A NEW PERSPECTIVE ON CANCER CARE

Oncologist Karen Krag Brings Experience as Both Physician and Patient to Role as 2014 Cancer WALK Co-Chair

In her 30 years as an oncologist, Karen Krag, M.D., has always empathized with her patients—to help them cope with their diagnoses, make decisions about their treatment and manage the effects of cancer on their physical and emotional health. She never imagined that one day she would find herself in their position.

continued on page 3
Dear Friends

Spring has finally arrived on the North Shore and with it a flurry of activity across North Shore Medical Center. People are eager to get outside and thousands in our community are planning to lace up their sneakers and participate in the 24th annual North Shore Cancer WALK on Sunday, June 22. We are honored to have our own Karen Krag, M.D., co-chairing the event with cancer survivor and dedicated walker Jerry Tucker. If you have not yet made plans to walk but would like to help out or sponsor a participant, please visit www.northshorecancerwalk.org.

For the runners among us, November 10 was an opportunity to sprint along the Beverly coast for either a 5K or 10K road race to raise funds for cancer care on the North Shore. For the fourth year in a row the participation in this road race has grown, positioning us for success as we look to the fifth annual North Shore Cancer RUN this coming November 2, 2014.

Hundreds turned out for our fifth annual Gourmet Gala held March 28 (see photos on pages 10 and 11) at the Acura dealership in Peabody. Auctioneer Billy Costa helped to boost the proceeds, making it our most successful ever.

Much has been changing on the Salem Hospital campus over the past six months as the 100-year-old power plant is being decommissioned in June and the new efficient and “green” power plant takes over at the rear of our campus. This new power plant and the dismantling of the old plant facing Highland Avenue will make way for future building improvements over the coming year.

This issue contains our annual lists of contributors, reflecting leadership giving across a variety of initiatives. Without your support, it would be impossible to continue the work we do each day to bring the best care possible to residents of the North Shore. On behalf of everyone who has been touched by NSMC over the past year, thank you for your generosity. We remain deeply grateful.

Sincerely,

Richard C. Bane
NSMC Trustee
Chairman, Development Committee

Sara J. Andrews
Senior Vice President for Development

A NEW PERSPECTIVE (continued from page 11)

Two and a half years ago, Dr. Krag was diagnosed with a malignant brain tumor after experiencing a severe seizure. The diagnosis came as a shock; she was otherwise healthy and had no other symptoms or family history of cancer.

“In an instant, my life changed,” she recalls. “I had to stop my medical practice and change from caregiver to patient.”

Dr. Krag had surgery to remove her tumor at Massachusetts General Hospital, where she also had her follow-up care. The experience underscored the value of NSMC’s collaboration with Mass General, enabling her to access the specific surgical expertise needed to treat her cancer and to call on colleagues to help care for her patients at the Mass General/North Shore Cancer Center in Danvers while she recovered. It also gave her a new appreciation for what sets NSMC apart.

“Patients have often told me about the feeling of community and family they experience at NSMC,” she says. “My colleagues and I strive to deliver that feeling through our work, and it was a great comfort to be on the receiving end of such thoughtful and collaborative care.”

A longtime participant in the North Shore Cancer WALK, Dr. Krag has always appreciated the event as a demonstration of the NSMC community spirit. This year, she’s taking her support a step further as co-chair of the 24th annual Cancer WALK with fellow cancer survivor Jerry Tucker.

“The WALK is a special opportunity to connect with my patients and their families, to acknowledge their struggles and celebrate their triumphs and to remember those we’ve lost to cancer,” she says. “It’s a reminder that we’re all in this together.”

The WALK is a special opportunity to connect with my patients and their families, to acknowledge their struggles and celebrate their triumphs and to remember those we’ve lost to cancer.”

Karen Krag, M.D.
CO-CHAIR
NORTH SHORE CANCER WALK

nsmgiving.org | Page 3
Since it began in 1990, the WALK has contributed more than $19 million to support state-of-the-art cancer treatment and programs at NSMC and the Mass General/North Shore Cancer Center. This year’s WALK will be held on Sunday, June 22, at Salem Willows Park starting at 8 a.m. and will follow a 6.2-mile route through historic downtown Salem. Money raised will support oncology services at NSMC and the Mass General/North Shore Cancer Center.

