Donors Support Excellence in Obstetrics at Baystate

When Kaitlin Methot, RN, gave birth to a healthy baby boy named Kamden in November, she knew she was at a hospital that is committed to supporting rigorous, consistent continuing education for her clinical team. As a Labor and Delivery nurse at Baystate Medical Center, Kaitlin was part of the team that implemented an innovative new on-line fetal monitoring education program funded by donors to the Baystate Health Foundation. The program consists of training modules, videos, intensive case reviews, and presentations on best practices, culminating in a 91-question exam. More than 240 providers – including 24 midwives, 120 nurses, 40 obstetrical residents, and all attending obstetricians – have completed the training since its debut in August.

"Fetal monitoring is, of course, a vital mechanism for assuring babies’ well-being, and it’s essential for every member of our team to be aware of every nuance," says Daniel R. Grow, MD, Chair of the Department of Obstetrics-Gynecology. (continued on page 2)

Clinicians Lead Fundraising to Expand New Elder Care Unit Pilot Program

He was 89 years old, and lived alone in Springfield. A fractured ankle, suffered in a fall, had brought him to Baystate Medical Center. It was the latest of many hospitalizations. But this time would be different. This time, he would be in the care of the multidisciplinary team that staffs the new Acute Care for Elders (ACE) Unit pilot program at Baystate Medical Center.

ACE Medical Director Rebecca Starr, MD and physician’s assistant Heidi Ann Courtney, PA, determined that their patient was taking 27 different prescription medications – leaving him so debilitated and confused, by his own admission, that he simply “took a handful” of random doses daily.

A thoughtful, intensive intervention by the ACE team – involving Starr and Courtney as well as pharmacists, nurses, social workers, and other professionals – helped the patient regain his mobility, control his pain, and access the community support he would need to live safely and independently at home. He was discharged by the ACE team after a few days on the ACE Unit – functionally, nutritionally, and cognitively improved, and on only 10 medications.

Fundraising is underway to make the ACE pilot program permanent and expand the size of the unit. (continued on page 3)
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Baystate Health Foundation
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 will support the mission of Baystate Health: to improve the health of the people in our communities every day, with quality and compassion.

Building Capacity for Growth

Sam Hanmer, Chair, Baystate Health Foundation

Amazing things happen when the generosity of our community meets the passion of our health care professionals and our Foundation leadership and staff.

This issue of Impact reveals some of the countless ways in which your philanthropy impacts our patients’ care. You are there when our patients draw their first breaths, when they cope with the challenges of aging and in every moment in between.

You are changing and saving lives.

Your directed gifts can nourish a program or service for which you have particular affinity. Your unrestricted gifts can be used to purchase new medical technology, support a program, advance clinical excellence through staff training and fund a wide array of other pressing needs. A gift to endowment can help to sustain Baystate Health for future generations.

Building on work initiated under the leadership of former Chair, John Maybury, the Board and Baystate Health Foundation staff are creating capacity to support your philanthropy for the long term. Strengthened by a focused planning process and growth strategy, the Foundation’s Fundraising Committee, Governance Committee and Planned Giving Committee are working to engage more and more members of our community.

Your generosity inspires our gratitude and fuels our aspirations for the future.

Thank you.

Obstetrics at Baystate (continued from page 1)

“Sometimes, less-ominous signs can lead to serious findings later on, requiring corrective measures – such as delivering immediately – to keep the baby safe.”

The consistency offered by the on-line approach is especially valuable, Grow explains. “Traditional approaches to training can be a bit like a game of telephone, with inherent variability. On-line training assures use of a common nomenclature, for instance, so that staff communicate with the specificity needed to eliminate miscommunication – saying that ‘the tracing is category I’ rather than ‘the tracing is fine’ for example.”

Grow plans to introduce additional on-line modules, on a range of other obstetrical topics, over the next few years.

