Wowing Our Patients

A $400,000 Baystate Health Foundation grant is putting state-of-the-art workstations-on-wheels (WOWs) at Baystate bedsides.

“Absolutely essential.”

That’s how Jennifer Massengill, BSN, RN describes her workstation on wheels (WOW), on which she accesses lab results, updates electronic health records (EHRs), and pages physicians—all at her patients’ bedsides. Massengill’s WOW stores everything she needs to start intravenous lines, dress surgical wounds, and more. It also generates prompts and alerts every time she dispenses medication and allows her to scan her patients’ wristbands and check them against their charts.

Denise Schoen, MSN, RN-BC, Baystate Medical Center’s manager of patient experience, explains that WOWs support the “five Rs” of medication administration: right patient, right time, right medicine, right dose, and right route.

(Continued Page 8)
A Higher State of Caring

John Maybury, Chair, Baystate Health Foundation

Together, we serve our community.

What opportunities and challenges does Baystate Health face? Baystate serves as an architect of our region's future health care while maintaining essential hospital-based services – everything from emergency medicine and trauma care to surgery to specialty clinics. As healthcare evolves, Baystate must deliver new levels of innovation while sustaining the highest quality of care. And we must do it with fewer resources, amid falling Medicare and Medicaid payment levels.

We are grateful for our donors who make it possible to enhance patient care by supporting the environments in which we serve our patients and families, and by providing for needed equipment and advanced technology for our clinical teams. Philanthropy has never been more vital to our ability to serve our communities. Increasing and changing patient needs make every gift more essential than ever.

Our leaders, volunteers, and donors shape our future.

Tomorrow's Baystate Health will build on the both the legacy of outgoing President & CEO Mark Tolosky and the promise of our new President and CEO, Dr. Mark Keroack. It will build on the strength of our administration and the excellence of our physicians, clinicians and all employees and volunteers. It will build on the generosity of our donors.

We are grateful for the long-time commitment of two Baystate Health Foundation trustees who have transitioned from the board after serving for over a decade, but whose passion for Baystate remains as strong as ever. We thank Mike Daly for his role on our Board – following his leadership of the health system, and we thank Judith Plotkin-Goldberg for her years of service as a trustee.

We welcome two new board members, Patricia Canavan, President, United Personnel Services and Jean Marie Deliso, President, Deliso Financial Services. Both Trish and Jean are very involved in our community and recognize the importance of philanthropy to ensure that resources are available to support patient care. We value the commitment of every board member, all of whom support Baystate Health Foundation’s vision to be the ‘Charity of Choice’ for people in our region.

It takes many talented, generous people to sustain the extraordinary resource that is Baystate Health – including you. Thank you for all that you do to help us serve our communities. Together, you help us deliver a higher state of caring.

Our Mission

The Mission of Baystate Health Foundation is to inspire a culture of philanthropy and encourage philanthropic relationships that support the mission and vision of Baystate Health.
“If you’re fortunate enough to have a good life, you need to give back to your community. There’s nothing more rewarding than making kids’ lives better.”
– Bernie & Jan Piepul
Springfield

Paying it forward…at Baystate Children’s Specialty Center

Baystate’s excellence depends on the generosity of everyone in our community – including our employees and their families, who express their compassion in countless ways. Meet Bernie and Jan Piepul.

Jan Piepul was born at Springfield Hospital, and has lived on a street nearby – “about 200 feet from Baystate Medical Center”, he estimates – for his entire life. Bernie Piepul, a Longmeadow native, came a little later to Baystate – joining the nursing staff in 1979, and working on the surgical service of Baystate Medical Center since 1981.

The Piepul’s relationship with Baystate Health goes back a long way. They recently made a gift that will help drive its future – as well as the future lives of the children who will grow up to shape our community.

Bernie and Jan Piepul are among the donors to the $1 million capital campaign that made our new Baystate Children’s Specialty Center a reality. Located on Wason Avenue in Springfield, the new facility brings more than 15 specialists together in one facility to serve more than 30,000 children who receive advanced outpatient care at Baystate annually. The Specialty Center replaces a network of outpatient clinics in six different locations – dramatically improving navigation and care coordination for families. Best of all, it’s designed especially for kids.

