

nsmc Giving

ADVANCING PHILANTHROPY AT NORTH SHORE MEDICAL CENTER

A Publication of the NSMC
Development Office



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NSMC AND PARTNERS HEALTHCARE
ANNOUNCE VISION FOR
HEALTHIER NORTH SHORE

See inside cover for details



A GIFT FOR IMPROVEMENT

New Institute Will Support Science-Based Approach to Enhancing Care at North Shore Medical Center

It was a fortuitous meeting on Alaska’s Mount McKinley more than 55 years ago that inspired the recently launched Albright Read Institute for Healthcare Improvement Science and Medical Research (ARI) at North Shore Medical Center. It was this meeting of two like-minded men that will now enable NSMC to engage in a more robust, research-driven effort to improve the delivery of healthcare for decades to come.

Norman Read, one of the nation’s pioneers in the oil and gas industries, was a rugged outdoorsman, spirited athlete and passionate mountaineer. In the mid-1950s he was a member of an expedition to Mount McKinley led by famed Museum of Science director Bradford Washburn. Also invited on that expedition was Nile Albright (pictured above), a young Massachusetts student with his own passion for climbing and outdoor adventure.

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DearFriends



As many of you are aware, North Shore Medical Center recently announced a plan to improve care across a wide spectrum of health services. We believe that this plan makes high-quality care more accessible to residents of the North Shore and addresses the most pressing health needs. This is our vision for patient care in the new healthcare environment, and one that supports both better management of care and healthier communities.

Key elements of this plan include:

- Consolidating hospital-based medical and surgical services on one campus at NSMC Salem Hospital and expanding and improving that facility accordingly;
- Creating Centers of Excellence in Primary Care and Behavioral Health at the Union Hospital campus, with psychiatry and behavioral health operated by Massachusetts General Hospital;
- Expanding primary, specialty and urgent care and behavioral health services throughout the North Shore at North Shore Physicians Group (NSPG) offices and in downtown Lynn, Salem and Peabody in collaboration with the Lynn Community and North Shore Community health centers.

We intend to maintain emergency services on both campuses and will determine the level of emergency care at each site based on the needs of the community and patient safety priorities. The plan is expected to take three years to implement during which time Union Hospital will remain open as an acute care hospital.

In addition, we hope to welcome Hallmark Health into the Partners HealthCare system and integrate and coordinate patient services regionally by using existing facilities more effectively, and keeping care locally based in lower-cost community settings.

This plan invests more than \$200 million in care in our communities and we believe it is the best plan for the future. Our mission remains unchanged to provide the finest care to the patients of greater Lynn, Salem and our North Shore communities.

To learn more about our plans, I encourage you to visit: healthiernorthshore.org.

Robert G. Norton

Robert G. Norton
President and CEO

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

Comments, questions and suggestions should be addressed to:

Sara Andrews, Senior Vice President for Development
978-825-6250, sandrews1@partners.org

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 distribution list for future fundraising materials designed to support North Shore Medical Center.

Cover photo: Nile Albright, M.D., East Coast Trustee of the Norman H. Read Charitable Trust, was instrumental in helping establish the Albright Read Institute for Healthcare Improvement Science and Medical Research at NSMC. Photo courtesy of Ken Yuskus/Salem News.

A GIFT FOR IMPROVEMENT (continued from page 1)



In spite of their age difference, Read and Albright forged a resilient friendship during those two intense months camped in Ruth Glacier on the shoulder of Mt. McKinley. A friendship emerged based on their mutual interest in mountaineering, athletics and exploring the wonders of the world through the learning of science.

Read was also a man who had accumulated considerable financial wealth and, as the last in his family line, sought to use his resources to honor his grandfather and father. Near the end of his life in 1985, he established the Norman H. Read Charitable Trust and requested that his friend Nile Albright, now a surgeon with a practice in Brookline, serve as a trustee. Read stipulated that the Trust be used to fund science education and enhance healthcare research for the benefit of future

generations. Read further directed that the funds be used in Salem to memorialize the contributions his family had made since they helped to settle the city in the 1600s.

In the early years, the Read Trust supported science education in the Salem public schools. By the early 1990s, however, Albright began extensive conversations with the leadership of what was then Salem Hospital (now NSMC) to fund healthcare research at the hospital. Since 1998, NSMC has received more than \$2 million from the Read Trust for research efforts across a range of specialties. More than 30 projects over these years have included research and publications in several areas including cardiac care, mental health and smoking cessation.