“We’re very appreciative of the support we’ve received from donors to the Baystate Health Foundation,” he says. “In this age of shrinking reimbursements to hospitals, philanthropy plays a critical role in helping us launch new educational programs like this one for the benefit of our patients.”
ACE Elder Care Unit Pilot Program  (continued from page 1)

Treatting the whole patient

Elders often arrive at the hospital with multiple, simultaneous health, safety, and functionality challenges, says Andrew Artenstein, MD, FACP, FIDSA, Chair of the Department of Medicine at Baystate Medical Center. “The ACE team embraces each patient in a truly multidisciplinary care model – treating the whole patient and addressing symptoms and needs both individually and collectively.”

Nearly 400 patients, all over the age of 70, have been treated in the ACE Unit since September 2014, when it opened as a pilot program on Springfield 3. Falls have been reduced by more than half, as has use of anti-psychotic drugs. The number of patients suffering from delirium has been significantly reduced, and use of restraints for patient safety has been effectively eliminated.

Length of stay on the ACE Unit is nearly a day shorter than on other medical floors, and both readmission rates and costs are lower. And the number of ACE patients discharged to the community, rather than another health care facility, is higher than the national average – dramatically enriching quality of life by allowing people to continue to live in their own homes.

“\’We\’ve proven that this approach works, and the need for it will increase significantly as our population ages,\’ says Artenstein, noting that western Massachusetts\’ elderly population – already among the highest in the state – is expected to rise by nearly 15% by 2018.

\“It\’s time to move out of the pilot stage and create a permanent, expanded ACE Unit.\”

“The ACE pilot has achieved so much with only seven beds dedicated to this vital service,” says Jane Albert, vice president of development for Baystate Health and executive director of Baystate Health Foundation. “With our donors’ support, we hope to expand it to accommodate the growing need for geriatric acute care services in our community. The ACE program is a perfect example of a life-changing service that can only happen through philanthropic investment.”

Philanthropy will make it possible

Artenstein feels so strongly about the value of a permanent ACE Unit that he has led fundraising for the new facility – following his own personal gift with an impassioned appeal to colleagues in the Department of Medicine to join him in supporting the project.

“In the course of expanding the ACE Unit and making it permanent, we also plan to incorporate designated palliative care beds,” says Artenstein. “This level of multidisciplinary care can only be funded through charitable giving. We hope our community will join our clinical staff in providing the philanthropic capital needed to bring these services to more of our elderly patients.”

To learn more about giving to the ACE Unit, please contact:
Kathleen Bronner at (413) 794-7789 or kathleen.bronner@baystatehealth.org

Above: Sammy Tan walking patient after surgery.

We hope our community will join our clinical staff in providing the philanthropic capital needed to bring these services to more of our elderly patients.
– Andrew Artenstein, MD

New ORs under construction at Baystate Franklin Medical Center

Under the volunteer leadership of Mary and Robbie Cohn, Baystate Franklin Medical Center’s Keeping Care Local campaign has raised $3.8 million toward a goal of $5 million – providing essential funding for construction on new, state-of-the-art surgical facilities at the hospital.

To learn more about the Keeping Care Local campaign, or to make a gift, please contact: Kelli Rafferty at (413) 773-2763 or kelli.rafferty@baystatehealth.org

BFMC Capital Campaign Steering Committee members Joe Poirier, Frances “Princy” Stotz, and Doug Clark (left to right) recently joined Baystate project manager Richard Sears for a tour of the hospital’s new surgical wing.

Above: Sammy Tan walking patient after surgery.

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Baystate Health’s responsibility to our community transcends traditional health care delivery models. It encompasses population health, academic medicine, inpatient and outpatient care, and hospice and home care services—all delivered with an eye on costs and new pathways to deliver value.

The accomplishments of the past year—our continuing regional care expansion, as we welcomed Baystate Noble Hospital to our family, our academic partnership with UMass Medical School and Baystate Medical Center’s third-consecutive Magnet designation, to name a few—support those imperatives.

Baystate 2020—a new strategic plan for a new age in health care—will chart the course for the next five years.