“From the lighting to the colors, it’s like the Disneyworld of health care facilities,” Jan says with a smile. Bernie agrees. “Care environments are so important in putting patients at ease. Our Specialty Center definitely does that for the children in its care.”

For the Piepuls, giving to the Specialty Center was a natural impulse born of gratitude. “If you’re fortunate enough to have a good life, you need to give back to your community,” says Bernie. “There’s nothing more rewarding than making kids’ lives better.”

(Above) Bernie & Jan Piepul
(Top Left) Stewart Mackie, MD visits with a family.
(Top Right) Jenna Durocher, child life specialist, and a young friend play with the Specialty Center’s interactive fish pond.

4,505 babies were born at Baystate Health hospitals in 2013.

30,000 children will receive advanced outpatient care every year at Baystate Children’s Specialty Center.
Lacing up for a cure

On October 20, 2013, more than 25,000 people laced up for Baystate’s annual Rays of Hope Walk & Run Toward the Cure for Breast Cancer. Together, they raised $750,000 in support of care for people in western Massachusetts and research at the Rays of Hope Center for Breast Cancer Research at the Pioneer Valley Life Sciences Institute, where clinicians at Baystate Health collaborate with scientists at UMass-Amherst.

Mark your calendar! The 2014 Rays of Hope Walk & Run will step off on Sunday, October 19 at Forest Park in Springfield and at Energy Park in Greenfield.

Building Baystate together

Mark Tolosky, JD, FACHE

On July 1, 2014, Mark Tolosky will conclude his tenure as President & CEO of Baystate Health. He takes this opportunity to reflect on Baystate’s decade of growth under his leadership.

In 1992, I joined Baystate as executive vice president of the system and CEO of Baystate Medical Center. In 2004, I was honored to become President and CEO of Baystate Health.

I leave Baystate with gratitude – for our health care professionals, who have made us one of America’s top 15 integrated health systems, and for our donors, who make everything possible.

In the past decade, we have made major renovations at Baystate Franklin Medical Center and Baystate Mary Lane Hospital. We have constructed several new facilities in Springfield – including the Chestnut Surgery Center, 3300 Main Street outpatient center, the D’Amour Center for Cancer Care, the Baystate Orthopedic Surgery Center, and the Baystate Children’s Specialty Center. A “medical mile” is taking shape in Springfield’s North End.

In 2012, we opened the MassMutual Wing, the Davis Family Heart & Vascular Center, the Harold Grinspoon and Diane Troderman Adult Emergency Department, and the Sadowsky Family Pediatric Emergency Department at Baystate Medical Center. The project gave me one of the most meaningful personal and professional experiences of my life – joining many of you as a donor to The Campaign for Baystate Medical Center, through which our community raised more than $26 million.

With your time and talent, your generosity, and your enduring commitment, you make Baystate Health extraordinary.

Thank you.
Coming home to excellence

Mark Keroack, MD, MPH

Since 2011, Mark Keroack has served as president of Baystate Medical Practices, executive vice president and COO of Baystate Health, and president and CEO of Baystate Medical Center. The Springfield native will become President & CEO of Baystate Health on July 1.

It's an incredible privilege to lead one of America’s top health systems – especially in your own hometown.

After graduating from Amherst College, I headed east – to Harvard Medical School, Boston University School of Public Health, and residencies in internal medicine and infectious diseases at Brigham and Women’s Hospital. I’ve worked at UMass Memorial Health Care and UMass Memorial Medical Group in Worcester, and at University Health System Consortium (UHC), a member-owned alliance of 112 academic medical centers in Chicago.

Baystate Health is among the best in the nation.

The new world of health care will be one of unprecedented connection – among nurses, doctors, and allied health professionals, among specialty and primary care providers, among direct caregivers and the professionals who support them, among health plans and providers, and among the communities we serve. Baystate Health, as a truly integrated system built on principles of quality and efficiency, is well-positioned for that world.