As she reflects on her experience of cancer, Dr. Krag says it has made her more aware of the ways—both obvious and harder to measure—that the disease alters a patient’s life, from physical changes and limitations to a greater awareness of one’s mortality.

“My cancer is a part of my life now, but it isn’t my whole life,” says Dr. Krag. “Like my patients, I do my best to live with my diagnosis and to fully enjoy and appreciate where I am today.”

CANCER SURVIVOR JERRY TUCKER, CANCER WALK CO-CHAIR

JOINING ONCOLOGIST Karen Krag, M.D., as co-chair of the 2014 Cancer WALK is Jerry Tucker. A resident of Marblehead, Tucker was diagnosed with Stage 4 throat cancer in 2010 and successfully treated at the Mass General/North Shore Cancer Center in Danvers. He has been an enthusiastic participant in the Cancer WALK ever since, serving as captain of Team Tucker and consistently recognized among the event’s top fundraisers.

“Initially I thought I had a swollen gland in my neck and went to have it checked out by NSMC’s ENT specialists,” says Tucker of his cancer diagnosis. “It turned out to be a tumor the size of a lime.” Shocked by this news, Tucker considered his treatment options in and around Boston and chose the Mass General/North Shore Cancer Center based both on its reputation for clinical excellence and proximity to his home and family. He couldn’t be happier with his decision.

“THE CANCER CENTER makes it so easy for patients to receive treatment,” says Tucker, a fixed-income trader at Wellington Management and the father of two teenaged daughters. “I was able to have my 15-minute radiation treatments in Danvers on my way home from work every day. I honestly enjoyed going there because the staff treat patients so warmly. They all knew my name and why I was there.” Cancer-free for the past four years, Tucker is now happy to contribute to the Cancer WALK in any way he can. “I feel blessed to be able to give back and be part of it all. WALK day is such an amazing experience, and I’m very excited to be a member of the team to put it all together. I hope to help make this year’s WALK the most successful one yet!”

Going Greener for our Community

A new, state-of-the-art power plant is now up and running on the NSMC Salem Hospital campus, generating cleaner, safer and more cost-efficient energy throughout the facility.

THE NEW POWER PLANT employs computer-controlled steam boilers fired by natural gas for greater efficiency, according to Mary Jo Gagnon, Senior Vice President of Operations. The plant also features a cogeneration system—combined heat and power—to generate approximately 40 percent of our electricity while capturing waste heat that will be used for producing steam for heat and hot water. “We expect the facility to be certified by the U.S. Green Building Council as a LEED Silver building, a measure of its environmental efficiency,” says Gagnon.

AN ADDITIONAL BENEFIT of the new power plant is an added level of security for patients, visitors and staff, adds Gagnon. By installing duplicate electrical, telephone and data feeds from Highland and Jefferson avenues, the new power plant will improve reliability and the continuity of essential services and ensure the security of our patients.

NORTH SHORE MEDICAL CENTER has operated its own central utility plant on the NSMC Salem Hospital campus for almost 100 years. Located near the Davenport 4 main entrance facing Highland Avenue, this small building—easily recognized by its three-story brick smokestack—has served NSMC well as the source of steam for heat, hot water and sterilization throughout the facility. It was also the central distribution point for electricity for all of NSMC Salem Hospital, including MassGeneral for Children at NSMC. This building will be taken down in months to come.
Dave Callahan, 62, of Marblehead, also found the program beneficial. “We all have things that bother us on a daily basis and I’m no different,” says Callahan. “The question is, how are you going to deal with the stress?”

For Callahan, a strenuous workout at the gym usually did the trick, but he now knows it wasn’t enough. “I’ve always been aware of my physical well-being, but this program showed me that my mental well-being is equally important.” Now when faced with a stressful situation, Callahan says he is able to pause, take a few deep breaths, settle his mind and think more clearly. “For me, learning to be less reactive has made a big difference,” he says.

