Philanthropy Funds Palliative Care at Baystate Medical Center

Baystate Health Foundation’s Greatest Needs Fund for Patient Care and a bequest from Fairy Brown, MD are bringing state-of-the-art pain management and more to patients with cancer, heart disease, and other conditions.

Many years ago, Maura Brennan, MD treated a young woman with metastatic cancer who refused pain medication. The patient explained that she believed that her cancer, and the pain that came with it, were divinely ordained. Brennan enlisted a hospital chaplain. The patient accepted the medication. “What I could do alone wasn’t enough,” Brennan reflects. “It takes a team.”

Today, as Chief of the Division of Geriatrics, Palliative Care and Post-acute Medicine at Baystate Medical Center, Brennan is part of an interdisciplinary palliative care team led by Palliative Medicine Services Director Diane Dietzen, MD. The team provides services on-site at Baystate Medical Center and via telemedicine at Baystate Franklin Medical Center, with additional collaborations in development. (Continued on page 8)

Dr. Fairy Brown’s Patient Care Legacy Lives On

Fairy Potter Palmer Brown, MD treated patients at the former Wesson Memorial Hospital – now part of Baystate Medical Center – for 50 years. She is still doing so, nearly three decades after her death – through philanthropy.

A Delaware native, Dr. Brown attended Bellevue Hospital School of Nursing and earned an undergraduate degree from Teacher’s College of Columbia University before earning a Master’s degree and medical degree from Boston University. (Continued on page 3)

Thank you! Radiothon raises $325,465 for Baystate Children’s Hospital

Baystate Children’s Hospital and the Children’s Miracle Network Hospitals presented the 14th annual 94.7 WMAS Radiothon on March 5-7, and our community responded with unprecedented generosity – raising a record-breaking $325,465, a 28 percent increase over the amount raised during last year’s Radiothon. Since its inception in 2002, the Radiothon has raised more than $2.7 million to help the hospital care for local children and families.

The only accredited children’s hospital in the region, Baystate Children’s Hospital provides a full range of health services for more than 40,000 children annually.

PICTURED ABOVE: Children in the care of Baystate Children’s Hospital, along with staff and volunteers, celebrate the success of our 2015 94.7 WMAS Radiothon.
Sam Hanmer takes Foundation Helm

Sam Hanmer's relationship with Baystate Medical Center goes way back. He was born there.

Today, Hanmer is helping to shape the future of Baystate. He assumed the chairmanship of the Baystate Health Foundation in January, succeeding John Maybury.

“We are so lucky to have a leader of Sam’s caliber, building on the strong foundation laid by John Maybury,” says Mark Keroack, MD, MPH, president and CEO of Baystate Health.

The CEO of Field Eddy Hub International, Hanmer is a respected community leader who has contributed board service to the Springfield Museums and Bay Path University, in addition to the Foundation. Hanmer and his wife, Jenny, the parents of three adult children, live in Longmeadow.

Hanmer is deeply committed to ensuring high-quality health care in our region.

“Baystate makes it unnecessary to go to Boston for care – something very few people actually have the time or resources to do,” says Hanmer. “A gift to Baystate is an investment in world-class health care for our community.”

“This is an organization of staggering scope and complexity – one in which philanthropy is more important than ever,” Hanmer continues, noting that Jenny volunteers with Baystate Visiting Nurse Association & Hospice (BVNAH). “Our community’s generosity fuels investment in innovation, new programs, top talent, and leading-edge technology. It’s a privilege to help build support for Baystate.”

“I am honored to chair this stellar board. We are pleased to welcome Steven Dane and Mark Teed as new members of our Foundation board,” says Hanmer, “and we honor the contributions of outgoing trustees Clifford Noreen, Robbie Cohn, and Ed Tombs. Together with all of our donors, this team truly does deliver a higher state of caring.”

Remembering Cory Garwacki

The 2015 94.7 WMAS Radiothon offered three days of inspiration – as well as a glimpse of the heartbeat that accompanies life-threatening illness, even in an age of effective treatment and cure.

On the first day of the 2015 Radiothon, a rocking chair stood empty in memory of Cory Garwacki, 27, who passed away in October 2014 after a lifelong battle with short gut syndrome. A passionate advocate and fundraiser for Baystate Children’s Hospital, Cory had never missed a Radiothon. Springfield Mayor Domenic Sarno proclaimed March 5 “Cory Garwacki Day.” We remember Cory with affection, and extend our deepest sympathy to his family and friends.
PAY IT FORWARD

For Maura McCaffrey, Giving to Baystate is Both Personal and Professional

Maura McCaffrey remembers the emotion in the woman’s voice. Volunteering at the 94.7 WMAS Radiothon for Baystate Children’s Hospital McCaffrey took a call from a mother making a gift in gratitude for her daughter’s care at the hospital.