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Photo above: Members of the ARI Advisory Board (L-R) Barbara Corning-Davis, Director of Process Improvement and the Albright Read Institute; Marc S. Rubin, M.D., Chair, NSMC Department of Surgery; Jennifer Costain, M.S., C.P.H.Q., Vice President of Performance Improvement and Patient Safety; Mitchell Rein, M.D., Chief Medical Officer and Senior Vice President of Medical Affairs; Nile L. Albright, M.D., Trustee, Norman H. Read Charitable Trust; and David Roberts, M.D., Chair, NSMC Department of Medicine and Chief of Cardiology.

A CURIOUS MIND

Nile Albright, M.D., Discusses His Friend and Mentor Norman H. Read

Nile Albright, M.D., is a surgeon practicing in Brookline, MA, and founder of the Advanced Medical Research Foundation. Dr. Albright is the East Coast trustee for the Norman H. Read Charitable Trust.

Q: WHAT WAS THE BASIS OF YOUR FRIENDSHIP WITH NORMAN READ?

A: Mountains! But also our mutual interest in science. Norman was a geologist, of course, but his passion for knowing and understanding wasn't just limited to that narrow spectrum of science. He was so interested in learning about how everything worked. He was a great mentor and inspiration to me as I developed my career in medicine and research.



A portrait of Norman H. Read that is hanging on wall in the mayor's office in Salem City Hall. Photo courtesy of Ken Yuskus/Salem News.

Q: WHAT WAS NORMAN READ LIKE AS A PERSON?

A: Very athletic. Strong and intensely curious. He was especially interested in discoveries regarding the unknowns in medicine. I think that was why he encouraged my medical career.

.....>



..... Nile Albright, M.D., Q and A
(continued from page 3)

Q. WHAT DO YOU THINK
WOULD MOST AMAZE
HIM AS A RESULT OF
HIS BENEFACTION?

A: That his gift has funded something truly wonderful, which is reflected in the depth and breadth of the extensive clinical research that is being conducted at North Shore Medical Center. He would be so gratified to see how the use of his Trust has impacted so many people in simple and profound ways.

Q. HOW HAS YOUR
INVOLVEMENT WITH
THE READ CHARITABLE
TRUST IMPACTED YOUR
OWN LIFE?

A: My involvement has allowed me to pursue my own interests in science and research but, truly, I get the most satisfaction in honoring the wishes of my friend and mentor.

A GIFT FOR IMPROVEMENT (continued from page 3)

With that base of research established, the senior leadership of NSMC, Dr. Albright and the other Read trustees agreed to expand the Trust's reach by establishing the Albright Read Institute this past June. The Institute will fund research, education and training and implementation initiatives to improve healthcare services at the medical center. An initial gift of \$1.5 million from the Norman H. Read Charitable Trust established the Institute and will provide funding for the first three years.

"We are deeply grateful for the Trust's 15 years of support, which funded our first efforts to engage in evidenced-based research at NSMC," says President and CEO Robert Norton. "This next venture between NSMC and the Read Trust will bring to a whole new level the quality of medical research possible in a community-based medical center."

Photo above: Among the initial projects to receive funding from ARI is an effort to improve communication between patients and staff through multidisciplinary rounds. Seen here are NSMC staff involved in this project (L-R): Sarah Thomas, R.N.; Jean Lee-Caccia, R.N.; Mona Hinrichsen, M.D.; Sandy Belkas, R.N., Case Manager; and Jesser Mantilla, R.N.

Initial projects funded by the Institute include:

- Creating home medication lists for patients admitted via the emergency department
- Eliminating hospital-acquired clostridium difficile infections
- Documenting goals of care for end-of-life patients
- Improving patient care with multidisciplinary rounds

According to Dr. Albright, "Norman Read would be astounded to see how research has improved healthcare—especially treatment for congestive heart failure." But he would certainly not be surprised that the young man he befriended and mentored over so many years has worked so hard to ensure even more significant advances in the care delivered to patients.

YOUR SUPPORT Makes A Difference

The NSMCFund provides NSMC with the valuable unrestricted support needed to further innovations in healthcare delivery, purchase new equipment and augment programs in patient care and teaching. Gifts of all sizes are important, yet a gift of \$1,000 or more recognizes you as a member of the 1874 Society, enabling you to receive special recognition in our publications and attend a variety of educational and social events throughout the year. Even more important is the knowledge that with a gift in support of the NSMCFund, you are helping to strengthen a variety of programs that ensure that your community hospital is here when you, your family or neighbors need us.

Please use the envelope found in this publication to join thousands of others on the North Shore who care about strengthening North Shore Medical Center and thank you in advance for your support.

For more information on giving to NSMC, please visit nsmc.partners.org/giving.



