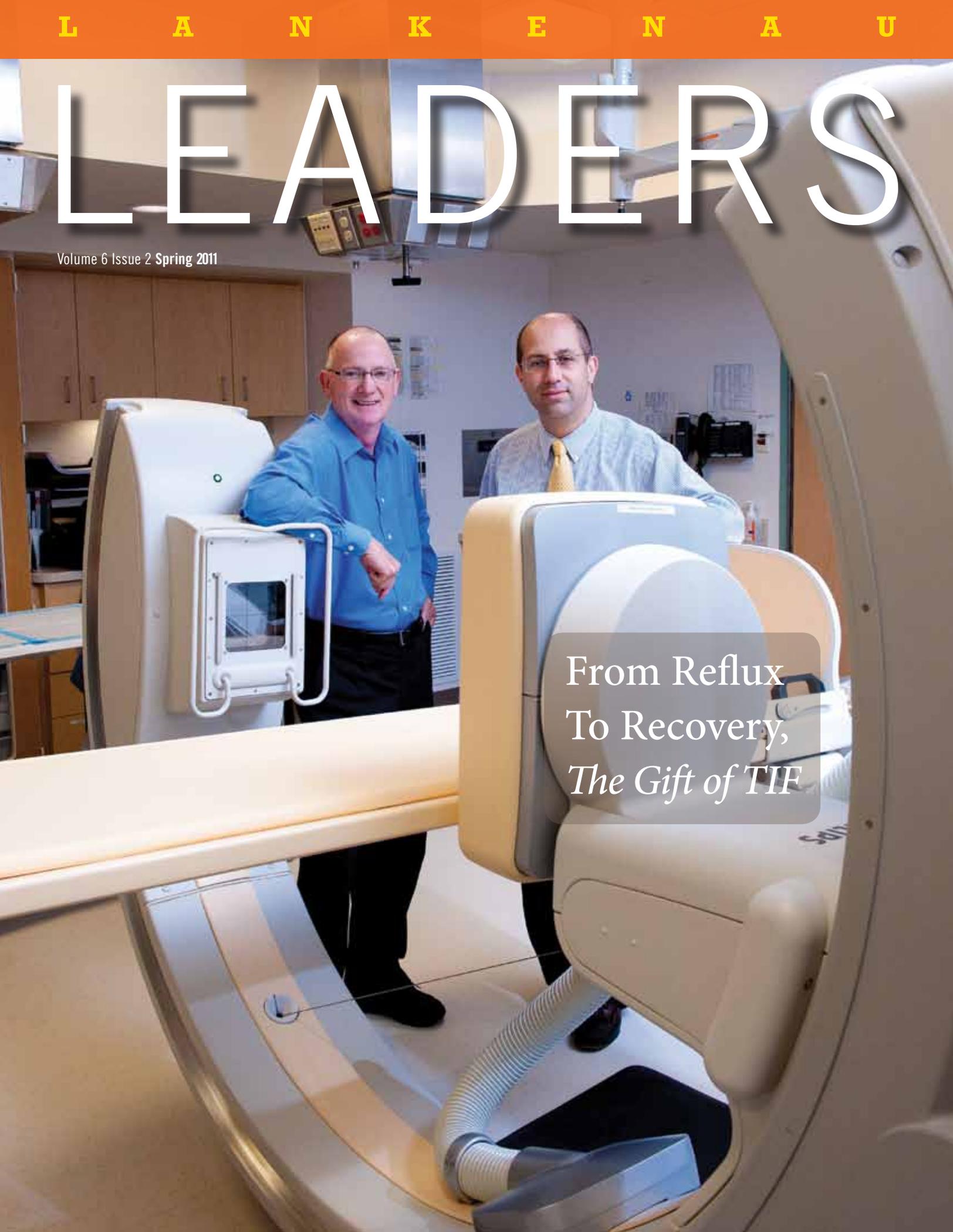


LEADERS

Volume 6 Issue 2 Spring 2011

A photograph of two men standing in a clinical or laboratory setting. They are positioned next to a large, white medical device, possibly a patient warming system. The man on the left is wearing a blue button-down shirt and glasses, and is smiling. The man on the right is wearing a light blue shirt, a yellow tie, and glasses, and has a neutral expression. The device they are standing next to is a large, white, cylindrical machine with a control panel and a patient bed area. The background shows a typical clinical environment with cabinets and equipment.