“I thought about other parents, going through the most difficult experience of their lives,” McCaffrey remembers, “and I realized that helping to raise funds for the hospital was the only thing I could personally do for them that day – parent to parent.”

Community service has always been part of McCaffrey’s life. “My parents emigrated from Ireland, and we didn’t have extended family here when I was growing up,” she remembers. “Our community was our family.”

McCaffrey does a lot more than that. As CEO of Health New England, McCaffrey leads the insurer’s efforts to improve health status in Western Massachusetts. Health New England also provides critically important philanthropic investment in Baystate’s programs and services. McCaffrey and her husband, Ed, and their 17-year-old twins, Patrick and Connor, are regular participants at Baystate fundraising events.

“Our sons have grown up watching thousands of people give their time and resources to make our community healthier – and seeing the impact of that effort,” says McCaffrey. “For instance, they heard a breast cancer survivor describe how funds raised through Rays of Hope provided her with transportation to treatment. It was incredibly powerful.”

Early in her career as a pharmacist, McCaffrey participated in CVS’s Brown Bag program, which hosted community events to which patients were invited to bring their medications and consult with pharmacists. “I gained invaluable insight into the lives of the people we serve – the kind of insight I want our Health New England associates to have. Supporting Baystate allows us to engage deeply in our community – while truly making a difference.”

Scores of people affiliated with Baystate Health channel abundant generosity, as well as energy and expertise, for the health of our community. Impact’s “Pay it Forward” feature brings you their stories.

Supporting Baystate allows us to engage deeply in our community – while truly making a difference.

– Maura McCaffrey

Dr. Fairy Brown
(continued from page 1)

She dedicated her career to caring for the people of Western Massachusetts. When Dr. Brown passed away in 1988, at the age of 95, she bequeathed one-third of her estate to Baystate Medical Center – establishing an endowment “to be used for care of chronics and incurables.” Fulfilling her wishes, the income from her endowment funds Baystate Medical Center’s palliative medicine program.

To learn more about supporting Baystate’s mission through planned giving, contact Kathleen Bronner at (413) 794-7798 or kathleen.bronner@baystate-health.org.

Baystate Health Foundation | Summer 2015 | 3
Perspective

Mark A. Keroack, MD, MPH

Most of us have had the experience of returning to places of our past and finding them smaller. When I came home to Baystate, I had the opposite experience. We face big opportunities, big responsibilities, and big challenges.

As a child, I sometimes accompanied my father, Alvin Keroack, MD, on rounds at Springfield Hospital. I’m proud to say that the values that guided him and his colleagues – personalized care, dedication to quality, and commitment to community – endure at Baystate.

We are still neighbors taking care of neighbors – but our neighborhood now spans Western Massachusetts and parts of Vermont and Connecticut.

What does it take to deliver a higher state of caring in our region?

• We must commit ourselves to providing exceptional experiences for patients and families wherever care is delivered.

• We must sustain a continuous cycle of learning and improvement, measuring ourselves against the best.

• We must deliver well-coordinated care across disciplines, locations, and time.

We continue to grow and improve.

Last fall, we welcomed Baystate Wing Hospital in Palmer. A new collaboration with Connecticut Children’s Medical Center will enhance pediatric specialty care in Springfield and Hartford. We continuously cultivate collaboration and innovation – while earning quality awards that rank us among America’s top hospitals.

We also continue to invest in our care environments. Recent and current capital projects include updating 96 patient rooms, renovating the Katz Oncology Unit, and building pharmacy facilities at Baystate Medical Center; opening our Children’s Specialty Center in Springfield; modernizing surgical facilities at Baystate Franklin Medical Center; and expanding primary care services in South Hadley, to name a few.

Everything we do is enriched by philanthropy.

Every dollar of philanthropic investment – particularly in today’s environment of growing need and shrinking funding – advances our work. This issue of Impact – full of stories of generous people who care deeply about our community – takes me back to those mornings at Springfield Hospital with my father. Our work becomes more complex with every passing year. But the heart of our mission endures.

Thank you for helping us deliver a higher state of caring.

Mark A. Keroack, MD, MPH is President & CEO of Baystate Health

The Toledo Family’s generosity is recognized with a plaque in Baystate’s Children’s Specialty Center.

Gifts of Gratitude

Toledo Family Supports Children’s Specialty Center

Thirteen years ago, Hector Toledo’s daughter, Rebecca, was in the Neonatal Intensive Care Unit (NICU) at Baystate Children’s Hospital. Toledo, who is today vice president of Hampden Bank, remembers walking the halls, feeling helpless. He donated blood. “I had to do something,” he says. “I’m used to being able to fix things.”

Hector Toledo and Chief of Pediatric Endocrinology, Holley Allen, MD, MSPH.

