

## Jill: A Friend, an Accountant, a Traveler and a Survivor



Photo: Atlantic Photo Services Inc. © 2015

**Jill Ross, a breast cancer survivor, participated in the 2015 Catwalk for BMC Cancer Care as a patient model.**

multidisciplinary team led by her surgical oncologist Jane Mendez, M.D., and medical oncologist Marjory Charlot, M.D. “Dr. Mendez was straightforward with me, which I liked,” says Jill. “She explained everything very well, including the procedures that I elected to undergo. She also helped reinforce the decisions I was making along the way. The same can be said for everyone on my team at BMC.”

Just a few weeks following her initial diagnosis, Jill underwent a mastectomy at BMC. Her long and arduous journey to recovery included multiple surgeries (her reconstructive surgery was led by Jaromir Slama, M.D., chief of the Division of Plastic and Reconstructive Surgery at BMC), chemotherapy and follow-up appointments. “I had about 70 appointments in all—everything from blood tests, to cardiac function tests, to chemo,” explains Jill.

Throughout it all, the Cancer Care Center’s support services offered Jill a warm community that helped bolster her spirit and encourage healing. She attended the breast cancer support group, as well as activities such as arts and crafts, knitting, cooking demonstrations and other special events for patients and survivors. Since Jill’s friends and family did not have similar experiences to draw on, the programs provided her opportunities to share her concerns or questions in a casual, informal setting with people who did.

This past June, Jill participated in the annual Catwalk for BMC Cancer Care—the hospital’s signature fundraising event to support cancer services and programs. Patient

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## Building the New BMC: On the Road to Success

During fiscal year 2015, BMC raised more than \$50 million in gifts and pledges. This surpassed the Development Office’s fundraising goal for the year and marked the second year in a row more than \$50 million has been raised to support the hospital. Contributions to the hospital came from a wide variety of places, from \$26 raised by three Boston children hosting a cookie sale to a \$10 million challenge grant.

The Development Office’s comprehensive campaign, *Building the New BMC*, has now raised \$128 million toward its \$250 million goal—\$100 million of which will be devoted to capital in support of the consolidation and redesign of BMC’s clinical campus. To date, this capital effort has raised \$67.3 million toward the goal. The campaign, which is still in its “quiet phase,” will continue through September 2018. BMC will formally announce the campaign and its fundraising goal in early 2016.

“BMC is honored to have an ever growing community of donors and

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# Building the New BMC: On the Road to Success

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leaders—many of Boston’s most notable residents—supporting our mission as we continue to build our philanthropic efforts,” says Susan Donahue, former BMC trustee and co-chair of the Capital Campaign Steering Committee. “The breadth of support for BMC’s mission is both gratifying and an extraordinary testament to the depth of commitment of our donors. We are fortunate to have a base of partners dedicated to the life-changing work BMC clinicians and staff undertake every day to make the Boston area a better place for all our neighbors.”



The campus redesign is on schedule and continues to reach its goals, despite some minor obstacles such as this past winter’s notorious blizzards. These improvements allow BMC to reach and care for more patients needing assistance in the Boston community—a strategic piece of *Building the New BMC*.



## From the President

Dear Friends,

With the end of the year fast approaching, December is a time to reflect. This year, I’m reflecting on the many milestones Boston Medical Center has reached because of friends like you—from surpassing our \$50 million fundraising goal for the second year in a row, to opening our new Moakley Building addition to help meet our patients’ growing needs. Thanks to you, BMC has had a successful year.

To keep the momentum going, the BMC Development Office launched a philanthropic brand awareness campaign this past September which complements the hospital’s *Stronger Together* marketing campaign. The campaign, which can be seen in both print and digital media, follows the stories of four BMC patients—Gail, Jackie, Wayne and Cassie—who believe the care they receive at BMC is the foundation of their good health and wellbeing. They are all heroes—remarkable, inspiring and compassionate. Their bravery and resilience are humbling, and they are each justifiably proud of all they have overcome. In return, we are proud of them and embrace their stories as part of our own.

The coming year will be another exciting one as we celebrate the 20th anniversary of the merger between Boston City Hospital and Boston University Hospital that created BMC. 1996 marked a historic moment in health care when one of the most successful mergers of two urban hospitals occurred here in Boston, strengthening the safety net for our region. Since then, BMC has grown to be an even more vital institution for the Boston community.

I have seen many changes in the five years I have been at BMC. We are transforming our campus to advance the delivery of care, and we continue to create innovative approaches that improve health outcomes and cost less—the goal of health care reform. However, in all this change, one thing remains the same—BMC’s mission. No matter what, BMC will always provide quality care to all who need it, particularly those who need it most. With your support, BMC is a resilient, evolving institution that stands by its patients, ensuring everyone receives the care they need and rightfully deserve.

I know I speak on behalf of my colleagues at BMC when I say thank you for standing with us in this work. Together, we continue to innovate and break new ground for the patients we are privileged to serve.

Sincerely,

Kate Walsh  
President and CEO

# Alzheimer's Disease: Hope on the Horizon

**A**lzheimer's disease is the sixth leading cause of death in the United States. Unlike other major diseases, however, it cannot be prevented, cured or even slowed. The economic toll is massive with an estimated one in four Medicare dollars currently being spent on the disease and an aging U.S. population set to explode in number.