“The reasons why people enroll in our program vary,” says Dr. Prince. “We have parents with adult children who have moved back home; children caring for parents with dementia; people who have been laid off from a job or are having relationship problems. We’ve had people with chronic pain, gastrointestinal problems and headaches. All have found relief by taking a more active role in their own well-being.”

Developed in the late 1970’s at the University of Massachusetts Medical Center, the MBSR program is now offered at medical centers, hospitals and clinics around the world. Taught by a team of three MBSR-trained instructors, the eight-week program introduces participants to various meditation techniques, including those focused on breathing and body awareness.

“There is a considerable amount of research supporting the power of mind-body programs like MBSR in dealing with stress and health issues for people of all ages,” says instructor Marguerite Roberts, N.P. “Everyone has the capacity to learn these skills, integrate them into their own lives and use them to relieve stress and achieve a greater sense of balance.”

To learn more about the Mindfulness-Based Stress Reduction programs at North Shore Medical Center, please visit nsmcfamilyresourcecenter.org or call 978-354-2670.

The Mind-Body Connection

Stress Reduction Program Builds Skills for Coping with Life’s Ups and Downs

There’s No Getting Around It

Life can be stressful. Work deadlines, family demands, financial pressures, chronic illness and a host of other frustrations both large and small can—and most certainly will—take their toll on everyone at some point. How this stress manifests itself varies widely from person to person. For some, the symptoms may include fatigue, sleeplessness and irritability. Others may experience anxiety or depression. Stress can also cause physical conditions such as a rapid heartbeat, nausea, dizziness and a wide variety of aches and pains.

Pervasive and unpredictable though it might be, stress is also manageable. With skills learned through North Shore Medical Center’s Mindfulness-Based Stress Reduction (MBSR) program, the harmful effects of stress can be greatly reduced, if not eliminated entirely.

“Our program teaches participants to manage stress through different forms of mindfulness meditation, gentle movement and discussion,” says instructor Jefferson Prince, M.D., Director of Child Psychiatry at North Shore University Hospital. “These techniques include breathing, focused on breathing and body awareness, meditation, yoga, movement, hands-on activities and group discussion. These interactive eight-week programs provide participants with healthy ways to cope with stress and solve everyday problems.

Mindfulness for Children (ages 8-10)

This program is open to all children but is especially beneficial for those having trouble regulating their emotions, managing impulse control or experiencing anxiety due to a difficult life event, school, peer pressure or other challenges. In addition to age-appropriate exercises in mindfulness meditation and movement, participants also engage in a wide variety of activities incorporating stories, art, toys, games, poetry and music that build self-awareness and enhance focus.

Mindfulness for High School Students (ages 14-17)

This program is for high school students experiencing many of the same challenges as those listed above for younger children, but may also be beneficial for teens suffering from depression, mood disorders or physical conditions such as chronic pain and headaches. This program includes mindfulness meditation and movement, hands-on activities and group discussion, providing participants with a supportive environment in which to address real-life issues and challenges.

To learn more about these programs as well as related lectures and presentations, please call 978-354-2670 or visit nsmcfamilyresourcecenter.org.
NORTH SHORE CANCER RUN
PROVES A WINNER WITH NEW DATE AND LOCATION

DESPITE COOL TEMPERATURES and a slight drizzle, the fourth annual North Shore Cancer RUN drew a large and enthusiastic crowd of more than 600 runners to the Beverly coast on November 10, 2013—the largest turnout in the event’s history. Building on the success of previous years and momentum from the Cancer WALK held five months prior, the event raised an impressive $60,000 to support cancer treatment and programs at North Shore Medical Center and the Mass General/North Shore Cancer Center.

STARTED IN 2010 as a 5K, the North Shore Cancer RUN originally was held in Salem in conjunction with the annual Cancer WALK. To better accommodate growing participation in both events, the RUN was moved to a new date and location last year and a 10K option was added. Based on the positive response to last year’s event, the Cancer RUN appears to be set for further growth in the future.

For more information on the 2014 North Shore Cancer RUN, please visit nsmcgiving.partners.org/cancerwalkrun.