MERRY MIXERS CONTINUE THEIR SUPPORT

Members of the Merry Mixers of Marblehead stopped by MassGeneral for Children at North Shore Medical Center this past August to meet with clinical staff and drop off a check for \$52,000. This generous donation represents money raised at the Mixers' annual spring fundraiser, held this past May at the Corinthian Yacht Club in Marblehead. These funds will be used to support the expansion and renovation of NSMC's Special Care Nursery and for updates to the inpatient pediatric unit. The Merry Mixers have been supporting pediatric programs at North Shore Medical Center for more than 60 years. For more information, visit www.merrymixers.org.



LOOK WHAT THEY DISCOVERED WHEN THEY EXAMINED US



NORTH SHORE
MEDICAL CENTER

North Shore Medical Center is one of the best regional hospitals in Boston and Massachusetts as well as high performing in pulmonology and geriatrics. It's an accomplishment that requires an extraordinary commitment to excellence. Something to think about when it's time for your next check-up.

Recently, *US News and World Report* gave us a thorough examination and found that

BEST
REGIONAL HOSPITALS

U.S. News & World Report

BOSTON, MA
RECOGNIZED IN 2 SPECIALTIES
2013-14

For more information, please visit nsmc.partners.org

A CELEBRATION OF LIFE, HOPE AND COURAGE

AN ENTHUSIASTIC CROWD OF THOUSANDS TURNS OUT FOR THE 23RD ANNUAL CANCER WALK

Spirits were high under sun-drenched skies as a large and enthusiastic crowd took to the streets of Salem on Sunday, June 23, for the 23rd annual North Shore Cancer WALK. An estimated 5,000 walkers participated in the event, all united in their fight against cancer. It was a beautiful day and an amazing celebration of life, hope and courage. A special thank-you to all the participants, sponsors, donors, volunteers, caregivers and community members who helped make the day such a huge success.

The largest single-day fundraising event on the North Shore, the Cancer WALK has raised more than \$18 million to date, providing vital funds for cancer treatment and programs at NSMC and the Mass General/North Shore Cancer Center. Proceeds from this year's event will support the renovation of the inpatient oncology unit at NSMC Salem Hospital, ensuring that our cancer patients have access to the most up-to-date and sophisticated cancer care in the region. Additionally, funds will continue to provide the Mass General/North Shore Cancer Center with new equipment and support programs directly benefiting patients and families.



To view additional photos from the event, please visit nsmcgiving.partners.org.

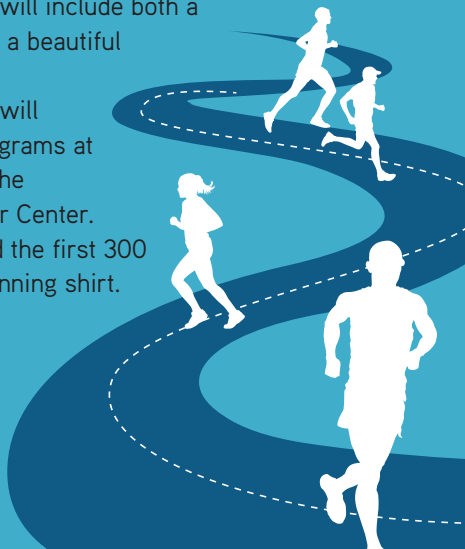


NORTH SHORE CANCER RUN NOVEMBER 10, BEVERLY

The 4th annual North Shore Cancer RUN will take place on Sunday, November 10, in Beverly. Starting at the Cove Community Center, the road race will include both a 5K and 10K option, each following a beautiful coastal route.

All proceeds from this event will support cancer treatment and programs at North Shore Medical Center and the Mass General/North Shore Cancer Center. The cost to participate is \$30, and the first 300 participants will receive a tech running shirt.

For more information, please visit northshorecancerrun.org or call 866-296-6900.



2013 CANCER WALK BY THE NUMBERS

Number of
WALKERS
more than
5,000



7,731
Number of
DONORS



Number of
GIFTS
9,223



176
Number of
VOLUNTEERS



Top amount raised
by an **INDIVIDUAL**
(Randy Brown)
\$30,322



Top **AMOUNT**
RAISED by a team
(Debbie's SnackCakes)
\$46,088

\$18
MILLION!
Total amount raised in
EVENT HISTORY



Gallons of
WATER served
472



373
Number of
TEAMS



Pounds of
RECYCLED
MATERIALS
collected
1,100



Number of
BANANAS
served
984



16 Number of
LIVE ACTS



Number of
VENDORS
in village
22



15 Number of
POLICE
details along route



Number of
DOGS
A LOT!