From Reflux
To Recovery,
The Gift of TIF

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Lankenau Leaders

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Lankenau Ranks Ahead

National healthcare ranking organizations continue to recognize Lankenau Medical Center as a leader in clinical excellence. Some recent achievement awards include:

- 55 Main Line Health physicians (25 of whom are Lankenau doctors) were featured in *Philadelphia* magazine's *Top Doctors* 2011 ratings. These physicians were nominated by their peers for their exceptional skills and experience. More than 15,700 nominations were received in the greater Philadelphia area with only 645 physicians selected as Top Doctors. Lankenau's reputation for physician excellence is further recognized by this admirable achievement. Additionally, quoted in this issue's cover story on nurses was Margaret Iacobacci, MSN, CNOR, Interim Vice President of Nursing for Lankenau Medical Center.
- *US News & World Report* released its first-ever "Best Hospitals" metro area rankings. Lankenau was ranked 10th in the Philadelphia region and was recognized for high performance in gastroenterology, geriatrics, gynecology, heart/heart surgery, kidney disorders, pulmonology and urology. Bryn Mawr and Paoli hospitals were also ranked. This distinctive honor places Lankenau among an elite group of institutions.
- Lankenau was awarded with the Healthgrades® Patient Safety Excellence Award™ for 2011. In addition, Lankenau received 2011 Specialty Excellence Awards for Cardiac Surgery (5th consecutive year), Pulmonary Care (4th consecutive year) and Prostatectomy.
- Lankenau received three "Top Performer" awards and four "Attainment" awards in the fifth year of the Centers for Medicare & Medicaid Services/Premier Hospital Quality Incentive Demonstration (HQID) pay-for-performance project. The awards were issued in the areas of: Acute Myocardial Infarction, Heart Failure, Coronary Artery Bypass Graft, Hip and Knee, Pneumonia and Surgical Care Improvement Project.
- Lankenau was rated 4th place in the top 100 Pennsylvania hospitals for Heart Attack Treatment by CareChex. CareChex is a medical quality rating service of The Delta Group, a health-care information service company. Main Line Health's other acute care hospitals were also ranked.

Letter from the President



Dear Friends,

Welcome to the latest issue of *Lankenau Leaders!*

I am honored to present this issue to you – my first as President of Lankenau Medical Center. In my brief time here, I have developed a tremendous admiration for the physicians, staff and friends of Lankenau who are, in short, *dedicated* to this institution.

True *dedication* knows no limits. I see such *dedication* each day in our physicians such as Dr. Bob Etemad, who fights tirelessly to rid patients of lifestyle-limiting gastrointestinal disorders; Dr. Scott Goldman, who has devoted much time to perfecting the art of minimally invasive cardiac surgery; and Dr. Marisa Weiss, whose own personal experience with breast cancer has only reinforced her commitment to educate our community in breast cancer risk-reduction methods.

Lankenau's *dedication* to research is one of the important aspects that set us apart as a Medical Center. Whether the research is part of a fellowship program or the calling of a scientist such as Dr. James Mullin, the goal, and our *dedication* to it, is the same: to provide our community with access to the latest, most advanced and best possible care, whether preventative or therapeutic.

Dedication exists in the nurses, patient care and lab technicians, front-line staff, administrative professionals and volunteers whose faces grace these pages. The teamwork of this passionate group of individuals helps Lankenau to achieve elite distinctions year after year. Their drive to excel is admirable and our *Names in the News* section barely scratches the surface of their accomplishments.

The sheer number of individuals who provide philanthropic support is testament that this *dedication* to Lankenau extends beyond our walls and deep into our community. It is through the magnificent generosity and commitment of people like Illa Brustman and Elissa Segal and the many listed in our *Focus on Philanthropy* feature that we are able to continue our mission of providing a superior patient experience.

So may I offer you a simple “thank you” for your personal devotion to Lankenau Medical Center. Together our *dedication* will ensure Lankenau's promising future becomes a reality.

Sincerely,

A handwritten signature in black ink that reads "Phillip D. Robinson". The signature is written in a cursive, flowing style.