For nearly 20 years, the Boston University Alzheimer's Disease and Chronic Traumatic Encephalopathy (CTE) Center has been at the forefront of research on Alzheimer's. The Center is one of 29 institutes across the country funded by the National Institute on Aging. To hasten scientific breakthroughs, these institutes collaborate, pooling clinical research data at the National Alzheimer's Coordination Center.

Researchers are still working to understand the cause of Alzheimer's disease. As many people age, beta-amyloid proteins begin to build up abnormally in the brain causing plaques. Neuropathology shows that there is a distinct and damaging pattern of plaques associated with Alzheimer's. However, the relationship between these plaques and cognitive decline remains mysterious.

One of the Center's greatest achievements is the Health Outreach Program for the Elderly (HOPE) Study, a long-term study of memory and aging. The study enrolls participants across the

*"Discovering genetic links that cause Alzheimer's brings us closer to identifying at-risk individuals and developing the most targeted therapies for them." JESSE MEZ, M.D., M.S.*

disease spectrum, including healthy individuals who may never develop Alzheimer's. Creating and maintaining a large pool of study participants is crucial to understanding the progression of the disease from its genetic underpinnings to its clinical manifestations.

"What many people do not realize is that dementia is a symptom of advanced Alzheimer's. It itself is not an illness or disease. Alzheimer's starts 15 to 25 years before any neurological symptoms emerge," explains Robert Stern, Ph.D., director of the Alzheimer's Disease and CTE Center Clinical Core.

Much of Alzheimer's disease research has shifted focus away from finding therapies to treat the end stages of the disease. Instead, momentum is building around developing the most sensitive diagnostic tools to detect the disease at its earliest stages, when treatments may be more effective.

Based at Boston University School of Medicine, with a clinical foothold in Boston Medical Center, Stern's team has many studies underway. They are conducting clinical trials to test whether new drugs will slow disease progression and are examining whether new biomarkers can aid in early disease detection.



"It's impossible to re-create brain matter that's been destroyed," explains Stern of treating late stage disease. "If we can identify the disease in its early stages, we believe we will be able to treat it more effectively and preserve a quality of life for these patients. I'm very hopeful that five to 10 years from now there will be medications on the market that delay the onset and slow the progression of Alzheimer's."

There is a significant genetic component to the disease that is also being unraveled by researchers. The HOPE Study maintains a 20 percent African American participation, which is unique among Alzheimer's Disease Centers. Jesse Mez, M.D., M.S., associate director of the Alzheimer's Disease and CTE Center Clinical Core, and his team are studying the genetic architecture of Alzheimer's in people of African ancestry and identifying specific risk genes in this population.

"Discovering genetic links that cause Alzheimer's brings us closer to identifying at-risk individuals and developing the most targeted therapies for them," explains Mez.

For Stern and Mez the hope in finding a cure lies in increasing the number of people who are willing to participate in long-term research. Every year the team hosts an annual brunch to thank study participants for their help.

"One of the greatest things about my work is seeing how much people love participating. I think it is because we have the best staff. They are understanding, caring and superb professionals. It makes for a comforting, welcoming and hopeful environment," concludes Stern. ■

# SPOTLIGHTING BMC

## BMC Becomes Official Charity of 2015 Constellation SENIOR PLAYERS Championship



This year, Boston Medical Center joined eight other local organizations as chosen charity beneficiaries of the 2015 Constellation SENIOR PLAYERS Championship—one of five major championships on the Champions Tour (formerly known as the Senior PGA Tour) which took place at Belmont Country Club in Belmont, MA. Since 1992, the Constellation SENIOR PLAYERS Championship has donated more than \$9.5 million to charities across the country.

BMC also served as the official provider of on-course medical coverage for all guests of the tournament. Led by Brendan G. Magauran, M.D., M.B.A., vice chair for Administration and clinical director of the Department of Emergency Medicine at BMC, 25 members of BMC's Level 1 Trauma and Emergency Departments, including doctors and nurses, staffed two medical tents during the week event which took place June 9 through June 14.

"It was an honor to have medical professionals from Boston Medical Center on the course during the championship. Our guests received the highest level of attention and care," says John Bennett, vice president of sales and general manager of Constellation's Northeast region. "Giving back to the communities we serve is a key part of the Constellation SENIOR PLAYERS Championship and we are grateful for the opportunity to give back to such a great organization."

## BMC Surgeon Targets the Root Cause of Migraines

Migraines are so much more than just bad headaches. According to the World Health Organization they are among the top 10 most disabling illnesses in the world. People with migraines suffer more than pain; they are sensitive to light, sound and odor and can be forced to withdraw from daily life in order to cope with their symptoms.

For some chronic migraine sufferers, pinched nerves are to blame. Nerves in the neck, forehead, cheeks or temples become compressed by muscle and tissue, which can lead to terrible pain. When drugs and other therapies fail to help, BMC Oral and Maxillofacial Surgeon Timothy Osborn, M.D., D.D.S., offers hope through a surgery called trigger site decompression.