**SAVE
THE
DATE**



**SUNDAY
JUNE 23
2014**

NORTH SHORE URGENT CARE

THE RIGHT CARE,
RIGHT NOW



IF YOU’VE EVER ENDURED a long wait in an emergency room for a sprained ankle or an ear infection, you’ve had plenty of time to imagine a more efficient system. With the opening of North Shore Urgent Care, there is one. The new center, located at the Mass General/North Shore Center for Outpatient Care in Danvers, offers adults, children and infants immediate and convenient care for conditions that need attention but are not life-threatening (see sidebar).

Patients do not need to have an NSMC physician to use the center; North Shore Urgent Care is open to all patients in the region who need same-day access to efficient, high-quality medical treatment.

North Shore Urgent Care is the extension of a pilot program begun in 2011 by North Shore Physicians Group (NSPG), NSMC’s multi-site primary and specialty care physician network, to respond to high demand for urgent care appointments.

The center treats conditions that can lead patients to emergency rooms and offers several advantages over other urgent care settings, says Medical Director Anne Chung, M.D.

“Often, patients seek emergency care because they cannot get in to see their primary care physicians on short notice, or because they’re worried they may need more complex care than is offered at their doctor’s office,” says Dr. Chung. North Shore Urgent Care offers same-day and walk-in appointments seven days a week and provides services such as lab testing, X-rays, intravenous fluids, splints and stitches on site. If a patient requires more complex care, staff can quickly and easily arrange a transfer to the emergency department at NSMC Salem Hospital or NSMC Union Hospital, or coordinate follow-up care with a specialist at NSMC, Massachusetts General Hospital, Brigham and Women’s Hospital or another physician in the Partners HealthCare network. And unlike commercial urgent care centers, North Shore Urgent Care is staffed by physicians trained in emergency or family medicine, along with experienced physician assistants and nurse practitioners.

Another benefit of the new center is its patient-centered design, aimed at improving efficiency and reducing wait times. When patients check in, they are taken directly to an exam room, where most treatment can be delivered. A carefully coordinated flow model keeps clinical activities moving efficiently behind the scenes. “We wanted a design that created a seamless environment for both patients and caregivers,” says Harriet Sandelemente, R.N., Program Manager, North Shore Urgent Care, who was part of a planning committee for the center.

Effective communication is also a top priority for North Shore Urgent Care. “When patients are treated in an emergency room or in a commercial clinic, there is a greater chance for fragmented communication among providers, which can make it difficult

for primary care physicians to accurately manage a patient’s health,” says Dr. Chung. Staff at North Shore Urgent Care keep NSPG and NSMC primary care physicians abreast of patient visits through the hospital’s shared electronic medical records system. For patients with a primary care physician outside of NSMC, a complete record of care can be sent to their physician after each visit. Patients without a primary care physician can be connected with one in the NSPG network.

North Shore Urgent Care offers same-day and walk-in appointments seven days a week and provides services such as lab testing, X-rays, intravenous fluids, splints and stitches on site.

“Based on the strong positive reaction we received to the pilot program, we know that we are meeting a demonstrated need for easy access to urgent care,” says NSPG President Steven Kapfhammer. “We are happy to extend this important resource to families throughout the North Shore.”

For more information about North Shore Urgent Care, call 978-739-7700 or go to northshoreurgentcare.org.



Photo above left: Anne Chung, M.D., Medical Director of North Shore Urgent Care, meets with a patient.

URGENT CARE OR EMERGENCY CARE?

WHAT TO KNOW BEFORE YOU GO

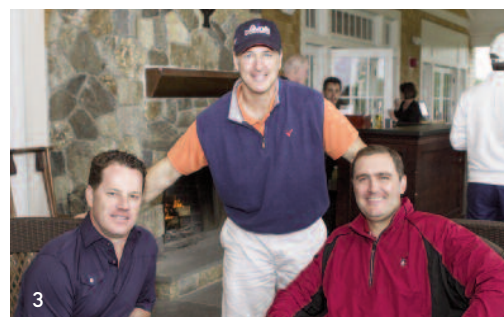
To go to the emergency room or not to go to the emergency room? It’s a question most of us have faced—whether for a fever that comes on the day before vacation, a sore back after weekend chores or a finger cut during a culinary adventure.