NORTH SHORE MEDICAL CENTER NAMED AMONG NATION’S TOP 50 CARDIOVASCULAR HOSPITALS

North Shore Medical Center has been named among the nation’s 50 Top Cardiovascular Hospitals by Truven Health Analytics. Formerly the healthcare division of Thomson Reuters, Truven Health Analytics is a leading provider of information and analytics focused on the quality and cost of healthcare.

For 10 years, NSMC has offered the only comprehensive heart center on the North Shore and remains the only one to provide both cardiac surgery and full cardiac interventional services to treat heart conditions. This combination of care truly saves lives. Additionally, as one of only three community hospitals in the Commonwealth to offer cardiac surgery, NSMC’s Heart Center provides an uncommon level of care for emergencies and other heart conditions. Patients who need bypass surgery, valve surgery or other heart procedures have access minutes away and are able to remain in the community, close to friends and family.

For more information about the NSMC Heart Center, please visit nsmc.partners.org/heart_center.

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For more information about the NSMC Heart Center, please visit nsmc.partners.org/heart_center.

Make a gift today that will impact the health of your neighbors tomorrow

ACCESS to state-of-the-art healthcare is one of the most important elements of leading a healthy life, and having the best local access is what community healthcare is all about.

BY MAKING A GIFT to NSMC in your will, or by including NSMC in your estate plans, you improve the health of your community for future generations.

For more information, please contact Sara Andrews at 978-741-1242 or sandrews1@partners.org.

The Patient Family Advisory Council provides a forum for patients, family members and community representatives to have input into the care delivery and safety programs at North Shore Medical Center.

Working in partnership with hospital staff, members of the advisory council provide valuable perspectives on a wide variety of programs and initiatives taking place at the Medical Center and play a vital role in our ongoing effort to enhance the patient and family care experience.

Get involved! The Patient Family Advisory Council strives to represent the diverse ethnic, racial, religious and socioeconomic composition of the North Shore and is always seeking new members.

For more information, please visit: NSMCPatientFamilyAdvisory@partners.org or call 978-354-3543.

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For more information, please visit nsmcgiving.partners.org/cancerwalkrun.

PATIENT FAMILY ADVISORY COUNCIL, CONNECTING NSMC TO THE PATIENTS WE SERVE

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NORTH SHORE CANCER RUN
PROVES A WINNER WITH NEW DATE AND LOCATION
MAKING THE SCENE


11) Frances and Joe Ward
12) Charlotte Freedberg, Jim and Christine Harris
13) Nancy Nadeau, Theresa Maslakiewicz
14) Thomas Kingston, M.D., W. Scott McDougall, M.D.

All photos left to right.

Gourmet Gala, March 28, 2014
Acura of Peabody

1) Ann and Kevin Noyes
2) Jeannette and Doug Kahn
3) Lauren Carroll, Jill Petit
4) Brian Menna, Janeth Zuluaga, Leigh Stack, Ryan Cardella
5) Valerie and Tony Belfortcourt
6) John and Jude Toner
7) Sue Tabb, Billy Costa of Kiss 108, Hilary Larson, Kelsey Raymond
8) Cynthia Phelan, Patrick Delulis, Anthony and Marie Delulis
9) Jamie Schwartz, Bryan Gubbins, Frederica Preston, N.P.
10) Cait and Anthony Gaglione

All photos left to right.
**LEADERSHIP GIVING & 1874 SOCIETY**

**Leadership Giving**

North Shore Medical Center gratefully acknowledges all capital campaign gifts and pledges of $1,000 or more made between January 1, 2013 and December 31, 2013. This list recognizes pledges in the year they were made, at the full amount. Subsequent pledge payments are acknowledged at the level of payment made in that year.

**1874 Society**

The 1874 Society recognizes all gifts of $1,000 or more, which provide a permanent legacy to support NSMC’s mission well into the future.

**1874 Charter Society**

The 1874 Charter Society recognizes individuals who have made a gift to NSMC as part of their estate planning via a bequest, gift annuity, real estate, charitable trust or any other form of deferred giving. This society acknowledges the generosity of this group of individuals and will provide a permanent legacy to support NSMC's mission well into the future.
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decressed

NSMC relies on the generous support of individuals, companies, foundations and organizations to thrive and grow and is grateful for gifts of all sizes. With your support, we are helping to strengthen a variety of programs that ensure that our community hospital is here when you need it, for you and/or your neighbors need us.

