

advances



NEW ENGLAND BAPTIST
HOSPITAL

Winter 2010

A publication for friends of New England Baptist Hospital

IN THIS SPECIAL ROSE SOCIETY ISSUE:

**Rose Society Recognition Dinner
Thanks Leadership Donors**

**Baptist Research Division
Wins Major Award**

**Board of Visitors Get a Preview of the
Baptist's New Strategic Plan**

**Save the Date: Friday, April 29, 2011
Transformation and Innovation Gala:
A Great Night for the Baptist**

"It isn't just the Baptist's reputation that makes me comfortable," says Robert Canzano. "It's also the size and how people spend time with you."



AREA BUSINESSMAN CARRIES A BANNER FOR THE BAPTIST

Robert Canzano Finds a Style of Care that Is a Good Fit

Please see page 3 for a complete listing of Rose Society Donors for FY2010. Watch for the new Donor Wall, which will be installed at New England Baptist Hospital in January 2011.

People who are successful in business know how to deliver a product of consistently high quality. They know what it takes to keep customers satisfied, year after year. Robert Canzano, whose family founded one of the region's largest printing companies, understands that dynamic instinctively.

"As I know from the business I'm in, our clients' success is our own success," says Mr. Canzano, senior vice president of sales for Acme Printing, which is located in Wilmington, Massachusetts. "If you understand that, you can create a happy customer."

Acme has plenty of those, including large national corporations that know and value its reputation for delivering a dazzling product. "Anyone can print," notes Mr. Canzano, whose grandfather established Acme in the 1930s. "But we understand the culture that goes with printing, including how to do things the right way, incorporate the newest technology and handle problems. We're experienced."

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AREA BUSINESSMAN

continued from page 1



“I’m fortunate enough to be able to help. I like the Baptist’s culture, and I want to see it grow.”

—Robert Canzano

It’s not a stretch to say that, when Mr. Canzano was confronted with arthritis that caused increasing pain in both knees, he drew on the business instincts that have served him well. “I was attracted to New England Baptist Hospital because they perform thousands of knee replacements each year,” he says. “I like their track record. When I started researching doctors, I realized there are so many good ones in the Boston area. But I also know that the best doctor is the one who’s successful for you.”

Surgeons who take the time

He didn’t take his research lightly—and for good reason. Mr. Canzano experienced a disappointing outcome when arthroscopy was performed on his left knee at another hospital. “Too much of the meniscus was removed, and I developed complications,” he says in reference to the procedure that trimmed the wedge-shaped cartilage in the joint. Within a year, he was a candidate for knee replacement surgery. After consulting with a couple of orthopedic surgeons, he made an appointment with Richard Scott, MD, a Baptist orthopedic surgeon who specializes in joint replacement surgery.

Mr. Canzano quickly saw that, in addition to its impressive experience in the musculoskeletal field, the Baptist provides a style of care that is a good fit for him. “I’m a guy who likes to be comfortable,” he says. “I’m used to large companies, crowds and doing business all over the country. But health care is different. It isn’t just the Baptist’s reputation that makes me comfortable. It’s also the size and how people spend time with you.”

Dr. Scott took the time to review Mr. Canzano’s x-rays with him. He explained that he was a candidate for a partial knee replacement, which is an easier surgery and requires a shorter hospital stay. “Dr. Scott showed me that, while I had no cartilage on one side of my knee, the other side was perfect,” he recalls. “For that reason, there was no need to replace the entire knee. No one else mentioned that I could have a partial knee replacement. But no one else spent the time with me.”

In the weeks leading to his surgery, Mr. Canzano became more and more impressed with the Baptist’s entire program, including the joint replacement surgery class, which prepares patients for their hospital stay and rehabilitation, and the pre-surgical screening. “They screened me for MRSA,” he says, referring to methicillin-resistant staph aureus, a bacterium known to cause post-surgical infections. “At first I was a bit taken aback, but they explained that, once you have an implant in your body, infection is your number one enemy.”

The pre-surgical screening revealed that Mr. Canzano had a mild nasal infection, which the Baptist staff treated.

“I love the way they’re proactive about things like that,” he adds.

He considers his partial knee replacement to be a total success. “No one can believe the range of motion I have in that knee,” he says. Not surprisingly, when his right hip became a problem less than a year later, and cortisone shots were no longer working, he called Dr. Scott’s office.