Open seven days a week by appointment or walk-in, North Shore Urgent Care treats non-life-threatening injuries and illnesses such as:

- Cold or flu
- Cough or sore throat
- Muscle cramps
- Sprains and other muscle and joint strains
- Bruises, small cuts or minor burns
- Rashes or minor swelling
- Severe headaches
- Sore throat and sinus pain
- Cuts and scratches
- Allergies and asthma
- Ear and eye infections

“If you need to be seen right away, either because of your condition or your schedule, urgent care can help,” says Anne Chung, M.D., Medical Director, North Shore Urgent Care. But, she cautions, urgent care is not a substitute for emergency care. “If your symptoms are the result of a serious injury or accident, or if they indicate a life-threatening condition such as a heart attack or stroke, call 911 or go to the closest emergency room.” NSMC Salem Hospital and NSMC Union Hospital emergency departments are exceptional resources in this community.

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 go to northshoreurgentcare.org.



NSMC Golf Classic, June 10, 2013 Tedesco Country Club

- 1) Elias Demakes, Marc Duffy, Tim Demakes
- 2) Matthew Phillips, Joel Avery
- 3) Mark McCormick, Ron Willett, Jeremy Styles

- 4) Barbara Klein, Nancy McCarthy, Amy Leveroni, Michelle Kane
- 5) Cathy Edgerly, Jim Guiry
- 6) Tony Klein, Chas Leveroni
- 7) Tony Klein, Eijk van Otterloo, Rich Bane
- 8) Rich Holbrook, Ken Carpi, Tom Carpi, Dick Moore

NSMC Spring Celebration, May 9, 2013 Tupper Manor at Endicott College

- 9) Jim Flanagan, Jennifer Flanagan
- 10) Elin Kaufman, Brian McCarthy, Nancy McCarthy
- 11) Rich Holbrook, Jim Crosby, Pat Crosby

- 12) Paul Rollins, Kevin Noyes, Tim King
- 13) Peter Lappin, Liz Donnenfeld, Rich Bane, Phyllis Sagan
- 14) Andrew Leader-Cramer, M.D., David Kahn, M.D., Michael Goldstein, M.D.

All photos left to right.

'Tis the Season

If you are considering your year-end giving options, here are some time-sensitive, tax-wise gifts to help guide you.

Individual Retirement Accounts (IRA). If you are 70.5 or more years of age, you have until December 31, 2013 to make a tax-free gift from your IRA to North Shore Medical Center. Because the transferred gift amount is not taxable, you gain the benefit of a charitable deduction even if you don't itemize your deductions. It can also count towards your required distribution.

YOU CAN BE PART OF THE WORK WE DO IN BRINGING THE BEST CARE POSSIBLE EVERY DAY.

Appreciated Assets. Consider giving stocks, bonds and mutual fund shares that you have held for over one year and that have grown in value. With the 2013 capital gains tax rate at the highest it has been in the last decade, gifts of appreciated property make sense now more than ever.

You can also make a gift to NSMC today that will not affect your financial circumstances.

- Consider a bequest in your will once other assets have been distributed.
- Make NSMC a beneficiary of your retirement assets, life insurance policies or bank accounts.

For more information, contact Rachel Chase at 978.825.6236, rmchase@partners.org or visit nsmc.partners.org/giving/planned_giving





**NORTH SHORE
MEDICAL CENTER**

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

NSMC Salem Hospital

NSMC Union Hospital

MassGeneral *for* Children
at North Shore Medical Center

NSMC Heart Center

NSMC Women's Center

North Shore Physicians Group

Collaborating with the
Mass General/North Shore
Center for Outpatient Care

Non Profit
US Postage
PAID
N. Reading, MA
Permit No. 193



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UPCOMING EVENTS



Healing Garden Brick Dedication and Open House
October 24, 2013
Mass General/ North Shore Cancer Center
Healing Garden, 4 p.m.
Walkers, donors and others are invited to take a tour of the Healing Garden to see the newly inscribed bricks. Videos from the 2013 WALK will be shown. Light refreshments.

Elder Care Law and Financial Planning 1874 Speaker Series Luncheon
November 4, 2013
Hawthorne Hotel, noon
In each decade of our lives we face different and distinct challenges related to managing our finances. Come listen to attorney Stephen Spano discuss how to outline a plan so that you can achieve your financial goals.

North Shore Cancer RUN
November 10, 2013
Beverly Cove Community Center, 8 a.m.
Lace up your running shoes and join us for a 5K or 10K road race on scenic Route 127 in Beverly. Proceeds benefit oncology services at NSMC Salem Hospital and Mass General / North Shore Cancer Center.



TASTE OF THE NORTH SHORE
Friday, March 28, 2014
Acura of Peabody

NORTH SHORE CANCER WALK
Sunday, June 22, 2014
Salem Willows Park, Salem

For additional information about these events, please contact the NSMC Development Office at 978-741-1242.

nsmcGiving
nsmcgiving.org

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.