"To identify patients that are eligible for this surgery, we temporarily deactivate the muscles in the suspected area using Botox thereby relieving compression on the nerves," explains Osborn. "If a patient's migraines are alleviated with this therapy, then trigger site decompression can offer a longer-term solution."

To perform this operation, Osborn uses a camera to identify compressed nerves through small incisions in the hairline. Then he frees the nerve from the surrounding tissue to release the pressure on the nerve. Surgery is performed under general anesthesia and takes between two to three hours with an at-home recovery period of seven to 10 days.



Timothy Osborn, M.D., D.D.S.

"After surgery most people experience an 80 percent reduction in the frequency, intensity, and duration of their migraine headaches," says Osborn. "For 60 to 70 percent, the surgery offers an essential cure."

Osborn stresses the benefit of seeking surgical counseling from oral and maxillofacial specialists, who can identify or rule out concomitant conditions such as temporomandibular joint (TMJ) disorders. Eligible patients must have a neurological evaluation to rule out other causes of headaches and experience little or no relief from medication.

BMC's Department of Oral and Maxillofacial Surgery offers state-of-the-art diagnosis and treatment of disorders of the mouth and facial area. National leaders in their field, BMC physicians provide the full scope of oral and maxillofacial surgical care, including corrections of dental deformities, complex facial reconstruction, TMJ disorders and oral cancer.

# Two \$10 million Pledges Make History in BMC Fundraising

Fiscal year 2015 was the second year in a row Boston Medical Center surpassed its annual goal of \$50 million. Without question, this was made possible because of two incredibly generous donations to BMC's campaign, *Building the New BMC*.

The first was a \$10 million challenge grant from an anonymous Boston family. This type of grant is a first for Boston Medical Center—where four components must be met, raising an additional \$12 million for the hospital, in order to receive the full amount of the gift. The four components are unique, and will prove to be exciting goals to meet within the next fiscal year.

*"Boston Medical Center is essential to the city of Boston, and we have been committed to its mission of caring for everyone, regardless of their background, for many years now. We decided to boost our support of the campaign, because we recognize how important Building the New BMC is to the city and the entire region. We are incredibly proud to be part of the effort."* MARC PERLMAN

The first part of the challenge is to stimulate additional gifts of at least \$250,000 from BMC trustees. This factor is designed to fuel \$4 million, and the response from BMC trustees was overwhelming, helping BMC reach that part of the goal within two months. Part two of the challenge is to support the newly launched physician campaign by inspiring providers to reach a \$1.5 million

goal in order to receive \$1.5 million of the challenge. In only a few months, physicians have raised more than \$500,000 toward this effort. Finally, the remaining two components target new campaign donors, and many local leaders such as John and Cindy Fish of Suffolk Construction—who recently committed \$1 million—have already stepped up to the plate.

"This is a noteworthy development for BMC, and an extraordinary gift which will boost our efforts immeasurably," says Norman Stein, senior vice president and chief development officer at BMC. "The grant is designed to encourage additional gifts at varying levels, based on the donors' belief in the critical importance of the BMC

mission and deep abiding respect for BMC's leadership and providers. Since its origin, the grant has inspired a flood of giving from constituents of all levels, allowing the campaign to reach goal this year. We are very grateful for this opportunity, and we look forward to rising to the occasion."

In addition, longtime supporters and friends of BMC, Marc and Claire Perlman, as well



**Marc Perlman, CEO and co-founder of Ocean State Job Lot, and his wife Claire, a trustee of BMC.**

as their company Ocean State Job Lot, have added \$3 million to their existing \$7 million pledge toward *Building the New BMC*. This commitment is a combination of campaign gifts, event sponsorships, BMC Food Pantry endowment gifts and annual revenue driven by Ocean State's holiday and summer mobile programs.

Marc Perlman, CEO and co-founder of Ocean State Job Lot, and his wife Claire, a trustee of BMC, are very active with BMC philanthropically, having donated thousands of dollars of in-kind food and clothing each year from their company. Their continued support of Boston Medical Center makes a significant impact in the lives of many patients, especially those who rely on the hospital's nationally-recognized social services such as the Food Pantry and Clothing Bank. ■



**Golfers Ted English, John Sullivan, Tom Riordan and Ted Gross joining retired Red Sox catcher Carlton Fisk.**

## Raising Money One Putt at a Time

Every July, Boston Medical Center hosts the Kids Fund Golf Tournament at the prestigious Belmont Country Club. The daylong event raises significant resources for the BMC Kids Fund—a means to provide necessities such as, but not limited to, eyeglasses, winter coats and medicine for more than 25,000 children at BMC whose families are living below the poverty level.

This year's event raised a record-breaking \$320,000 for the effort, in which a portion specifically supported the Autism Program at BMC, and was attended by local sports legends Carlton Fisk of the Boston Red Sox and Bob Sweeney of the Boston Bruins. As always, our hole 10 hospitality pavilion featured delicious food and beverage from donors such as Salvatore's, Ruth's Chris Steak House, P.F. Chang's and The Boston Beer Company.

