



# nsmc Giving

ADVANCING PHILANTHROPY AT NORTH SHORE MEDICAL CENTER

A publication of the NSMC  
Development Office



## 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.

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## 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](http://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

### NSMCGiving | Spring 2014

NSMCGiving is a publication of the North Shore Medical Center Development Office. It is published twice a year for supporters and friends of NSMC.

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NSMCGiving / NSMC Development Office  
81 Highland Avenue – ED Ground, Salem, MA 01970

Please write to us at the above address if you wish to have your name removed from our mailing list.

Cover photo: Oncologist Karen Krag, M.D., co-chair of the 2014 North Shore Cancer WALK, was diagnosed and successfully treated for a malignant brain tumor in 2012.

### A NEW PERSPECTIVE (continued from page 1)

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.

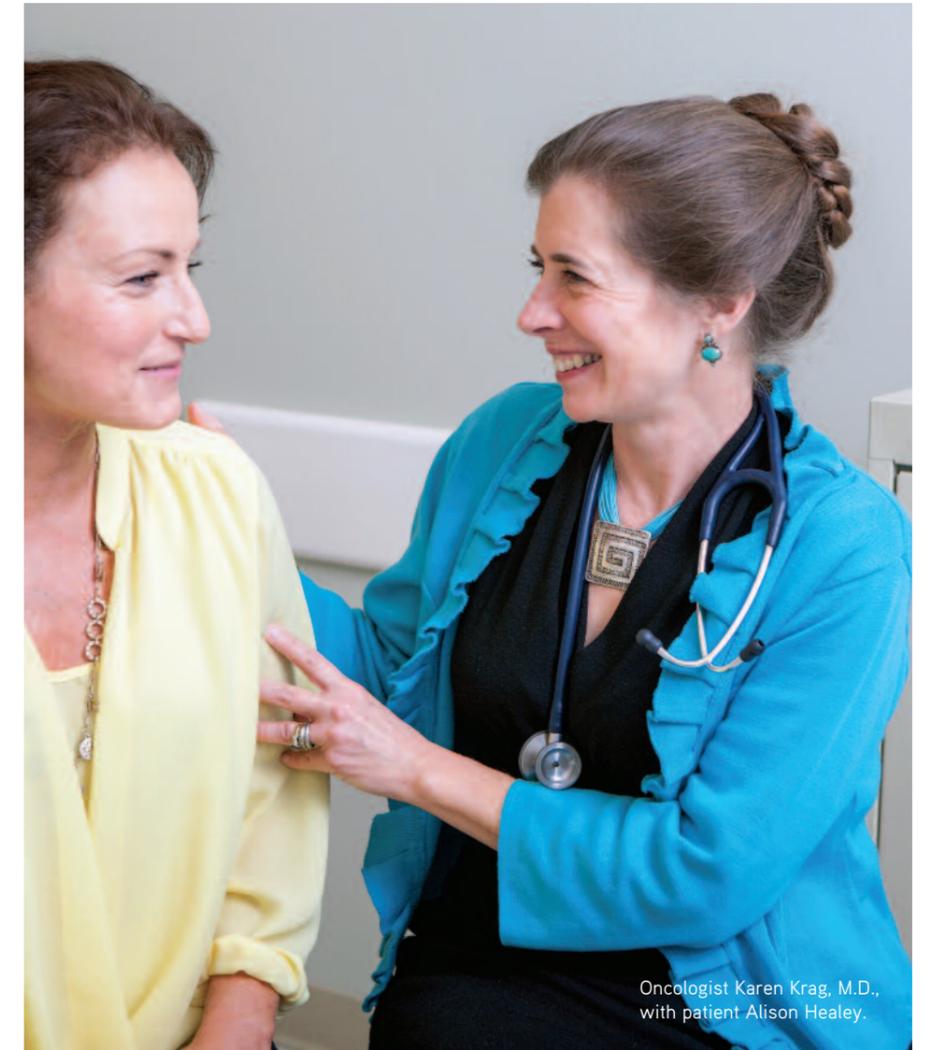
“In an instant, my life changed,” she recalls. “I had to stop my medical practice and change from caregiver to patient.”

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.”