Toledo has been giving to Baystate ever since – as a member of the Board of Trustees and Finance Committee of Baystate Health and as a donor to the Children’s Specialty Center with his wife, Danielle, a quality management coordinator in the Baystate Breast and Wellness Center. Rebecca and her brother, Hector Jr., are patients at the Center.

“Baystate is a place that changes your life,” says Toledo. “It has a huge impact – in our community and beyond. I remember meeting a man from upstate New York whose baby was in the NICU with my daughter. It was the closest facility that offered the expertise his child needed.”

“Baystate’s quality is second to none,” he continues. “Philanthropy is absolutely critical to sustain that. As a Baystate Health trustee, I know how expensive it is to run a health care organization of this scale. As a father, I know the long-term impact Baystate has on people’s lives. To support Baystate is to support our community.”
Baystate Franklin Launches Capital Campaign

Baystate Franklin Medical Center has launched a $5 million campaign for new surgical facilities. Robbie and Mary Cohn are chairing the effort, with Charles and Betty Barker serving as honorary co-chairs.

Nearly a decade ago, Robbie and Mary Cohn chaired Baystate Franklin Medical Center’s Second Century Campaign – making it possible for the hospital to expand its emergency department and radiology facilities and renovate its medical-surgical and intensive care units. The Cohns are once again at the helm of an important new philanthropic initiative, as Baystate Franklin launches a $5 million capital campaign to upgrade its surgical facilities.

“Mary and I are so proud to lead this endeavor, which will make health care in our community even better. Baystate Franklin Medical Center is vital to all of us. We are fortunate to have such high-quality care so close to home,” says Robbie Cohn, president of the Cohn & Company real estate agency.

Charles and Betty Barker are also continuing their longtime support of Baystate Franklin by serving as honorary co-chairs of the Keeping Care Local Campaign – and have generously made a challenge gift that will match other gifts, dollar-for-dollar, up to $500,000.

The campaign will fund construction of four new operating rooms and renovate other areas in the hospital’s surgical unit. State-of-the-art at the time of their construction in 1975, the facilities must be updated to accommodate today’s technology and continue to attract talented surgeons and other clinical staff. The total cost of the project will be $26.6 million.

“As the only hospital in Franklin County, we strive to offer a broad range of services as close to home as possible, reducing our patients’ need to travel outside the area for care,” says Brian Hoffman, MD, chair of the BFMC Department of Surgery. “To do so, we must attract and retain talented surgical specialists for whom hospitals nationwide are competing. They demand – and our patients deserve – the best facilities we can provide.”

To learn more about Baystate Franklin Medical Center’s Keeping Care Local Campaign, contact Kelli Barry at (413) 773-2763 or kelli.barry@baystatehealth.org.

Health Scare Leads to Happy Ending at Baystate Wing

Busy in her kitchen on Christmas Day, Monson resident Mary Ann Brazas was suddenly overcome by dizziness and nausea. “I’ve never been hospitalized, except to give birth to my two boys over 45 years ago,” she says. “I didn’t know what was happening … I just knew that I was scared and sick.”

As her husband called 911, Brazas worried about heart attack or stroke. Her mother had died of a cerebral aneurysm.

Brazas was admitted to Baystate Wing Hospital after initial testing in the Emergency Department. The ultimate diagnosis was vertigo. But Brazas was acutely aware that it could have been far more serious – and her caregivers had treated her that way.

“Everyone – my nurses, my radiology technicians, and Dr. Jill Levin – was wonderful, putting me at ease and making me comfortable. I truly appreciated their kindness, especially at Christmas when so many other people were with their families. Our community is fortunate to have such an A+ hospital.”

Mary Ann Brazas

Baystate’s Gifts of Gratitude program allows patients to honor their caregivers by making a charitable contribution in support of the care of future patients.

To learn more, please visit baystatehealth.org/giftsofgratitude.
BVNAH Celebrates 100 Years of Caring

Friends of Baystate Visiting Nurse Association & Hospice (BVNAH) gathered at the Lyman & Merrie Wood Museum of Springfield History last October to celebrate the organization’s 100th birthday – and to strengthen its philanthropic foundation for the future.

Founded in 1914 to help women care for their newborns, today’s BVNAH provides a broad spectrum of advanced health services to our community – from wound care to telemedicine for cardiac patients. One of the first adopters of hospice care, BVNAH is the only pediatric hospice provider in our region. BVNAH cares for 8,000 residents of 50 towns in Western Massachusetts each year.

On October 23, Lyman Wood chaired a gala centennial celebration for BVNAH in the museum that bears his name and that of his late wife, Merrie, who was a BVNAH patient as well as an ardent supporter. The occasion provided an opportunity to celebrate those who have enriched the organization’s history – as well as those who will help to build its future through the establishment of endowed funds.

