in the Air

Continued from page 1



Barbara Hiney

Hospice on Broadway is an annual event in support of our programs and services. Thanks to the generosity of this year's premier sponsors—Allen Health Care Services, Bestcare, Inc. and TD Bank—the crowd of employees, hospice volunteers and grateful families got plum seats to one of the hottest shows in

town. During the pre-show dinner program, the room hushed as Dr. Samuel Kopel, a Medical Director of Maimonides Medical Center, spoke about having two family members recently cared for by MJHS Hospice. "As an oncologist, I make regular referrals to hospice. I have seen how awareness

of hospice care has grown. And now my wife and I know firsthand how the decision to move to hospice care can offer such comfort and peace to the patient and family."

The Show of Shows

Returning to Broadway after more than 40 years, *Pippin* carries a rich theater history. When Broadway innovator Diane Paulus, fresh from her huge success of the *Hair* revival, took on the challenge of bringing *Pippin* back to the New York boards, she re-imagined the story with flying acrobats. A new standard for Broadway dazzle was born.

The new version of the time-tested story created a Broadway experience unlike anything before it. Top critics have used terms like "thrilling," "eye-popping" and "astounding" to describe the show. It has set records for tickets sales since it opened earlier this year and has taken home a wealth of glittering prizes, including Tonys for Best Revival of a Musical, Best Director, Best Actress and Best Featured Actress.

On November 13, MJHS supporters got to plunge into the *Pippin* cultural phenomenon.

A Long Tradition

The Hospice on Broadway event has a rich history all its own. While the show is different every year, the tradition has earned a reputation as one of the most fulfilling evenings for a worthy cause. Before the *Pippin* stage lights went up at the Music Box Theatre, invited guests got a treat for the taste buds at Lattanzi, the famed Italian eatery in Manhattan's Restaurant Row. Lattanzi proved the perfect primer for a Broadway outing, as the restaurant has built-in dramatic flair. Exposed brick walls are adorned with props and scenes of classic Italia. Tables are set with starched white linens. Food is served on bold-shaped plates and opera music plays in the background. Lattanzi is also famous for its Roman-Jewish cuisine, "offering dishes only found in Rome's ancient Jewish quarter," as its menu tempts patrons.

Supporting Special Programs

Hospice on Broadway helps fund a range of critical services, including music and art therapy, caregiver support groups, spiritual care and bereavement therapy. While these services are critical, they are not reimbursed by Medicare, Medicaid and private insurance. With the support of generous friends at special events like Hospice on Broadway, we are able to continue providing them.

"Just like with a Broadway production, it's all about team support for families," Dr. Kopel said. "As a medical professional, I know what's coming, but I also learned that it's very different when you're coping with your own dying loved one." He went on to single out Rabbi Charles Rudansky, MJHS Hospice Director of Spiritual Care who helped make arrangements after his father-in-law died and was instrumental in navigating the entire process, from logistics to emotional support.

Caring Forward

In all, the evening was about more than entertainment and fundraising. It served as a reminder of the many ways that MJHS puts its values to work and makes a difference in the lives of others when they need it most. And while the true heroes of end-of-life care don't often get to take center stage, during Hospice on Broadway and beyond, we applaud them.

Bravo to everyone who helped make this evening such a success. We look forward to the encore!

To learn about future MJHS events, contact Emily Pring at epring@mjhs.org or (718) 759-4651. See photos of Hospice on Broadway and more at facebook.com/MJHS01.



Sponsors and staff celebrate a night of lights and theater!

Let's Write the Last Chapter Together Connecting with the Community



Rabbi Brad Hirschfield addresses end-of-life care issues.

The Four Brooklyn Ladies took their mission and work straight into the community. In the 100-plus years that followed, MJHS has remained connected to people in the neighborhoods that they call home. This tradition remains strong with the ongoing series “Let’s Write the Last Chapter Together,” which is made possible by generous support from MJHS Hospice board member Steven Rotter and our partnership with UJA-Federation.

On November 14, MJHS joined forces with renowned rabbi Brad Hirschfield, [for “ABC and 123”] who served as keynote speaker at Conservative Synagogue Aduv Israel of Riverdale. The session addressed the spectrum of Jewish issues in end-of-life care. In all, participants gained special insight on the difference that meaningful dialogue—between patient, family, physician, social workers and spiritual advisor—can make.

Rabbi Hirschfield was joined by distinguished panelists Judith Ruskay-Rabinor PhD, psychologist and author; Bernard Lee, MD, Associate Medical Director of MJHS Hospice; and Marcy Bernstein, LMSW, MJHS Hospice Psychosocial Counselor.