Oncologist Karen Krag, M.D.,  
with patient Alison Healey.

“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

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A NEW PERSPECTIVE (continued from 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!"



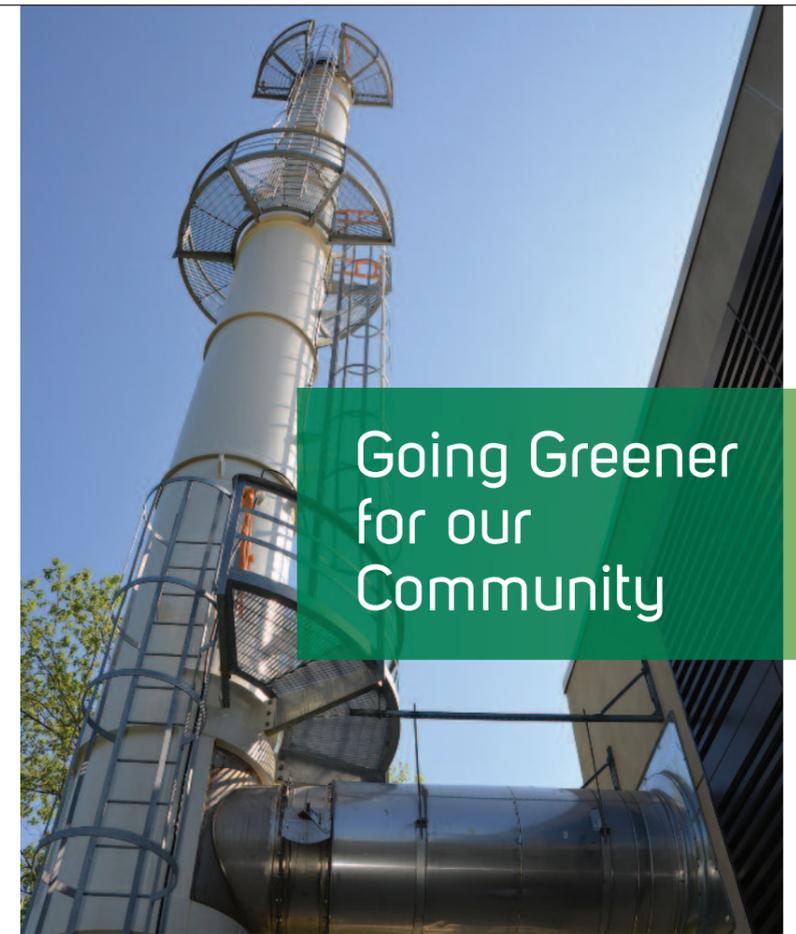
**NORTH SHORE**  
**CANCER WALK**

Join us on Sunday, June 22, 2014 for the 24th annual North Shore Cancer WALK! Starting at Salem Willows Park, the 6.2 mile route winds through historic downtown Salem. All proceeds from this year's event will support oncology services at North Shore Medical Center and the Mass General/North Shore Cancer Center in Danvers.

**SUNDAY  
JUNE 22  
2014**

For more information or to register, please visit

[NorthShoreCancerWalk.org](http://NorthShoreCancerWalk.org)



**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.



# 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



Programs at MassGeneral *for* Children at North Shore Medical Center. "It doesn't provide a formula for solving problems; rather, it teaches people how to process their emotions and tap into their own inner resources for relaxation, learning, growing and healing." Through this awareness and inner strength, he adds, participants are able

to better manage difficult or unpleasant events and play a more active role in maintaining their own well-being.

For Cindy Belhumeur of Swampscott, the MBSR program proved to be "extraordinarily helpful" during a particularly stressful time in her life. "I was caring for an elderly parent and other sick family members and found myself racing from one thing to the next without much thought," says Belhumeur, a health and wellness professor at Salem State University. "The word 'no' was not part of my vocabulary and all of the competing demands had me feeling overwhelmed."

Through the MBSR program, Belhumeur learned to slow down, take stock of her situation and better prioritize her time. "When I walked out of that class, I felt as though I had a whole new set of techniques to use during stressful situations," she says.

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 1970s 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](http://nsmcfamilyresourcecenter.org) or call 978-354-2670.