Phillip D. Robinson, FACHE
President, Lankenau Medical Center

P.S. We want to hear from you! If you have any feedback on *Lankenau Leaders*, please contact Michael Criscuolo, Director of Development, at (484) 476-8095 or CriscuoloM@mlhs.org





From Reflux To Recovery



The Gift of TIF

JERRY COVEY HAD ALWAYS BEEN IN GREAT SHAPE — FROM HIS SCHOOL SPORTS DAYS GROWING UP IN OHIO TO HIS AIR FORCE EXPERIENCES THAT RANGED FROM BOOT CAMP IN SAN ANTONIO TO ASSIGNMENTS IN THAILAND IN THE EARLY 1970s. THEN THERE WAS HIS DECADE AS A DRY-LAND FARMER IN COLORADO. “THAT WAS INCREDIBLY PHYSICAL,” HE RECALLS. “WE WORKED 16-HOUR DAYS, 6 DAYS A WEEK TO GROW OUR FAMILY-OWNED FARMING BUSINESS. YOU HAD TO BE IN SHAPE FOR THAT.”

THAT’S WHY THE FATHER OF TWO KNEW

SOMETHING WAS WRONG WHEN SEVERE HEARTBURN PERSISTED AND HE BEGAN TO FEEL LIKE “SOMETHING WAS CAUGHT” IN HIS THROAT WHEN HE SWALLOWED. DURING THE 1990s, JERRY HAD A PAIR OF PROCEDURES AT ANOTHER HOSPITAL TO REMOVE NODULES FROM HIS VOCAL CHORDS AND MAKE IT EASIER FOR HIM TO SWALLOW.

BUT THE UNDERLYING CAUSE OF THE NODULES WAS JUST BECOMING APPARENT — GASTROESOPHAGEAL REFLUX DISEASE (GERD), WHEN STOMACH ACID RISES UP INTO THE ESOPHAGUS CAUSING TISSUE DAMAGE.

Jerry Covey (top right) and Dr. Bob Etemad (above).

“I had to give up a lot of food and drink that I loved – coffee, chocolate, and worst of all, red wine,” says Jerry. “Switching to white wine was quite an adjustment.”

Jerry was eventually diagnosed with Barrett’s esophagus, a condition in which the tissue lining of the esophagus undergoes an abnormal change, usually due to chronic acid exposure caused by GERD. A small number of patients diagnosed with Barrett’s develop esophageal cancer which can often be fatal. “That got my attention,” says Jerry.

Jerry was placed on a proton pump inhibitor (PPI), the second most widely prescribed drug type in the nation, with more than 90 million prescriptions per year. PPIs control acid reflux, but have been linked to side effects such as infections and osteoporosis. “I was fortunate to avoid those side effects,” says Jerry. “But I did experience low iron caused by my PPI – something I discovered when I tried to give blood at work and they wouldn’t let me.” The result was a daily iron supplement – in addition to his daily PPI. “I felt that I was just taking too many pills each day,” he recalls.

This “quality of life issue,” as Jerry calls it, moved him to do a little research. “I found Dr. Etemad and was willing to drive more than an hour from my home (in Downingtown) to Lankenau.”

Bob Etemad, MD, is a gastroenterologist and Medical Director of Endoscopy at both Lankenau Medical Center and Main Line Health. Dr. Etemad offered Jerry a new option called TIF (Transoral Incisionless Fundoplication).

During a TIF procedure, a tube-like device is inserted through the mouth into the esophagus while the patient is under general anesthesia. The tube tightens the esophageal sphincter, thus creating a more effective barrier against acid. “The valve is loose or misaligned,” says Dr. Etemad. “This is the least invasive way of repairing that valve.” TIF advantages include shorter hospital stay, quicker recovery time, reduced discomfort, and no visible scars.

“My results have been outstanding,” says Jerry. “I have no restrictions on my

ABOUT DR. ETEMAD

Bob Etemad, MD, is Medical Director of Endoscopy at both Lankenau Medical Center and Main Line Health (MLH).

Dr. Etemad joined MLH in 2009 after serving as Clinical Associate Professor of Medicine and Director of Interventional Endoscopy at Thomas Jefferson University Hospital and Jefferson Medical College. Prior to that, he was Chairman of the Department of Gastroenterology and Hepatology and Medical Director of Endoscopy at Ochsner Clinic Foundation in New Orleans. He has focused his practice on interventional endoscopy and complex endoscopic procedures. He also served as director of Endoscopic Ultrasound at the University of Pittsburgh’s Presbyterian Hospital.