# Thank you, friends.

Thanks to commitments from our dedicated friends and supporters, Boston Medical Center received \$50 million in donations in fiscal year 2015. Our staff, nurses and physicians all fiercely believe in the hospital's mission and work tirelessly every day to make it a reality for our patients. With the help of donors like you, our passion is translated into phenomenal care and groundbreaking research. Support from individuals, families, corporations and foundations helps ensure that we can continue our clinical programs and research, and that we can uphold our promise of providing exceptional care to the community we serve. We would like to extend our deepest thanks to each and every one of you for joining us in our mission.

## Donor Report: Fiscal Year 2015

*This list reflects donations from October 1, 2014, to September 30, 2015. We deeply regret any errors or omissions.*

## INDIVIDUAL DONORS

### \$5,000,000 +

Anonymous

### \$2,500,000–\$4,999,999

Claire and Marc Perlman/Ocean State Job Lot

### \$1,000,000–\$2,499,999

Cyndy and John Fish/Suffolk Construction Company

### \$500,000–\$999,999

Anonymous (2)

Maureen and Ted English/Bob's Discount Furniture

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Denise M. Jarvinen, Ph.D., and

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### \$50,000–\$99,999

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Mark Andrus

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Karp Family Foundation

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### \$10,000–\$24,999

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 Christopher J. Tosi  
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 Maroa Velez and Thomas Vurno  
 Theresa and Robert Wadsworth  
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**\$5,000–\$9,999**

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 Rosemarie and Steve Johnson  
 Martha H. Jones



Photo: Christian Kozowyk © 2015

**BMCStories.org: Meet Wayne—an inspiring patient of the BMC community, fighting cancer with a great attitude, his family and BMC on his side.**

Kelly and Paul M. Verrochi  
 Leslie Walstrom and Tim Lefor  
 Bianca Farinas Wilfork and Vince Wilfork  
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 Christine and Bryce Youngren

**\$2,500–\$4,999**

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 Anonymous (8)  
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 Alastair Bell, M.D.  
 Caroline M. and George Bell  
 Joseph BeStephano  
 Robin and Marcia Brown  
 Lindsay and Kevin P. Burns

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 Paul Karger  
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 Lisa E. Kelly-Croswell and Thomas Croswell  
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 Ronni Sachs Kotler  
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 Beth Warach and Adam Lerner, M.D.†  
 Karin Leschly, M.D.,† and Nick Leschly  
 Deborah J. Hayun and Samuel Levy  
 Cynthia S. and William M. Marcus

\* deceased  
 † BMC physician

# Thank you, friends.

Linda and Joseph H. Matzkin  
Sally McNamara  
James Meeks  
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Jean Noel and Minh-Tam Truong, M.D.†  
Wendy A. Weiss, M.D. and Stephen E. Shay  
Arthur Winn

## \$1,000–\$2,499

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Julie and Michael Ellenbogen



Photo: Christian Kozowyk © 2015

**BMCStories.org: Meet Cassie—a devoted mother of five who bravely fought for her health and sobriety with BMC's help.**

Patricia M. Rabbett and David M. Center, M.D.†  
Pareesa Charmchi  
Victoria Chen  
Mei-Po Cheung  
Tasneem Chipty, M.D.  
Karen and Stephen P. Christiansen, M.D.†  
Bonnie R. Clendenning  
Kaitlyn Clifford  
Susan Coakley and David Astrue  
Ellen R. Cohen and Daniel A. Haber, M.D.  
Mayer Cohen  
Diana Coldren  
Jennifer A. Coleman  
Lauran Berkman Coleman and Steven Coleman  
Pamela and John Connor  
Theodore Constan  
Steven Cooper  
Carrie and Paul Cox  
Maxine L. Coyle

Harron Ellenson and Roger L. Snow  
Sheri Emley-Poftak and Matt Poftak  
David Eppard, M.D.  
Eric Euglow  
Cristina M. Crawford and Peter C. Everett, M.D.†  
Martha H. and John J. Falvey, Jr.  
Ramzi Farchoukh  
Renee M. Remily, M.D., and Francis A. Farraye, M.D.†  
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**BMCStories.org: Meet Jackie—a lifelong patient of BMC, whose experiences at the hospital shaped her life.**

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# SPOTLIGHTING BMC

## Jill: A Friend, an Accountant, a Traveler and a Survivor

*continued from page 1*

models strut their stuff down the runway, wearing local designer outfits, and celebrate cancer survivorship. Jill wore a beautiful dress created specifically for her by Drea Designs Couture and looked radiant as she owned the stage.

When asked if she has any words of advice for others, Jill emphasizes the importance of preparation and education about breast cancer—particularly for those who, like her, have a family history of the disease. “With cancer, there is no winning only varying degrees of loss. Having a plan is so critical,” concludes Jill. “It’s like a fire drill!” Along with her own personal research about breast cancer,

Jill also benefitted from the support of her team at BMC and a naturopathic oncologist to help strengthen and sustain her body both during and after her treatment.

Today, Jill is enjoying life with a clean bill of health. She’s returned to her job as an accountant, spends free time with her friends and loves to travel. She returns to BMC every so often for routine checkups with her specialists and for regular mammograms. With her life’s toughest chapter behind her, she stands poised to write a new one, complete with fulfilling work, time spent with loved ones and adventures—all set against a backdrop of good health and happiness. ■

## Skiers Race to Remember and Give Back

Racing down an icy mountain on a clear blue March morning is something that Bill Cunningham loved to do. Ever since he was a young boy, Bill’s biggest passion was skiing. He built his life around the sport as a dedicated instructor and later director of Cannon Mountain Ski Area for more than 30 years.