"When I walked out of that class, I felt as though I had a whole new set of techniques to use during stressful situations."

— CINDY BELHUMEUR



## STRESS MANAGEMENT FOR CHILDREN AND TEENS



In addition to the Mindfulness-Based Stress Reduction program for adults, North Shore Medical Center also offers similar programs for children and teenagers. Combining mindfulness practices of meditation, 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](http://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](http://nsmcgiving.partners.org/cancerwalkrun).

**SAVE THE DATE**

Next Cancer RUN  
November 2, 2014

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](mailto:sandrews1@partners.org).

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



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](mailto:NSMCPatientFamilyAdvisory@partners.org) or call 978-354-3543.

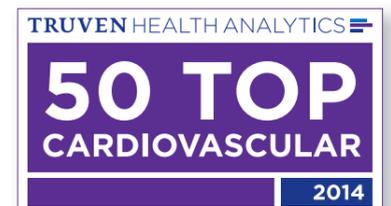
## NORTH SHORE MEDICAL CENTER NAMED AMONG NATION'S TOP 50 CARDIOVASCULAR HOSPITALS

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](http://nsmc.partners.org/heart_center).





**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 Mennella, Janette Zuluaga, Leigh Stack, Ryan Cardella

5) Valerie and Tony Bettencourt

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, Fredrica Preston, N.P.

10) Cait and Anthony Gaglione

**1874 Society Speaker Series, "Prostate Health: Education That Can Help You and Your Family," February 27, 2014. Salem Waterfront Hotel**

11) Frances and Joe Ward

12) Charlotte Freedberg, Jim and Christine Harris

13) Nancy Nadeau, Theresa Miasiewicz

14) Thomas Kingston, M.D., W. Scott McDougall, M.D.

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 the Medical Center with the valuable annual support needed to further innovations in healthcare delivery, purchase new equipment and augment programs in patient care and teaching. 1874 Society members are recognized in the Leadership Giving list with the following symbol: ~

### \$100,000 +

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## 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 special group whose vision will provide a permanent legacy to support NSMC's mission well into the future.

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*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, you are helping to strengthen a variety of programs that ensure that your community hospital is here when you, your family or your neighbors need us.*

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

## NORTH SHORE CANCER WALK/RUN

More than 6,000 walkers and 650 runners participated in the 2013 North Shore Cancer WALK/RUN and helped raise more than \$910,000.

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 \$19 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  
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In addition, we offer special thanks to Phyllis Sagan and Jude Toner from Sagan Realtors, 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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## 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 paved 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.

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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 NSMC Giving has been prepared to acknowledge the generous support of contributors 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.

## Need a New Primary Care Doctor?



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**Our primary care physicians** are ready to care for you and your family. In the past year, we have welcomed many new primary care physicians to the North Shore who can offer you and your family an appointment with little to no wait time. And to provide you with the best care possible, all our primary care offices use a common, secure electronic medical record. These doctors are your connection to the Mass General/North Shore Center for Outpatient Care in Danvers as well as the full services of North Shore Medical Center and Partners HealthCare.

To learn more about our primary care physicians, please call our Physician Finder service at 1-877-NSMC-MDs (1-877-676-2637) or visit us online at [nsmc.partners.org](http://nsmc.partners.org).





# NORTH SHORE MEDICAL CENTER

81 Highland Avenue  
Salem, MA 01970  
978-741-1215

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NSMC Union Hospital

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## NORTH SHORE URGENT CARE

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**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.

**North Shore Urgent Care** is located at the Mass General/North Shore Center for Outpatient Care in Danvers and is open Monday through Friday from 8 a.m. to 8 p.m. and Saturday and Sunday from 9 a.m. to 5 p.m. For more information, call 978-739-7700 or visit [northshoreurgentcare.org](http://northshoreurgentcare.org).



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**NORTH SHORE MEDICAL CENTER** is a multi-site health system located north of Boston and a member of Partners HealthCare, which was founded by Massachusetts General Hospital and Brigham and Women's Hospital. Together with Massachusetts General Hospital, we opened the Mass General/North Shore Center for Outpatient Care in Danvers in 2009.