Dr. Etemad’s team focuses on providing tertiary referral quality consultations for patients with complex gastrointestinal diseases. He is active in Lankenau’s GI fellowship program teaching endoscopic techniques as well as coordinating research efforts with the fellows.

Dr. Etemad was born and raised in the Philadelphia region and completed his undergraduate work in biology and education at Swarthmore College. He attended Temple University School of Medicine and completed his residency at the Cleveland Clinic Foundation.

“MY RESULTS HAVE BEEN OUTSTANDING,” SAYS JERRY. “I HAVE NO RESTRICTIONS ON MY DIET AND I DON’T HAVE TO SLEEP ON A BED THAT’S INCLINED ANYMORE.”





BARRETT'S & PPI RESEARCH AT LMC

James Mullin, PhD, is a Professor at the Lankenau Institute for Medical Research (LIMR) on the campus of Lankenau Medical Center (LMC). A colleague of Dr. Etemad, Dr. Mullin has performed extensive research pertaining to Barrett's esophagus. Recognizing that Barrett's is too often a precursor to esophageal cancer and that there is no current treatment to inhibit Barrett's progression to cancer, Dr. Mullin is determining if oral zinc supplements can be cancer preventive in Barrett's patients. In an additional finding, Dr. Mullin and GI fellows at Lankenau observed that PPIs act to prevent zinc uptake from food, and may increase the need for zinc supplements in the diet. Dr. Mullin's studies on Lankenau's campus have provided new information about unexpected, potentially harmful side effects of taking PPIs. For more information on Dr. Mullin's work, visit www.LIMR.org.

Dr. James Mullin (*above*).

diet and I don't have to sleep on a bed that's inclined anymore."

Even better, Jerry no longer has to take his PPI and iron supplements each day. "About 80 percent of patients find complete symptom relief from using this technique," says Dr. Etemad. "Approximately the same amount are able to get off of their proton pump inhibitors."

As part of Lankenau's ongoing Master Facility Project, a multi-year, multi-million dollar campus renaissance, the new Interventional Gastroenterology Suite began seeing patients in December 2010. "Lankenau is now equipped to offer procedures no other suburban hospital can," says Dr. Etemad. "We are now capable of performing the most advanced endoscopic procedures performed anywhere."

The suite includes multiple monitors and specialized software for imaging the bile duct and pancreas – one of only three systems in the U.S. currently used for this indication. "The leadership at Lankenau is committed to patients like Jerry," says Dr. Etemad. "Our investment in the endoscopy program has paid off for many patients – and will continue to do so for years to come."

Lankenau's Interventional Endoscopy program offers patients the most advanced options. These include specialty equipment like the latest endoscopic ultrasound (EUS) equipment that allows internal ultrasound examinations and biopsies "from the inside." More than 400 procedures have been performed at Lankenau to date for such conditions as pancreatic cancer, bile duct cancer, esophageal cancer, and rectal cancer.

Other technologies include radiofrequency destruction of precancerous tissues, extremely small scopes that can look into the pancreas or bile duct, and specialized scopes that can work their way deep into the small intestine without surgery. A new system that allows the team to look at tissues at the cellular level without the need to remove the tissue from the patient will be installed shortly and will be the first such system available in the Philadelphia area.

Answers are certainly what Jerry Covey found at Lankenau. "My quality of life has improved tremendously," says Jerry, 62. The recent retiree plays golf three times a week and is looking forward to traveling with his wife, Vicki, upon her retirement as a school librarian later this year.

"Now that is something I can raise my wine glass to."

Think Pink, Live Green



Despite years of research, and vastly improved diagnostic and treatment options, breast cancer – the most commonly diagnosed cancer in women – remains a serious issue. The choices people make about what they eat, drink and surround themselves with every day can affect their risk of breast cancer. In our changing health care climate, Lankenau recognizes the importance of staying Well Ahead of such diseases and advocating the education of our community in preventative measures. Lankenau physicians such as Marisa Weiss, MD, have taken the lead on this vital initiative.