The panel discussion was followed by a Q&A session. During this part of the program, audience members shared their own touching experiences from serving as family caregivers and asked insightful questions. The conversation

brought a deeper understanding of each family’s sensitivities and why MJHS has developed specialty programs to anticipate the unique needs of both adults and children.

“Let’s Write the Last Chapter Together” is part of a synagogue partnership that was started by MJHS in 2012. With generous funding from UJA-Federation, MJHS has been collaborating with select synagogues to help broaden awareness of end-of-life issues within a Jewish context. The outreach helps members of the community examine difficult end-of-life decisions holistically by addressing clinical and medical realities, psychosocial dynamics and integration of the

spiritual needs of patients and their family members. The programs provide education and resources, helping participants realize that hospice care is not only for the elderly or those with end-stage cancer.

In all, the session served as a reminder of the value in community education. The Brooklyn Ladies would be proud.

Rabbi Hirschfield is President of Clal—The National Jewish Center for Learning and Leadership. The organization is a leadership training institute, think tank and resource center committed to religious pluralism and the healthier use of religion in American public life. He has worked around the world, within the Jewish community and beyond, creating caring communities and explaining what is scared about service. He is the co-author of *Embracing Life & Facing Death: A Jewish Guide to Palliative Care*.

Read about MJHS Hospice families in the VOA News article on “How to React When Friends Fall Ill,” by clicking [here](#).

To learn more about the synagogue partnership program, visit www.mjhsfoundation.org. You can also see photos of related events at facebook.com/MJHS01.

Superstorm Sandy: One Year Later



Menorah patients are happy to be home one year after Hurricane Sandy.

As we look back on the anniversary of this natural disaster, we celebrate the way MJHS comes together in a crisis to take care of our patients, residents, members and employees.

While the challenges and damage from the storm were significant, our focus now is on the triumph. We have rebuilt our facilities, just as employees who live in hard-hit areas have worked to repair their homes and neighborhoods.

We are very touched that a resident's family member told the [New York Daily News](#) that our staff were her hurricane heroes.

[The Weather Channel](#), as part of their in-depth look back at Sandy, chose to profile Menorah's courage and resilience.

And, this article by [LiveScience](#) singles out Shorefront Center for Rehabilitation and Nursing Care, leadership and staff for being a bright spot in Coney Island, an area that was otherwise hard hit.

We often refer to our "community of caring". How we came together during and after Sandy is one of the countless examples of our words matching actions.

Thank you for your encouragement, support and faith in us.

Continued from page 2 End of Year Symposium for Health Professionals

Participants were so energized, they lingered long after the keynote, breakout sessions and panel discussions finished. And, key take-aways were extraordinarily popular on Twitter—helping introduce hundreds of practitioners and organizations to MJHS. That's no surprise, given the ever-growing awareness of end-of-life care.

Main points of this year's symposium revolved around:

- Health-care provider communication with patients and families, including discussions of goals of care and prognosis
- Role family caregivers play in end-of-life care
- Pharmacologic and interventional approaches

- Impact of psychiatric and psychosocial issues on patients and families
- Cultural stressors on end-of-life care
- State and federal legislation
- Legal and ethical implications of caring for patients without capacity

To stay current on conference and continuing education opportunities, visit www.chpnet.org/cme or call (212) 420-4713.

Moving On: Helping the Living Go On

In health care today, there's a lot of talk about the bottom line. At MJHS, we know that care means more than money. In fact, some of our most valuable services don't get a penny of reimbursement from Medicare, Medicaid or private insurance. Yet we continue to provide them because they reflect our core values, defining who we are as an organization.

Consider bereavement support, which we provide to families who have lost a loved one on our hospice program. For 13 months, surviving spouses, children, parents and siblings can get bereavement counseling in one-one-one sessions or in groups. And the coping skills they learn in those sessions are often what make the difference in how they go on living. Consider one such person...

Facing Life Alone

When Sal said "til death do us part" in 1951, he meant it. He and Louisa stayed married for the next 60 years. When Louisa had to be transferred to an MJHS hospice inpatient unit, Sal walked and rode the bus every day to sit at her bedside and hold her hand. Louisa died in 2011, upending the life Sal had known as a married man. Suddenly he felt as if his world was shrinking. People seemed to look at him differently. Friends and neighbors avoided talking to him, unsure of what to say. He stopped going to synagogue and avoided the senior center that he and Louisa used to visit together. His family suggested that he get grief counseling, but Louisa's illness had been long and expensive. Fortunately, the bereavement counseling at MJHS is free.