“But Dr. Scott was no longer performing hip replacement surgery, so I was referred to Dr. Ward,” he says, referring to Daniel Ward, MD, another highly regarded Baptist joint replacement surgeon. “Again, he took the time to explain the whole process. I never felt so comfortable with a doctor in my life.”

Surgery number two: another success

Dr. Ward performed his hip replacement surgery on June 4, 2010. As that day approached, Mr. Canzano noticed something. “I wasn’t nervous—maybe just a little antsy,” he says, noting that the surgery went well. “Again, the care was fabulous. At the Baptist they cover it all, emotional as well as physical.”

At that point in time, the Baptist had begun administering multi-modal pain management, which includes treating post-operative pain *before* surgery is performed. Dr. Ward has advocated for this approach and serves as a leader on the surgical staff. “I believe I had only minimal narcotic pain medication, which I appreciated,” Mr. Canzano says. “I was moving around well shortly afterward.

“When I got home, someone from the Baptist called me to make sure I was doing my physical therapy. They didn’t need to call me, because I’m a compliant patient. But it’s an example of how they consider your success to be their success. Four weeks after the surgery, I played a few holes of golf. By the Fourth of July, I took my boat out.”

Gratitude leads to support

At age 64, Mr. Canzano is not slowing down. Thanks to the care he received at the Baptist, he doesn’t need to. “The Baptist has become a part of my life,” he says. His gratitude motivated him to support the hospital at the Rose Society level through gifts of stock.

“I wanted to say thank you to the Baptist in a small way,” he says. “I’m fortunate enough to be able to help. I like the culture there, and I want to see it grow. Medicine often drives the patient. But not at the Baptist, which truly is a patient-driven hospital. They listen to their patients, and they’re sensitive to them.

“I’m not eager for more surgery,” says Mr. Canzano. “I think I’m all set for now. But I carry a banner for the Baptist because it’s a great hospital.”



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Value the Baptist Way

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ANNUAL GATHERING IS DESIGNED TO THANK LEADERSHIP DONORS

Rose Society Recognition Dinner Celebrates the Baptist Way

The FY2010 Rose Society Recognition Dinner, a favorite Baptist event, had something for everyone. The event serves as a heartfelt “thank you” to the hospital’s leadership donors. The annual gathering, which was held at the Fairmont Copley Plaza on November 3, also provides an opportunity to celebrate the Baptist Way—the unique approach to care that many Rose Society members have experienced themselves.

After Richard Maloney, chair of the NEBH Board of Trustees, welcomed guests, Trish Hannon, president and CEO, reflected on her first year at the Baptist. “It is a privilege to lead this institution,” said Ms. Hannon. “You are a special group, because you share a commitment to securing the Baptist’s future success.”

Debra Coleman, vice president and chief development officer, then described the important role the Rose Society plays in the hospital’s fundraising, notably its Annual Fund, which provides essential, unrestricted funds for hospital programs with the greatest need. “Your gift makes a true and tangible impact,” she said. “It is a strong endorsement of the care we provide and the way in which we provide it.”

Ms. Hannon then introduced the evening’s featured speaker, Bonnie Dirr, who described the outstanding care she received at the Baptist for scoliosis, a progressive spine deformity. Ms. Dirr, a Watertown resident, was diagnosed and treated by Frank Rand, MD, an orthopedic surgeon at NEBH who specializes in surgery for scoliosis and other complex spine conditions. At age 26, Ms. Dirr had three herniated discs, sciatic pain from congenital spinal stenosis and numbness in her right foot.

“By remaining active and working closely with Dr. Rand, I was able to postpone surgery for more than a decade,” Ms. Dirr told the gathering. “Fortunately, conservative treatment was effective for me.” She ultimately required surgical correction—two surgeries, totaling 20 hours, during which Dr. Rand performed an extensive spine fusion and highly complex reconstruction.

(Above) Bonnie Dirr, a patient who received successful treatment for scoliosis, shared her story with Rose Society members. (Right, top to bottom) Richard Maloney, chairman of the Board of Trustees, welcomed the gathering; Trish Hannon, president and CEO, thanked Rose Society members for their commitment; Frank Rand, MD, joined Ms. Dirr, his patient, on the podium.