Serving as presenting gala sponsors were the founders of the following new endowed funds in support of BVNAH: The Francis D. Dibble, Sr. & Caitlin Dibble Ross Fund, The Hanmer Family Endowment, The Springfield Anesthesia Service Fund, and The Lyman & Leslie Wood Fund.

These new endowed funds join BVNAH’s treasured family of previously established endowed funds, including: The Anne Jarrett Fund, The John McP. & Mary Louise Collins Fund, and The BVNAH General Endowment.

In Memory of Carl Breyer

A graduate of the Wharton School of Business at the University of Pennsylvania, with an MBA from Cornell University, Carl was a prominent business leader and an active civic leader. He was a founding Board member of the Baystate Health Foundation and founding chair of the Foundation’s Planned Giving Committee.

Carl’s generosity continues to flourish – in gifts to BVNAH in his memory, in the strength of the Baystate Health Foundation, and in his own bequest to the Foundation. We honor him by sustaining his passion to build philanthropic support for Baystate – especially in the area of planned giving, in which he had particular interest.

Gifts to BVNAH in memory of Carl Breyer are gratefully accepted and may be sent c/o the Baystate Health Foundation, 280 Chestnut Street, Springfield MA 01199.
This issue of Impact continues to reveal the importance of philanthropy at Baystate Health – as well as the generosity that fuels the Baystate Health Foundation. The stories in this issue offer a glimpse of the many ways in which we stand on the shoulders of those who came before us – those who established endowment funds, long ago and recently, and those who sustain our philanthropic tradition every day through countless ways of giving, from our Radiothon to our Greatest Needs Fund. We mourn the passing of Carl Breyer and Cory Garwacki, and we honor their lives through our work.

The Foundation’s future will unfold under the leadership of our new chair, Sam Hanmer, who will sustain the growth led by our immediate past chair, John Maybury. We are indebted to John for his leadership and dedication. We welcome new Board members Mark Teed and Steven Dane, and we thank outgoing trustees Robbie Cohn, Clifford Noreen, and Ed Tombs. Finally, we welcome two new staff members: Katharyn Pacheco, Director of Finance, and Megan Pete, Director of Annual Giving & Events.

Baystate’s impact transcends individual lives and endures from generation to generation – inspired by compassion and driven by philanthropy.

Thank you for your support. Your generosity is essential and deeply appreciated.
Palliative Care Program (continued from page 1)

“We bring together multiple disciplines to help patients reach their goals, medically, socially, and spiritually,” says Dietzen. “Aggressive management of symptoms is a big part of what we do – but only part of it.”

Baystate’s palliative care team consists of Dietzen and one other physician, two nurse practitioners, and a part-time social worker, as well as pharmacists, chaplains, and others who deploy when needed. Brennan dedicates part of her time to clinical care with the team.

Enhancing and extending life

Palliative care is not end-of-life care; it can begin much earlier in the course of chronic illness. In fact, research reveals that some patients live longer under palliative care.

“There is no cure for mortality,” says Brennan. “Most of our patients have chronic, progressive, advancing disease. We help people do the best they can, for as long as they can – all along the treatment continuum.”

That means prescribing therapies to address pain, nausea, and other challenges. It also means facilitating difficult, complex conversations with patients, families, consulting physicians, and others.

“Patients and families have great wisdom,” says Dietzen. “Our role is to help them make decisions, by thinking analytically together about palliative care in the context of the patient’s life. What interventions do you want? How can we help you manage your symptoms?”

Philanthropy makes it possible

Baystate Medical Center’s palliative medicine team follows approximately 20 patients daily on an inpatient basis, with about 10 new patient consultations every week. Collaborations with the D’Amour Center for Cancer Care and the Davis Family Heart & Vascular Center are in development, complementing community-based palliative care services provided through Baystate Visiting Nurse Association & Hospice (BVNAH). The need will increase as our population continues to age.

Baystate Medical Center’s program is funded by $330,000 in philanthropic investment from the Baystate Health Foundation’s Greatest Needs Fund for Patient Care and an endowment fund established by Fairy Brown, MD (see page 1).

“We would like to be able to extend our team’s services to every patient in the care of Baystate Health,” says Dietzen. “Our ability to expand system-wide is limited only by resources. Philanthropy is absolutely essential to our work, and we are so grateful to all of the generous donors who support us.”

Although care provided by the team’s physicians and nurse practitioners is covered by health insurance, social workers, chaplains and other team members do not bill independently. And traditional reimbursement does not reflect palliative care’s unique practice patterns.

“Our initial evaluations typically take twice as long as those needed by other specialties, and treatment decisions are made during emotionally intense family meetings that last for hours,” says Brennan. “Only philanthropy can support that kind of care.”