Now skiers of all ages gather on Cannon Mountain in March to race the slopes in his memory. The event is a labor of love for his wife, Carol, their children, Cait and Will, and their many friends and family across Massachusetts and southern New Hampshire. It has raised more than \$50,000 for the Amyloid Center at BMC.

Always an avid outdoorsman, Bill could be found on any given day bike riding, fishing or even flying a Cessna 172. After he turned 50, however, he felt his limitless energy start to wane.

“It was after a bike ride and hike with our twins, something our family does routinely. He was exhausted and he turned to me and said ‘this just can’t be getting older,’” recounts Carol.

After many doctors’ visits and lab tests, Bill was eventually diagnosed with amyloidosis, a rare and dangerous disease caused when amyloid proteins accumulate in different organs of the body. Bill’s heart was particularly damaged, and he died of complications from the disease in the spring of 2007.

Bill’s family and friends wanted to do

something to raise awareness and fund research for the little-known disease. With the support of staff at Cannon Mountain and an outpouring of donations from restaurants, shops and resorts from towns around their small White Mountains community, the first race and raffle took place in 2008.

Eight years later, to Carol’s amazement, the race continues to grow, thanks in part to racers building their sponsorships on social media and the addition of a silent auction. The Fowler and Wolcott families

joined the fundraising effort three years ago in memory of their father Dick Fowler, who also received treatment for amyloid at BMC. It takes an incredible amount of time to plan and market the event, but to Carol the effort is worth it.

“It’s like coming home to see all our friends and hear stories about Billy that I hadn’t heard before. It’s amazing how many people still remember,” says Carol.

The Amyloid Center is an internationally renowned referral center for patient care, diagnostic testing and information on amyloid diseases. Over the years, the center has pioneered liver transplants and stem cell replacement therapy to treat types of the disease. Events like the Bill Cunningham Memorial Race and Raffle are a vital means of support to help researchers find a cure. The 2016 memorial race will take place on Cannon Mountain on Saturday, March 5. Visit [BillsRace.com](http://BillsRace.com) for details.



**Since Bill Cunningham passed away in 2007 from amyloidosis, his family and friends have hosted an annual ski race in his honor, raising funds for BMC’s Amyloid Center.**

# Hubway Partnership Gets Patients Moving

Charlie Munroe's new prescription cannot be picked up at the local pharmacy. Instead, he is headed to a Hubway station near his neighborhood in South Boston to unlock a bicycle for a 30-minute ride downtown. The 50-year-old BMC primary care patient has lost 60 pounds this past year due in large part to a healthy diet and his daily commute by bike.

Munroe's new set of wheels is thanks to a partnership between BMC and Hubway—the city of Boston's bike sharing system. The aptly named Prescribe-a-Bike Program gives low-income patients unlimited access to bikes at 140 stations across the Boston area for a reduced membership rate of five dollars annually.

"I believe in folding exercise into daily activities. Bike riding is enjoyable but also useful, especially for our patients that rely heavily on mass transit. It adds convenience and provides health benefits at the same time," explains Alan Meyers, M.D., attending physician in the Department of Pediatrics and a founder of the program.

Several years ago, Meyers, a cyclist himself, noticed a new Hubway station on the BMC campus near Harrison Avenue. He reached out to former Boston Bikes Program Manager Nicole Freedman to see how the hospital might be able to partner with Hubway to make the system available to patients. Freedman brought forth an idea that boldly grew, with the help of many dedicated BMC staff and city officials, into the nation's first hospital bike prescription program.

Given that one in four residents in Boston's low-income neighborhoods are obese and more prone to chronic conditions such as diabetes and heart disease, Prescribe-a-Bike serves a vital role in helping patients find an accessible and affordable exercise option. Patients who sign up for Hubway through the program have access to bikes for a reduced membership rate and receive a free helmet. Security deposits are also waived, further lowering cost barriers.

The partnership is also helping Hubway expand its membership to better represent the diverse socioeconomic spectrum of the city



it serves. The service is adding more stations in South Boston, Roxbury, Dorchester and Jamaica Plain—neighborhoods where many BMC patients live.

"There is no other program like this in the country," says Boston Transportation Commissioner Gina Fiandaca. "Prescribe-a-Bike makes the link between health and transportation and ensures that more residents can access the Hubway bike share system."

Meyers and his colleagues have been working to make the process seamless for both patients and providers. Prescribing a bike is built into the hospital's electronic medical record system, allowing providers to print a prescription during a patient appointment. Patients can then take the prescription to the BMC Transcomm office on Albany Street to immediately register with the program.

"There are so many patients that could benefit from this program across specialties including pediatrics, primary care, cardiology and our weight management clinic. It's about improving the health of our patients and preventing disease," says Meyers. ■

## Pedaling Miles and Reaching New Milestones for Pediatric Patients

The largest group ever of Team BMC riders participated in the 2015 Rodman Ride for Kids this fall on a beautiful



Thirteen of this year's 68 Team BMC riders.