(Clockwise from upper left):

Steve Aronson and Risa Aronson; James Rainville, MD, and Eric Woodard, MD; Steve Aronson, N. Marcello Micozzi and David Smookler; Peter Smyth, Carolyn Pappas Diamandis and Chris Diamandis, MD; Tom Winters, MD, Tom and Ann Gheringhelli, Bob Bode, MD, and Janice Bode; Margie Lamir-Heger, PT, Jack Tierney, MD, Lloyd Gainsboro and Roberta Gainsboro; Jan Sliby, Kenneth Sliby, Gary Kearney, MD, and Susan Kearney.



(Below) Frederick Basilio, MD, and Judith Waligunda, MD, who were presented with the 2010 Kirkby Memorial Service Award, enjoy the evening's program.

"What can I say about Dr. Rand? There are no words for him," she said. "I've gotten my life back; today, I'm happy, healthy and active. My appreciation for Dr. Rand, my entire care team and the Baptist is indescribable." Dr. Rand then joined Ms. Dirr at the podium to express how happy he is about her successful outcome.

The evening concluded with the presentation of the 2010 Kirkby Memorial Service Award, the prestigious award named for Elinor Kirkby, the respected, former long-time hospital administrator credited with creating the legendary environment for which the Baptist is known today. This year's award went to Frederick Basilio, MD, cardiologist and chair of the department of medicine, and his wife Judith Waligunda, MD, an internist with a large primary care practice at the Baptist.

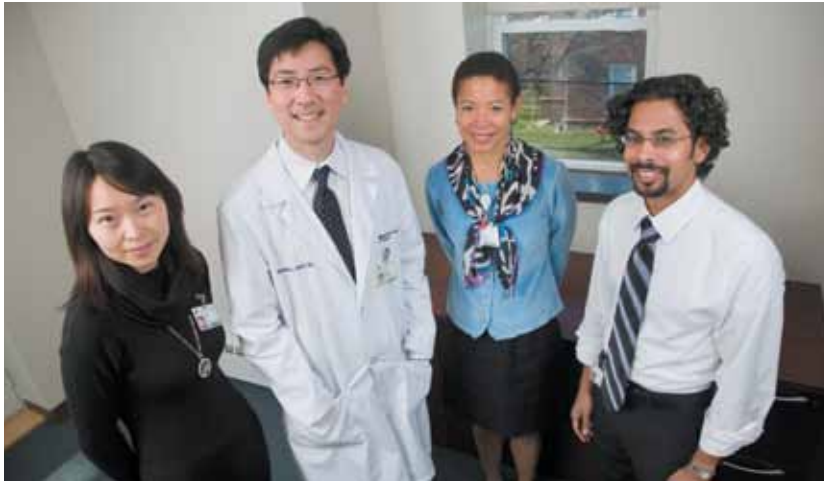
The couple is widely admired by their patients and colleagues and truly embody the Baptist Way. Drs. Basilio and Waligunda, with their arms around each other, expressed their thanks, their dedication to each other and their feelings for the Baptist, which considers them to be important members of the family.



For information on how to join the Rose Society, please call 617-754-6880 or visit www.nebh.org/donateonline. Your gift will be promptly and gratefully acknowledged.

BAPTIST RESEARCH DIVISION WINS MAJOR AWARD

Better Understanding of Spinal Stenosis Will Lead to Improved Care



The Baptist Research Division won first prize for the top-rated original spine research paper of 2009 from the editors of The Spine Journal, the most influential publication in its field.

(Left to right) Ling Li, MPH, programmer analyst; David Kim, MD, spine surgeon; Paula McCree, director of clinical research; and Pradeep Suri, MD, physiatrist and researcher.

As the spine ages, it develops lumps and bumps that cause the spinal canal to narrow. Such changes, known as spinal stenosis, appear on CT scans and MRI images. They are an accepted part of growing old, but do they cause back pain? Members of New England Baptist Hospital's research division answered this critical question and won a prestigious award: first prize for the top-rated original spine research paper of 2009 from the editors of *The Spine Journal*, the most influential publication in its field.

Their paper, "Spinal Stenosis Prevalence and Association with Symptoms: the Framingham Study," was a collaboration with Boston University School of Medicine. NEBH co-authors include David Hunter, MD, PhD, former division chief; David Kim, MD, spine surgeon; Ling Li, MPH, programmer analyst; and Pradeep Suri, MD, physiatrist and researcher. They used existing data from the Framingham Heart Study, the famous population study established in 1948 to identify the factors that contribute to cardiovascular disease.

"Those research subjects had CT scans taken of their aortas for the Framingham study," explains Dr. Suri. "We took those scans and reformatted them in order to study their spines. It was a creative use of data that was already available."