For more information on Leadership Giving, the 1874 Society or the 1874 Charter Society, please contact Angel Rogalski at angrol@partners.org, 978-825-6284.

NORTH SHORE CANCER WALK/RUN

More than 6,000 walkers and 650 participants participated in the 2013 North Shore Cancer WALK/RUN and helped raise more than $91,000.

We could not have had such a successful event without the outpouring of support of dedicated walkers, runners, donors, team captains, volunteers and sponsors. To date, the WALK/RUN has raised more than $15 million over the last 23 years, providing vital funds for cancer treatment and programs at NSMC and the Mass General/North Shore Cancer Center.

We are indebted to the following groups for their steadfast support of this annual event: WALK Steering Committee WALK Logistics Committee RUN Logistics Committee Wicked Running Club Volunteers In-kind donors Entertainers

City of Beverly Police
Beverly Park and Recreation Department Cove Community Center Endicott College
City of Salem Police and Fire
Salem Park and Recreation Department Salem Electrical Department Salem Parking Department

In addition, we offer special thanks to Phyllis Sagar and Jude Toner from Sagan Realors, who joined the 2013 WALK co-chairs. Phyllis and Jude worked tirelessly to help increase participation and bring enthusiasm to the 23rd annual Cancer WALK/RUN.

2013 WALK Presenting Sponsor
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The Daily Item North Shore 104.9

2013 BRICK RECIPIENTS

The healing garden at the Mass General/North Shore Cancer Center in Danvers presents an opportunity for individuals, teams or organizations to be recognized or to honor a loved one by having a brick inscribed and placed in the garden.

The garden sits directly outside the infusion bay windows in the cancer center, which is on the south side of the building facing the wetlands. The healing garden contains a paver path, benches, a water fountain, a trellis with climbing flowers and willow trees. It also includes several varieties of perennial plants and flowers.

Each year, any individual, team or organization that raises or donates $3,000 or more to the North Shore Cancer WALK/RUN is eligible for a commemorative brick in the garden.

Sponsors/Organizations

Teams
Bld 130 Travelers Carol’s Hope & Dreams Team Cathy’s Crew Debbas’s Snack Cakes Delhis Brothers Construction Double D Eastern Bank Electric Insurance Fed Up With Cancer General Electric Aviation Gig’s Float Head and Neck Above the Rest HIM Horties Keever-Crosby Connection

LiveStrong for Lisa Living Proof Massachusetts Moonwalkers nistop Passion for Pink Pemi Family Oncology Fund Robert’s Rebels Sagan Strides for the Care Salem Five Striders Team Cleavage Team Cooper Team Disty Team Kathie Mitchell Team Tucker The Happy Wanderers The Lung Rangers Think Pink Walker’s Warriors Witch’s Brew Crew

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To all of our donors and to the staff of the medical center, the NSMC Development Office expresses its deepest appreciation.

This special issue of NSMCgiving has been prepared to acknowledge the generous support of contributions to NSMC during the calendar year 2013. Every effort has been made to ensure the accuracy of these listings. Errors and omissions should be reported to the NSMC Development Office, 81 Highland Avenue, Salem, MA 01970, 978-741-1242.
North Shore Urgent Care welcomes appointments and walk-ins seven days a week for everything from bumps and bruises to sore throats, ear infections, allergies, minor cuts and fractures. Our experienced, compassionate staff, led by board-certified physicians and healthcare providers, will get you back on your feet as soon as possible.

If you need more complex follow-up treatment, our team can coordinate your care with the specialists of North Shore Physicians Group, North Shore Medical Center, Massachusetts General and Brigham and Women's hospitals, and the other world-class experts of Partners HealthCare.

Please note: North Shore Urgent Care is not an emergency room and only treats non-life-threatening conditions. If you are experiencing a heart attack, stroke, chest pains or excessive bleeding, please go directly to the nearest emergency room or call 911.