Saturday morning. Sixty-eight individuals rode 25, 50 or 100 miles to support BMC pediatrics including programs such as the Comprehensive Care Program and the SPARK Center. To date, the 2015 team has raised more than \$150,000 toward the effort, exceeding the team's goal of \$140,000 and breaking Team BMC Rodman Ride fundraising records from years past.

Every year, Team BMC Rodman Ride raises critical funds for pediatric social service programs because Boston Medical Center's tiniest patients deserve a chance at leading healthy lives. If you would like to learn more about Rodman Ride or how you can support the team, please visit [www.teambmc.org](http://www.teambmc.org).

# SPOTLIGHTING BMC



## Randi Cutler: Celebrating a 20-year Friendship

Boston Medical Center's partnership with Randi Cutler began more than 20 years ago, when she and her husband Joel attended the hospital's second annual Food for Thought event at the request of her in-laws, Joan and Ted Cutler. "My mother-

in-law invited us to attend a powerful city event that benefited the most vulnerable, underserved kids," recalls Randi. "The event was at Hamersley's Bistro and supported The Grow Clinic at BMC. I remember Joany saying we had to do something to help these children and BMC was the solution. From that moment on, we were hooked."

Since then, Randi and her family have become some of BMC's most influential supporters, assisting with various initiatives across the hospital, including the current *Building the New BMC* campaign. Randi serves as co-chair of BMC's Campaign Steering Committee and chair of the Philanthropic Trust, helping drive hospital fundraising efforts. She also sits on the Board of Trustees, as well as the Nominating and Governance and Patient Safety and Hospital Quality committees.

Although born in the Washington, DC area, Randi's love for Boston runs deep, especially for BMC.

"To me Boston Medical Center is a special place. In a city of premier medical institutions, BMC stands out because of its unique patient focus and ability to think and deliver outside the box," says Randi. "Not only does it provide leading-edge medicine, but it looks at the patient as a whole. BMC professionals are trained to look for what's going on in that person's life that may be impacting his or her health—housing, diet, transportation, language, cultural differences, employment, etc.—and most importantly how they can help. At BMC, health care is so much more than treating the physical problem, which makes me and my family passionate about the cause."

With Randi at the wheel, efforts such as Food for Thought just celebrated 22 years. The event has raised more than \$18 million for various pediatric initiatives. "Randi is an extraordinary leader here and for BMC in the broader community," says Norman Stein, senior vice president and chief development officer at BMC. "She's a magnet for others to emulate. We could not achieve the philanthropic success we have without Randi at the helm. Her and her family's commitment has helped shape BMC into the influential, thriving institution it is today."

## BMC'S 20TH ANNIVERSARY GALA TO HONOR BMC CHAMPION

Boston Medical Center is excited to host, what it hopes to be, its most successful gala to date. The 2016 event, scheduled for May 14, is BMC's signature event where more than 1,000 guests visit the Seaport World Trade Center to celebrate the hospital and its significance in Boston.

This year's gala will be co-chaired by several prestigious individuals: Josh Bekenstein, managing partner at Bain Capital,

and his wife Anita Bekenstein; Rob Griffin, U.S. head of capital markets at Newmark Grubb Knight Frank, and his wife Cathleen Griffin; and Laura Sen, president and chief executive officer at BJ's Wholesale Club. The goal of this year's event is to exceed \$3 million in fundraising—a milestone reached at last year's soiree. Guests will enjoy a silent and live auction, as well as a very special program honoring Ted English, chairman of the Board of Trustees at BMC.

## Second Annual Fall Fête Surpasses Expectations

On October 7, BMC celebrated its second annual Fall Fête: A Celebration of Courage at The Beehive in Boston's South End. The event honors the amazing work of the Center for Refugee Health and Human Rights at Boston Medical Center—a program dedicated to helping refugees and torture survivors in the Boston area for the past 17 years.

More than 180 supporters joined the celebration, committed to learning more about what they can do to help those seeking assistance in their own community. Clients of the Center also attended the event, including a guest speaker who moved the audience with his inspiring personal story of survival and bravery. By the end of the evening, the event raised approximately \$100,000 for the Center—more than twice as much as last year.



Fall Fête Committee Members Nicole Gilmore and Kia Martin, Refugee Center Director & Co-Founder Dr. Lin Piowarczyk and BMC President and CEO Kate Walsh.

Photo: Atlantic Photo Service Inc. © 2015



## Summoning Up Some Super Powers: New Clinic Helps Kids Conquer Chronic Pain

Although they do not wear red capes, Caitlin Neri, M.D., and Laura Goldstein, Psy.D., are superheroes in the eyes of their littlest patients. The dynamic duo has united with other specialists across BMC to help kids cope with pain—not the skinned knees and bruises of normal childhood, but the complex, recurring pain that often occurs with chronic medical conditions.

Chronic pediatric pain is surprisingly common, with an estimated 25 to 30 percent of children affected, according to the American Pain Society. At BMC, pediatric chronic pain is associated with underlying medical issues, such as sickle cell disease, gastrointestinal ailments and musculoskeletal disorders. Beyond their medical conditions, these children struggle



with psychological issues and sociocultural factors that can leave them feeling anxious and isolated. Caregivers at BMC's new Pediatric Pain Clinic address these concerns and help patients and their families regain normalcy in their lives.