Spinal stenosis: more prevalent than was thought

By analyzing the CT scans of 191 people who represent a random sample, the researchers were able to define the existence of spinal stenosis in the community—something that had never been done. "We found that anatomic spinal stenosis, which is defined as a specific degree of narrowing around the spinal cord and nerve root, is more prevalent than was previously thought," says Dr. Kim. "Close to 50 percent of those age 60 to 69 have it. So it is not necessarily pathologic—that is, not abnormal—because plenty of people are walking around with spinal stenosis but no back pain. Our study confirms that we can't be quick to assume that something we see on a CT scan or MRI study represents a disease process."

Now that this data is available, the hope is that clinicians will differentiate radiographic spinal stenosis from the actual syndrome with greater confidence. "What brings patients to the office is their symptoms," notes Dr. Suri. "We need to treat the syndrome of clinical spinal stenosis, not the radiographic finding."

Dr. Kim agrees. "The research findings imply that we have to be more careful before we attribute back pain or other symptoms to spinal stenosis and embark on a treatment plan," he says. "Whether it is the congenital or degenerative [age-related] form, we may be over-treating these patients."

The cost of that care is astronomical, he adds. "Treatment of back pain and back injuries has been tagged as a major public health problem that is burdensome to the U.S. economy. As a result, there has been a call for more research to address the problem. Our study represents an important step in the right direction."

Baptist clinicians ask the right questions

It is the kind of research for which the Baptist is known, says Dr. Suri. "At the Baptist, clinicians ask the right questions—questions that are driven by a desire to give patients relevant information about their prognosis and, therefore, the most useful treatment."

For example, Dr. Kim is conducting research to determine if one's genes help determine whether or not spine surgery will be successful. It is another example of how the Baptist is fine-tuning the understanding of which patients will benefit from a specific treatment. "There is a lot of pain and suffering that results from allocating the wrong or inappropriate care to people with back pain," says Dr. Kim. "We don't want to waste people's time with treatments that are likely to be ineffective. By studying genetic markers, we want to improve how we select patients for surgery."

Thanks to the Baptist's spinal stenosis study, physicians can look at a patient's diagnostic tests and, in many cases, counsel them that the narrowing of their spinal column is part of the normal aging process and will not impair their ability to function. "That kind of information, for many patients, may be more valuable than the short-term relief that might come from an injection, surgery or expensive medication," Dr. Kim notes.

The spine causes many people to worry, he says. "People know that the spine is their foundation; it supports the entire body. I tell patients that God and Mother Nature did a fantastic job designing the spine. In most cases, it serves people well throughout their lifetimes, especially when supported by healthy lifestyle habits.

"By clarifying what is normal in the spine, such as with the data from this research, we are in a better position to reassure people."

BOARD OF VISITORS MEETING FEATURES A LIVELY DISCUSSION

The Board of Visitors (BoV) Annual Meeting, held at the hospital on September 22, provided members with updates on both the administrative and clinical sides of New England Baptist Hospital.

Martha Sloan Felch, BoV chair, welcomed everyone and underscored their responsibilities as members. Ms. Felch encouraged BoV members to support the hospital at the Rose Society level, while being aware of The Campaign for Care, which is in its last year.

Richard Maloney, chair, Board of Trustees, announced that the Baptist has remained strong despite the continued economic downturn and described the outstanding care that his family members received at the Baptist during the past year.

Trish Hannon, president and CEO, then previewed highlights of the hospital's new strategic plan. Her remarks, entitled "The Challenge of Health Care Reform for New England Baptist Hospital and Our Vision for Our Future," described the impact that value-based purchasing will have on health care organizations. As key components of national reform are implemented, health care quality will matter more and more, which offers the Baptist clear opportunities, as well as challenges. Her presentation included a question and answer session.

Eric Carkner, MD, orthopedic surgeon, and Carol Hartigan, MD, physiatrist, then presented "Spine Care: Surgical and Non-Surgical Options—a 2010 Update," which led to a host of questions from BoV members. The meeting was followed by a reception in the NEBH colonnade.



(Clockwise from top) Trish Hannon, president and CEO, presented highlights from the hospital's new strategic plan; Tom Thaler, Tom Nicholson, Russell Morash and Guy Snowden listened intently; Eric Carkner, MD, and Carol Hartigan, MD, presented "Spine Care: Surgical and Non-Surgical Options—a 2010 Update."