Every day, I’m fortunate to walk beside some of the world’s finest health professionals. I’m also lucky to walk in other footsteps – those of my parents, Alvin Keroack, MD and Mary Phaneuf Keroack, RN, both of whom served on the Baystate hospital staff (at Wesson Memorial and Springfield Hospital, respectively) with both enjoying fulfilling careers caring for our community. And I’m so grateful for the support of the many generous donors who sustain Baystate Health for future generations.

Together, we will continue to deliver a higher state of caring.

Nurses and doctors are very special to me. What would we do without them? We have the best at Baystate. You don’t have to go to Boston for great care.

– Donald Lovern
Granby, Massachusetts

(See full story on page 6)

143,208 people sought emergency care at Baystate Health hospitals.*

33,000 surgeries were performed in Baystate operating rooms.*

44,328 patients were admitted for care.*

1.3 million outpatient visits were provided by Baystate health care professionals.*

*Fiscal Year 2013
Generous gift supports healing from loss

After her husband’s death, Pamela’s bereavement support group helped her more than she had ever imagined. “I don’t even know their last names,” she says. “And yet, they’ve changed my life.”

A generous gift from Springfield Anesthesia Service is helping Baystate Health support people who are grieving.

Baystate Health embraces everyone who is close to our patients – and our commitment lasts forever. Family members and friends are welcome to attend Baystate’s twice-weekly bereavement support groups for as long as they need support. “Our door never closes,” says Catholic Chaplain Sister Susan Gralinski. “But sometimes people need more.”

“Traditional rituals of healing have eroded as people have become less connected with organized religion,” says Sister Susan. “Today’s society can be very isolating. Where do we express our feelings? Where do we find hope?”

On April 23, 2014, with Springfield Anesthesia Service’s support, Baystate Health held its first Service of Gathering to Remember and Honor in memory of patients who have passed away within the last year. The ecumenical service – attended by many Baystate caregivers as well as bereaved family and friends – included the lighting of candles, the reading of names, the sharing of poetry, and inspirational music.

“This need struck a chord with many of us personally as well as professionally,” says Donald Schwartz, MD, president of Springfield Anesthesia Service, noting that both his mother and father-in-law have passed away at Baystate Medical Center within the past year.

“Our family has experienced the compassion and skill of Baystate’s nurses, hospice professionals, chaplains, and others first-hand. And my colleagues and I routinely provide palliative care services to patients at the end of life. We are very pleased to play a role in easing the emotional pain of families, as well as the physical pain of our patients.”

A Symbol of Hope

A butterfly lights beside us like a sunbeam
And for a brief moment its glory and beauty belong to our world
But then it flies again
And though we wish it could have stayed...
We feel lucky to have seen it

– Author Unknown

Through our Gifts of Gratitude program, patients honor their caregivers with a gift in support of patient care.

www.baystatehealth.org/Giftsofgratitude

Donald Lovern

By evening, he was speeding from Baystate Mary Lane Hospital to Baystate Medical Center. “It was too foggy for the helicopter, so Dr. Gutterman commandeered an ambulance,” Donald remembers. “He and my surgeon, Dr. Tyler, are the reasons I’m here today.”

After emergency surgery for a life-threatening gastrointestinal condition, nine days in the hospital, and six months’ recovery at home, he’s back in action – feeding the birds and squirrels, keeping an eye on black bears frequenting his backyard, and taking an occasional spin on his motorcycle. At 82, life is good.

We thank Donald Lovern for making a Gift of Gratitude to the Baystate Health Foundation in honor of Baystate Mary Lane emergency physician Jeffrey Gutterman and Baystate Medical Center surgeon Kelly Tyler.
Jane Albert
Vice President of Development, Baystate Health
Executive Director, Baystate Health Foundation

The changes in leadership at Baystate Health also bring changes to the leadership at Baystate Health Foundation. As Mark Tolosky retires and Mark Keroack, MD moves into the role of President and CEO of Baystate Health, he also becomes the President of the Baystate Health Foundation. We are sincerely grateful for Mark Tolosky’s leadership of the Foundation and its board, and for the commitment of the entire Tolosky family for their participation in our many campaigns and fundraising initiatives. Mark Tolosky will continue to serve on our board, bringing continuity and support for our work. We welcome to our board, John Schreiber, MD, Chief Physician Executive and President of Baystate Medical Practices, as he serves in the role formerly held by Dr. Keroack. These new Foundation leaders bring great talent along with a commitment to inspiring a culture of philanthropy.