Developed by 200 leaders from throughout Baystate Health, during five intensive retreats, the plan builds on the Baystate Promise—“Together, we will deliver a higher state of caring”—to establish four distinct compass points—safety, quality, patient experience, and value—by which all Baystate team members navigate our roles related to patient care.

Baystate 2020 also emphasizes our key strengths—academic innovation, recruiting and retaining top health care professionals, creating an integrated health system that meets our community’s needs while delivering high-quality, cost-effective care and empirical quality improvement—that are essential to fulfillment of our Promise.

You’ll be hearing more about Baystate 2020 in future issues of Impact.

For now, I conclude by recognizing you for being such an important member of our team. Your generosity resonates in everything we do.

Thank you.

Baystate Medical Center Earns Top Nursing Credential for Third Consecutive Year

In September, members of the Baystate Medical Center nursing staff (pictured at right) convened for the official announcement: the American Nurses Credentialing Center (ANCC) has awarded Magnet® recognition to Baystate Medical Center for a third consecutive time, placing the hospital’s nurses among the finest in the nation.

“Our nurses, and all of their partners in the delivery of care, have done something most others haven’t,” said Nancy Shendell-Falik, RN, MA, who was then senior vice president/chief operating officer and chief nursing officer for Baystate Medical Center. “Such an accomplishment is a testament to the unrelenting commitment of our nurses to the patients and families they serve.”

Only 7% of all health care organizations are Magnet-certified, and only 26% of that select group have achieved Magnet status three consecutive times. Baystate Medical Center is one of only nine Magnet hospitals in New England.
Rays of Hope Walk & Run is Catalyst for Federal Breast Cancer Research Grant

Baystate Health’s annual Rays of Hope Walk & Run Toward the Cure of Breast Cancer supports treatment and services for thousands of people with breast cancer in western Massachusetts, as well as research at the Rays of Hope Center for Breast Cancer Research.

Rays of Hope donors and volunteers have now helped to secure a five-year $3.5 million grant from the Breast Cancer and the Environment Research Program, an initiative co-funded by the National Institute of Environmental Health Sciences (NIEHS) and the National Cancer Institute (NCI).

During the five-year study, scientists will explore the question of whether environmental exposure to common chemicals – including benzophenone-3, found in sunscreens and cosmetics – may increase the odds of developing breast cancer. They will investigate genetic and biochemical mechanisms, using cultured breast tissues from 60 women, and test for cell proliferation and tumor suppressor gene activity in response to environmental chemical exposure.

University of Massachusetts Amherst Professor D. Joseph Jerry, MD who serves as science director of the Pioneer Valley Life Sciences Institute as well as co-director of the Rays of Hope Center for Breast Cancer Research, will lead the study. The Center, which was launched in Springfield in 2011 with $1.5 million in funds raised through the annual Rays of Hope event, supported Jerry’s early research with a $25,000 grant.

“That’s an excellent return on investment,” says Center co-director Grace Makari-Judson, MD, a breast medical oncologist with the Baystate Regional Cancer Program, noting that fewer than 4 percent of all research proposals are ultimately funded. “This grant offers compelling evidence of the impact that strategic startup funding can have in advancing research.”

“We are incredibly grateful to everyone who has been part of Rays of Hope,” says Baystate Health President & CEO Mark Keroack, MD. “As a system that encompasses community hospitals, an academic medical center, and other providers, our mission is multi-dimensional – and it all comes down to providing the best possible care today, while creatively and strategically planning for the future. This research initiative, which springs from a wonderful partnership with our community, highlights the value of building knowledge for tomorrow while providing state-of-the-art care today.”

To learn more about supporting Rays of Hope, please contact: Michelle Graci at (413) 794-7654 or michelle.graci@baystatehealth.org

Pictured: D. Joseph Jerry, MD and Grace Makari-Judson, MD.