A LETTER FROM DEBRA COLEMAN

Dear Friends:

As we head into the final weeks of 2010, I am happy to report that New England Baptist Hospital will have another strong year of Rose Society Annual Fund giving. Five years ago, we created the Rose Society to honor and recognize our leadership-level donors. They continue to express their belief in the Baptist Way by providing unrestricted, Annual Fund support of \$1,000 or more that is critical to the hospital.

Annual Fund support is more important than ever, as it allows the hospital to distribute the available operating funds in order to invest in the programs and services that make the Baptist such a special institution.

We honor and thank our Rose Society members throughout this issue of *Advances*, which is dedicated to them. If you are already a donor at the Rose Society level, please accept our appreciation for your support. If not, please consider becoming a member during FY2011 by supporting the hospital with a gift of \$1,000 or more before September 30, 2011.

Don't forget about *The Campaign for Care*, which is coming to its successful conclusion on December 30, 2011. With our campaign goal within reach, we look to our Rose Society friends to help us identify and cultivate major Baptist prospects and supporters. Please hold Friday, April 29, 2011 for our Transformation and Innovation Gala at the Westin Copley Place Hotel, and join us to celebrate the campaign's continued success.

Thank you for your interest in and support for New England Baptist Hospital.

Sincerely,

Debra A. Coleman
Vice President and Chief Development Officer

YEAR-END GIVING: Act Now for Tax Benefits

As 2010 winds down, many individuals consider their charitable giving goals. Timing is key, as gifts made before December 31 can generate income tax deductions that help reduce one's 2010 tax bill. Because of proposed changes in federal tax laws, giving may never again carry such benefits.

If you wish to support New England Baptist Hospital, this may be the best time to do so. Please consider gifts of:

- Cash, checks or electronic transfers
- Securities, such as stocks, bonds or mutual fund shares
- Assets from retirement plans
- Funds from your will or living trust
- Life insurance

Also, there are several ways for you to make gifts today that provide you or others with income later, along with current and future tax savings.

If your charitable goals for 2010 include supporting the Baptist, act now to stretch your charitable dollars and reduce your April tax bill. Please contact the development office at 617-754-6880 for information on year-end giving.



Matthew Miles of Wrentham became the youngest member of the Rose Society by selling cookies baked by his mother, Mary Miles—also a Rose Society member and grateful Baptist patient—and making a generous gift to the hospital.

WRENTHAM TEENAGER TURNS COOKIE SALES INTO BAPTIST GIFT

Matthew Miles Is the Rose Society's Youngest Member

Few teenagers are entrepreneurs; fewer still are philanthropic. But that's not true of Matthew Miles, who took a good idea and turned it into a generous gift to New England Baptist Hospital. At age 17, Matt is the youngest member of the Rose Society. Members of the leadership giving society make gifts that total \$1,000 or more during the hospital's fiscal year.

Not surprisingly, the Wrentham student is inspired by a family tradition of giving. His parents, Jack and Mary Miles, are Rose Society members themselves. Mrs. Miles is a grateful and enthusiastic Baptist patient, having had knee replacement surgery performed by Tucker Aufranc, MD, and foot surgery performed by Mark Slovenkai, MD. Mrs. Miles' father, Joseph Lorusso, has also had two successful knee replacement surgeries with Dr. Aufranc.

The surprise is how Matt earned the funds: by selling his mother's homemade cookies. "Whenever my friends are at the house, they love my mother's cookies," he explains. "I thought about it, and I realized that people would be willing to buy them. I started taking orders. Now there are a dozen or so

people who buy cookies regularly." Chocolate chip is the most popular kind.

Those sales to hungry friends have added up. During the past year, the money he earned allowed Matt to make a leadership-level gift to the Baptist. "At one point Matt said to me 'the Baptist has done so much for you that I want to give back, too,'" his mother recalls.

She's willing to produce the necessary inventory. "I can bake in my sleep, so I'm happy to do it," says Mrs. Miles, who encourages both of her sons to be philanthropic. "I really am proud of Matt. He's doing an honorable thing."

He is doing it for an institution the family values. "We feel the Baptist is in a class by itself," says Mrs. Miles, who also is a member of the Board of Visitors and recently joined the hospital's Patient and Family Advisory Council, whose goal is to understand and continue to refine the patient/family experience.

Matt says he has a good head for business. How does it feel to be the youngest member of the Rose Society? "It feels awesome," he says.

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