You have certainly demonstrated your commitment to philanthropy in many ways – with support for our annual and capital campaigns, through your participation in events, and by sharing gifts of gratitude for the care you or a loved one have received. We are grateful for your generosity, which has provided funding for patient care with needed equipment, technology, state-of-the-art care environments and more. We celebrate the upcoming purchase of 60 workstations on wheels for our nurses – made possible by your donations to the ‘Greatest Need for Patient Care Fund’.

We hope you enjoy our redesigned newsletter, which offers feature stories and information showcasing the impact of your philanthropic support. This publication also includes our Honor Roll of Donors for 2013 – featuring the names of donors whose annual gifts placed them in the President’s Society along with donors whose gifts helped us fulfill the capital funding needs for the new Baystate Children's Specialty Center. We are grateful for each and every donor who has helped at every level of giving, as each gift has an impact on advancing the health system mission ‘to improve the health of people in our communities every day with quality and compassion.’

Our team at Baystate Health Foundation looks forward to enjoying a wonderful relationship with you. We value your input and look forward to keeping you informed about activities at Baystate. We hope you have shared your email address with us, and if you haven’t done so yet, please email it to us at bhf@baystatehealth.org or call us (413) 794-5444.

Thank you for making a difference in the lives of our patients and families.

We are so excited and so grateful for this wonderful gift. Our new infusion chairs are appealing and attractive, and they significantly enhance our patients’ comfort.

– Naomi Bolognani, RN, BSN, OCN
Oncology Program Manager
Baystate Franklin Medical Center

Wheeling for Healing benefits cancer care at Baystate Franklin Medical Center

Our annual Wheeling for Healing fundraiser recently supported the purchase of new infusion chairs for patients undergoing chemotherapy at Baystate Franklin.

“Patients often spend a whole day with us – sometimes several days in a row – and many are coping with significant discomfort. Making sure that they have comfortable seating is critical,” says oncology program manager Naomi Bolognani, RN, BSN, OCN

The state-of-the-art chairs are upholstered in blue, a color scheme selected by patients.

Wheeling for Healing has raised $155,997 since it got rolling in 2008.
The newest WOWs also adjust for height, she adds – allowing nurses, respiratory therapists, and other health care professionals to document care and access data while staying at patients’ eye-level. “When we ask nurses what’s important for high-quality care, WOWs are at the top of the list,” says Schoen.

“WOWs add lots of safety layers, improve our ability to communicate with each other on a patient’s behalf, and give us more time at the bedside,” says Massengill. “They have transformed nursing practice.”

Baystate Health Foundation funds purchase of 60 new WOWs
Baystate Health has used WOWs since 2003, and – because of continuous technology upgrades – now deploys three generations of the units. Supported by a $400,000 grant from the Baystate Health Foundation’s Greatest Need Fund, Baystate is purchasing 60 new WOWs and retiring the oldest units. The new WOWs are streamlined, lighter, and easier to maneuver, and offer next-generation technology, in addition to longer battery life and other features.

“The purchase of this vital equipment is a perfect example of philanthropy’s direct impact on Baystate’s mission,” says Jane Albert, vice president of development for Baystate Health and executive director of the Baystate Health Foundation. “We are grateful for our donors, who so generously help us sustain the excellence of our care.”

“Our donors have many choices, and we are honored that they choose to channel their philanthropic dollars toward helping us make strategic investments in patient care,” says Nancy Shendell-Falik, senior vice president, chief operating officer & chief nursing officer of Baystate Medical Center. “Philanthropy enables us to create the best possible care environment for our patients and our staff.”

Walk of Champions supports cancer care
More than 1,000 people raised over $84,000 for cancer care services at Baystate Mary Lane Hospital through Baystate’s Walk of Champions on Sunday, May 4. Celebrating its 9th anniversary this year, the Walk of Champions has raised $558,135 since it was launched in 2006 by John O’Neill, who founded the event in gratitude for cancer care that his mother had received at Baystate Mary Lane.

Funds have been used for everything from counseling to medications to equipment. Thank you!