Nancy Shendell-Falik Promoted To Senior Roles With Baystate Medical Center and Baystate Health

Nancy Shendell-Falik, RN, MA has been named president of Baystate Medical Center and senior vice president of hospital operations for Baystate Health. She is the first woman and the first nurse to lead the hospital.

“As Baystate Health continues to develop a regional model of care, Nancy will help us achieve a greater alignment between our five hospitals, physicians, and other community providers,” says Baystate Health President and CEO Mark Keroack, MD.

Shendell-Falik served as Baystate Medical Center’s senior vice president/chief operating officer and chief nursing officer since 2013. She came to Baystate from Tufts Medical Center and Floating Hospital for Children in Boston, where she was senior vice president for patient care services and chief nursing officer. She previously was senior vice president, patient care services, at Newark Beth Israel Medical Center in New Jersey.

“I look forward to working with staff and leaders of all Baystate facilities to deliver care that is compassionate, of the highest quality, and affordable,” says Shendell-Falik. “I also appreciate the impact of philanthropy in delivering exceptional care to patients and families every day.”

Shendell-Falik holds a master’s degree in nursing from New York University and a bachelor’s degree in nursing from Rutgers College. She is a fellow of the Robert Wood Johnson Executive Nurse Program.
Impact of Baystate Health Foundation Events

Thank you to our donors who walked, ran, cycled, and golfed at our summer and fall events – and to everyone who supported those who did. Your participation, energy and generosity make a tangible impact in our patients’ lives and help us deliver a higher state of caring.

Baystate Children’s Hospital Golf Tournament: More than 200 golfers took to the greens for their 24th annual outing at Longmeadow Country Club and The Ranch Golf Club in May. This year’s event proceeds helped to fund the purchase of a Stryker HD Video Platform for the Department of Pediatric Surgery (see page 7). Adrian Levsky, tournament co-chair and Baystate Health Foundation trustee, is joined by his foursome guests Al Fratini, Richard Nadelman, and Matt Fratini (left to right).

Save the Date: May 23, 2016

Ray’s Hope Walk & Run Toward the Cure of Breast Cancer: More than 18,000 participants in the 22nd annual Rays of Hope Walk & Run Toward the Cure of Breast Cancer raised $630,000 for local breast health care, services and research in October – bringing the total amount raised since the event’s inception in 1994 to over $13 million. Pictured: Hundreds of breast cancer survivors celebrated at this year’s event.

Save the Date: October 30, 2016

Walk of Champions: In May, the 10th annual Walk of Champions celebrated a decade of support for cancer services at Baystate Mary Lane Hospital by raising $93,500. This year’s milestone event honored Walk founder John O’Neill, who launched the effort in tribute to his mother. Since its inception in 2005, the Walk of Champions has raised $663,612 in support of care for cancer patients at Baystate Mary Lane.

Save the Date: May 1, 2016

Wheeling for Healing: Hundreds of cyclists, runners and walkers hit the pavement in August for the 8th annual Wheeling for Healing Ride/Walk/Run in support of cancer services and care at Baystate Franklin Medical Center. BFMC employee Jim Bassett raised an inspiring $5,800 with his team, Cheryl’s Walkers, which was formed in memory of Jim’s wife, Cheryl, and in tribute to the cancer care she received at the hospital.

Save the Date: August 21, 2016

Baystate Wing Golf Tournament: Wilbraham Country Club hosted a full field of golfers at the annual Baystate Wing Golf Tournament in October. This year’s tournament raised $80,050 in support of the Baystate Wing Emergency Department capital campaign.

Save the Date: October 7, 2016

Baystate Noble Ball: Baystate Noble Hospital held its 51st Anniversary Noble Ball on Saturday, October 17 at the MassMutual Center in Springfield. More than 700 guests attended the Magic of Motown-themed event, raising $392,000, which was co-chaired by the Queenin family: Kevin, Barbara, Jay, Janine, Jon, and Lisa (left to right.) Proceeds from the Ball will be used to enhance Baystate Noble’s main entrance to provide easy access for all patients and visitors.