Neri, a pediatric hematologist and oncologist and medical director of the new clinic, believes the program fills a unique need for BMC pediatric patients. "Many of our patients are from low-income households and haven't

had access to comprehensive pain management. We offer a central point of contact to bring a vast range of resources and therapies to these children and their families."

An individualized pain plan at the clinic can include comprehensive medical and behavioral interventions, as well as physical therapy and integrative therapies. Providing support and education to caregivers is also an important part of a child's plan. Laura Dickman, L.C.S.W., clinical social worker at BMC and member of the Pediatric Pain Clinic team, teaches parents and caregivers strategies to support their child's ability to successfully cope with pain.

"Helping caregivers develop tools for responding to their child's pain and addressing other co-occurring stressors impacting the family is essential. Our team also reaches out to the child's school to collaborate and provide recommendations. It is important that children have consistent and appropriate support across their most frequented settings," says Dickman.

The clinic also offers innovative therapeutic methods of pain management such as bio-feedback therapy, guided imagery and hypnosis to help children and adolescents gain a sense of control over their pain. "Our interdisciplinary model is the crux for helping children deal with the physical and psychosocial factors that contribute to the cycle of chronic pain," explains Goldstein, co-director of the Pediatric Pain Clinic, who specializes in these therapeutic interventions to improve medical coping.

As the program grows, Neri and Goldstein hope to expand the clinic's integrative medicine offerings beyond acupuncture to other pain management techniques such as massage, reiki and yoga. The ultimate goal is to harness every possible resource to help these kids break the cycle of chronic pain. The good news is the model is already working. In the nine months since it opened, patients are graduating pain free.

## Ensuring a Family's Safety Outside the Hospital Walls

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Thanks to the generosity of Plymouth Rock Assurance—a Boston-based insurance provider in Massachusetts, Connecticut and New Hampshire—Boston Medical Center is able to protect more children from potentially fatal car accidents. Plymouth Rock helps support the Child Passenger Safety Program—an initiative established to support families in need by providing car seats and the knowledge on how to properly use them.

Massachusetts State Law requires all children younger than eight and smaller than 57 inches in height to be secured in a federally approved car seat while riding in a vehicle. However, not everyone has access to the necessary resources to comply with this law. Many patient families at BMC cannot afford a car seat and will resort to borrowing old and ineffective car seats from friends, or even holding a small child on their laps. The Child Passenger Safety Program offers help to these families by distributing free car seats, installations to ensure the car seat is properly set up, car seat inspections and education on child passenger safety.

Thanks to Plymouth Rock's support of the effort, BMC is able to deliver more car seats than ever before and help even more families keep their children safe. The ultimate goal of the program is to ensure every discharged newborn leaving the hospital has access to a properly installed car seat. BMC is so grateful Plymouth Rock is committed to helping the hospital achieve this goal.

# SPOTLIGHTING BMC

## Mayo Bowl Continues to Entertain and Amaze

Every September, Boston Medical Center has the privilege of hosting the annual Mayo Bowl with Jerod Mayo, co-captain and linebacker of the Super Bowl Champion New England Patriots, and his wife Chantel. The evening of bowling, which attracts the Patriots most notable players, raises funds for BMC pediatric programs. Donors who sponsor a lane are able to bowl strikes and gutter balls with Mayo's teammates. Bob's Discount Furniture and Citizen's Bank were the evening's Title Sponsor and Presenting Sponsor, respectively, helping BMC raise more than \$400,000—a record-breaking figure.

This year, many familiar faces appeared, including Tom Brady, Malcolm Butler, Julian Edelman, Devin McCourty, Rob Ninkovich and former Patriot Tedy Bruschi. Patriots' kicker Stephen Gostkowski proved to be the best bowler, beating previous champs Bruschi and Ninkovich. The true star of the evening, however, was Chya Mayo, the Mayos' oldest daughter who hosts her own talk show on the Patriots' website. The spirited four-year-old livened up the red carpet by interviewing players and other significant guests and proudly helped her dad bowl the first ball. To view her exclusive recap of the event, please visit [www.Patriots.com](http://www.Patriots.com).



Photo: Brian Babineau Photography © 2015

**Quincy Miller, president of Citizens Bank MA, Ted English, chairman of the BMC Board of Trustees and CEO of Bob's Discount Furniture, Patriots linebacker and co-captain Jerod Mayo with daughter Chya and BMC President and CEO Kate Walsh.**

## GRANT HIGHLIGHTS

### Nearly \$1 million Granted to Support Male Survivors of Violence

The BMC Violence Intervention Advocacy Program (VIAP), founded by Thea James, M.D., was the recipient of a \$997,966 award from the U.S. Department of Justice, Office for Victims of Crime to fund a project to support male survivors of violence. VIAP was established in 2006 to combat gun and knife violence in Boston. To date, the program has served more than 4,105 victims of violence. VIAP's mission is to assist victims of violence in recovering from physical and emotional trauma and empower them with the skills, services and opportunities to return to their communities; make positive changes in their lives; strengthen others who have been affected by violence; and contribute to building better communities. Through this project, VIAP hopes to enhance its existing model by assessing and filling gaps in services provision and improving the expertise of hospital-based and community providers as they seek to deliver care to survivors. The effort will seek to increase VIAP's capacity to meet the needs of its clients based on a comprehensive needs assessment. Once service gaps are identified and filled, the program will disseminate lessons learned through existing affiliations.