Going into his first bereavement session, Sal wasn't sure he belonged there. He stayed quiet and sat off by himself, careful not to make eye contact with the other widows and widowers in the room. But then they begin sharing their stories. Sal was stunned; it was as if these strangers were talking about his own innermost thoughts and feelings. Against all odds, there was a place to go and talk about the very things that people in the outside world didn't have time for. For that hour, Sal felt normal.



Finding a Voice

He went again to the next session. This time, he mustered the courage to speak. As he shared his experience, every person in the room nodded with understanding. They had all been there. They understood him.

With time and the help of the bereavement counselor, Sal also got a host of valuable tips to help with everyday life: transportation options, volunteer legal services and social programs. Suddenly Sal wasn't so isolated. What's more, when he mentioned needing new glasses that Medicare wouldn't cover, the bereavement counselor submitted a request to the Patient Care Fund. Within days, Sal was seeing clearly through his new glasses, paid for by generous donors to MJHS.

Eventually, he returned to the senior center he and Louisa used to visit together. When he was asked, "Can we do anything for you?" he replied, "No, but there's something I can do for you." And so began a day helping serve lunches, and thanking each person who had taken time to send a card or leave a message of condolence after Louisa died.

It felt good to get out, and when Sal floated the idea of getting out more and signing up for a cooking class, his bereavement peers told him to go for it. A new hobby was born.

Sal continued to attend bereavement sessions, becoming a great source of support for others suddenly facing life alone. While bereavement support is no money-maker, at MJHS we know how richly this service pays in the lives of people like Sal.

"I'm still here," Sal says, beaming beside a picture of himself and Louisa on their wedding day. "There's a reason I'm still living."

For us, that's the real bottom line.

To learn more about bereavement counseling at MJHS, call (212) 844-5754 or email hospice@mjhs.org.

MJHS Launches Center for Jewish End of Life Care

MJHS has become a health care industry leader, in part, through its successful community partnerships. And now our longtime collaboration with UJA-Federation of New York (UJA) has led to the launch of a resource: The Center for Jewish End of Life Care.

“A founding principle of the Center is that every person should maintain existing social, religious and family networks, particularly at a time of advanced illness,” said Barbara Hiney, Executive Vice President of MJHS Hospice and Palliative Care. “This is a natural evolution of the collective work of MJHS and UJA-Federation, grounded in our communal values.”

The web-based Center is dedicated to elevating conversations about the physical, emotional and spiritual needs of Jewish people affected by advanced and terminal illness. And the Center’s address, like the community it serves, has a global reach: It is virtual, allowing users to access it from anywhere in the world at any time of day.

Rooted in the belief that no one should spend final days in pain, in fear or alone, the Center is for everyone along the Jewish cultural and religious continuum. It also raises awareness, encourages community-wide conversations and promotes information-sharing about existing resources.

More specifically, the Center seeks to:

- **Drive the national conversation about Jewish end-of-life care**
- **Increase awareness and understanding of end-of-life issues**
- **Offer perspectives from thought leaders Showcase best practices and personal experiences**
- **Provide guidance ranging from support services and Jewish spiritual care to advance planning**

Click [here](#) to visit the Center.

Read this beautiful feature in support of the Center in *Jewish Week* by clicking [here](#).

Center for Jewish End of Life Care
A COLLABORATION BETWEEN MJHS | UJA-Federation of New York

For immediate assistance, please call our hotline **1-855-885-2424**
SEARCH

FOR PATIENTS & FAMILIES FOR PHYSICIANS & CAREGIVERS FOR RELIGIOUS LEADERS RESOURCES

THE CENTER FOR JEWISH END OF LIFE CARE
is dedicated to facilitating conversations about the physical, emotional and spiritual needs of Jewish people affected by any advanced and terminal illness. In meeting people where they are along the cultural and religious continuum, the Center will raise awareness and knowledge of existing resources aiding those confronting end of life issues. The Center supports the diverse needs of the Jewish community, enabling all who live beautiful Jewish lives to have equally beautiful Jewish deaths.

[read more](#)

FOR PATIENTS & FAMILIES
Discussing care for patients and support for families in the face of serious illness.
[read more](#)

FOR PHYSICIANS & CAREGIVERS
Providing appropriate care that complements the work of primary caregivers.
[read more](#)

FOR RELIGIOUS LEADERS
Supporting community members at the time of great need.
[read more](#)



SAVE THIS DATE!

2014 Annual Golf Classic

It might be wintery outside, but it's never too early to think about sun and golf.

Mark your calendar for the **MJHS Annual Golf Classic.**

MONDAY JUNE 23, 2014

Questions? E-mail us at events@mjhsfoundation.org for a personal reply. To purchase tickets and get the latest information, visit us at www.mjhsfoundation.org.



You can now find us on
LinkedIn, Twitter and
Facebook!