Save the Date: October 29, 2016
Generosity and Hope

Jane Albert, Vice President of Development, Baystate Health
Executive Director, Baystate Health Foundation

As our donors, you give us all a truly priceless gift – the gift of hope. Through your generosity, you give our patients hope for recovery. You give our health care professionals the capacity to dream of clinical and research breakthroughs that might be possible through philanthropic investment. And, in a troubled world, you show us that people can come together – in compassion and selflessness – to help each other through life’s most challenging moments.

Everyone at Baystate Health Foundation is deeply honored to support your philanthropy. Complementing the work of the passionate, astute volunteers who serve on our Board and committees, we have strengthened our staff resources this year. Our team is dedicated to enhancing our outreach to you and developing annual and long term philanthropic opportunities to support the needs of patients and their families. We are privileged to work with compassionate, expert care providers who appreciate the impact of every gift made to enhance resources throughout the health system.

Thank you for your support for our annual fund and for gifts of gratitude that honor people who have had a positive impact on your life.

Philanthropy Funds Next-Generation Pediatric Surgical Technology

On a clear fall day a few weeks ago, a four-week-old infant had surgery for a large benign chest tumor in the Daly OR at Baystate Medical Center. He is one of many infants and children whose lives have been saved or enhanced with the support of donors to Baystate Health Foundation.

Thanks to advances in pediatric surgery – including new technology recently purchased for the hospital by donors to the Baystate Health Foundation – surgeons can now help even the tiniest babies, using the same minimally invasive techniques used in adult surgery.

Breakthrough Technology Saves Lives

Laparoscopic surgery revolutionized the field a few decades ago – cutting recovery time and reducing infection risk. But development of laparoscopic tools small enough for use in surgery on babies and young children lagged behind, as industry focused on developing products for the larger adult surgery market.

Enter the Stryker HD Video Platform.

With a customizable LED light source and wireless video platform, the Stryker system incorporates a laparoscope only 3 millimeters in diameter – suitable for our smallest patients. The system was purchased with philanthropic funds generated through several fundraising events, including the 24th annual Baystate Children’s Hospital Golf Tournament.

“This technology is a complete game-changer in pediatric surgery,” says Kevin Moriarty, MD, Chief of Pediatric Surgery. “It dramatically improves our ability to surgically treat a variety of conditions – from newborn bowel surgery to complex lung surgery – in infants, toddlers, and young children. Everyone who helped us purchase the Stryker platform is helping to save children’s lives every day.”

Kevin Moriarty, MD, Baystate’s Chief of Pediatric Surgery, in Daly OR 18 with the Stryker HD Video Platform purchased with donor funds. On the screen: surgery to remove a thoracic tumor.

To learn more about giving in support of pediatric services, please contact: Jennifer Baril at (413) 794-7734 or jennifer.baril@baystatehealth.org
Universal Electric Supports Child Life Services at Baystate Children’s Hospital

Jim Kennedy and Mike Quinn, co-owners of Universal Electric in Springfield, recently pledged $50,000 to fund per diem staffing for the Child Life team at Baystate Children’s Hospital—ensuring that all patients and families will have access to the team’s exceptional psychosocial support when they need it most.

Throughout every family’s care experience—from consultations to minor procedures and lifesaving care and surgeries—our Child Life specialists are there. These trained professionals soothe and distract children, devise and supervise therapeutic play opportunities, and help families process clinical information and navigate hospital systems.

“We are so grateful for this incredibly generous gift, which will allow us to staff our team to fit the needs of children and families in our care, providing them with developmentally appropriate preparation and support and minimizing their stress through play and expression,” says Child Life manager Jessie Hagerman.

“We are honored and humbled to be able to help such a dedicated staff and program,” says Quinn.

Visit baystatehealth.org/bhf and click on “Stay Connected” to view the Baystate Children’s Hospital Child Life team’s heartfelt thank you message to Universal Electric.