### Autism Program Launches New Pilot Targeting Teens

The Horner Foundation recently gave a \$50,000 award to fund a project entitled, "Teens Engaged as Mentors (TEAM)." With support from the Foundation, BMC's Autism Program—led by Program Manager Shari King—seeks to launch an innovative teen mentoring initiative for youth with autism spectrum disorder (ASD) to address the complex challenges associated with ASD, adolescence and adult transitioning. TEAM will empower diverse urban youth using a unique co-mentorship model wherein mentor dyads—comprised of an individual with ASD and a teenager without ASD—partner to mentor an at-risk youth to facilitate strong leadership, self-confidence and positive community engagement. Taking place across the 2015–2017 school years, key elements will include training and supervision for mentors, monthly community service project "hangouts" and quarterly social events.

## Heroes by Day, Fashion Models by Night

Presented by Liberty Mutual Insurance and produced in partnership with Open HeARTS, Inc., this year's Catwalk for BMC Cancer Care event featured 14 Boston Medical Center cancer patients and one provider—Scharukh Jalisi, M.D., director of Head and Neck Oncologic Surgery and Skullbase Surgery within the Department of Neurological Surgery at BMC—as models, along with celebrity model and Olympic gold medalist Scott Hamilton. Hamilton wowed the crowds during his speech, sharing his personal battle with cancer, and encouraged guests to continue supporting the life-changing cancer services BMC provides to their patients.

Kim Khazei from WHDH-TV 7News Boston emceed the event for the second year in a row with nearly 400 guests in attendance at the State Room in Boston's downtown. Patient models walked in style on the runway amid cheers and tears, donning custom local designer looks. Thanks to the heartfelt words of co-chair Melanie Foley, executive at Liberty Mutual, a record-breaking amount was raised, bringing the event's total to more than \$300,000 in support of BMC's Cancer Care Center.



Photo: Atlantic Photo Service Inc. © 2015

**Patient model Christopher Gentile and staff model Scharukh Jalisi, M.D., F.A.C.S., director of the Head and Neck Oncologic Surgery and Skullbase Surgery at BMC, celebrating at the end of the Catwalk runway.**

## Improving Provider Communication Around HPV Vaccination

A new project at BMC, aiming to improve provider conversations about the human papilloma virus (HPV) vaccine, was recently granted a \$1,043,378 award from the American Cancer Society. A team of researchers led by BMC gynecologist Rebecca Perkins, M.D., M.Sc., will test an intervention that allows clinicians to improve HPV vaccination rates while fulfilling requirements to maintain their board certification. This is an innovative and scalable model for promoting cancer prevention goals (since HPV has been linked with cervical cancer) within the constraints of busy clinical practices. Perkins' team will evaluate intervention effectiveness on increasing HPV vaccination rates using a stepped wedge randomized trial in federally qualified health centers; conduct a process evaluation that examines barriers and facilitators to intervention implementation, fidelity and sustainability; and describe effects of the intervention on clinician-parent communication about HPV vaccination. The goal of this work is to contribute to a new paradigm that blends cancer prevention initiatives with quality improvement and continuing medical education.

## The Peabody Foundation Supports BMC for Second Year in a Row

Located within the Division of Developmental and Behavioral Pediatrics, the Comprehensive Care Program (CCP) supports children with complex medical needs and their families and was recently granted a \$30,000 award from The Peabody Foundation. The CCP is one of only a handful of programs in the nation dedicated to serving these vulnerable children and utilizes a model of integrated care in which specialty care provider visits are scheduled to coincide with the patient's visit to the primary care provider, delivering efficient care and minimizing the need for multiple hospital visits. The CCP also provides families with nurse care management, social work, behavioral health and family navigation. Family navigators are vital to this program as they serve as advocates for families, providing them with social support and helping them navigate the multiple systems involved in managing their child's disease. The Peabody Foundation is supporting this project for a second year, funding a portion of time for one of BMC's family navigators, thus enabling the hospital to build upon an already robust program and further demonstrate its viability.



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# Save the Date: 2016 BMC Events Calendar

<p><b>Luncheon with Kate Walsh</b> Thursday, March 3 Wellesley Country Club</p>	<p><b>Boston Marathon</b> Monday, April 18</p>	<p><b>BMC Gala</b> Saturday, May 14 Seaport World Trade Center</p>	<p><b>Catwalk for BMC Cancer Care</b> June TBD</p>	<p><b>The Kids Fund Golf Tournament</b> Monday, July 25 Belmont Country Club</p>
<p><b>Mayo Bowl</b> September TBD</p>	<p><b>Rodman Ride for Kids</b> Saturday, September 24 Foxboro</p>	<p><b>Fall Fête: A Celebration of Courage</b> October TBD</p>	<p><b>Food for Thought</b> Monday, November 21</p>	<p><b>SAVE THE DATE</b></p>

Please contact [events@bmc.org](mailto:events@bmc.org) for more information.

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