L to R:

Dr. Marisa Weiss, Director of Breast Radiation Oncology, Lankenau Medical Center; Dr. Jennifer Sabol, Director of Breast Care Services, Lankenau Medical Center; philanthropist Elissa R. Segal; and Harvard cell biologist Dr. Joan V. Ruderman.

In March 2011, nearly 200 guests attended the *Think Pink, Live Green: Protect Your Breast Health* conference, held in Lankenau's auditorium. The conference, developed by Dr. Weiss, Lankenau Director of Breast Health Outreach and Breast Radiation Oncology, and breast cancer survivor herself, was part of an ongoing movement to reduce breast cancer risk. The event focused on how environmental factors can affect the risks of developing breast cancer, and outlined 31 steps people can take to reduce their risk.

Speakers included Dr. Weiss; Harvard Medical School cell biologist, Dr. Joan Ruderman; Jennifer Sabol, MD, Lankenau Director of Breast Care Services; and Lankenau certified genetics counselor Rachael Brandt. Also participating in the program were Lankenau physicians Paul Gilman, MD, Director of Oncology; Robin Ciocca, MD, breast surgeon; Zonera Ali, MD, medical oncologist; and

Terri McHugh, MD, Medical Director of Lankenau's Cancer Risk Assessment and Genetics Program.



In addition to the speaking program, and health fair attended by numerous vendors, a Zumba exercise demonstration by First Position Dance Arts and Whole Foods Market healthy food demonstration were offered. Guests also received the newly published *Think Pink, Live Green: Protect Your Breast Health* booklet which

guides readers through the risks and risk reduction steps. The booklet and conference were made possible, in part, by a generous grant made in memory of Jeanne R. and Herman E. Robinson, given by Elissa R. Segal and her family.

The booklet is available for download at www.mainlinehealth.org/LankenauBreast (scroll down and click on the pink "Download your free guide" icon).

Names in the News

The following are some of the recent achievements of Lankenau physicians and staff. Many have been featured in newspapers and magazines and interviewed on TV. Some have been granted awards and honors. Others have continued their education, seeking higher levels of accreditation. *All* are remarkable members of Lankenau's team.



Marc Baron, RN, MSN, CEN, PHRN, Lankenau Unit Council Chair and Emergency Department nurse, achieved the Certification for Emergency Nursing.

In October 2010, the *Main Line Times* posted a comprehensive supplement about the history of Lankenau Medical Center. The online supplement also featured videos with **Dr. Robert Benz**, Vice President of Medical Affairs; **Laurie Watson**, Director of Volunteers and Coordinator of the Patient Advocacy Program; **Dr. Bonnie Dorwart**, Lankenau Archivist; and **Alice Chase** of Lankenau's Women's Board.

In May 2011, **Dr. Joseph Bonn**, Director of Interventional Radiology at Lankenau, began a one-year term as President of the University of Virginia Medical School Alumni Association.

Dr. M. Susan Burke, Lankenau Internist and Senior Advisor for the Internal Medicine Clinical Care Center, was an invited course director for Pri-Med Access with the American College of Physicians last year, and was invited again to be a course director for the spring 2011 Continuing Medical Education lecture series. Dr. Burke's first presentation was in New York City in March.

Heather Cataldo, MSW, LSW, Social Worker at Lankenau's Neonatal Intensive Care Unit, and Bryn Mawr social worker, **Elizabeth Bland**, MSW, LSW, C-ACYFSW, attended a major conference at the National Association of Perinatal Social Workers (NAPSW) in San Francisco in May 2011.

Michael R. Chernick, PhD, LIMR Director of Biostatistical Services, was appointed to the *Journal of Biopharmaceutical Statistics* as an Associate Editor last year. This year Dr. Chernick is Guest Editor of a special issue of the *Journal of Biopharmaceutical Statistics* to be published later in 2011. Also in 2011, Dr. Chernick was appointed to the editorial boards of the journal *Statistics in Biopharmaceutical Research* and the *Pakistan Journal of Statistics and Operations Research*, and selected as a web editor for the online version of the statistics magazine *Significance*, published jointly by the American Statistical Association and the Royal Statistical Society. Dr. Chernick has coauthored several articles and books which will be published in 2011 and 2012.

Dr. Luqi Chi of the Lankenau Sleep Center was published in the *European Respiratory Journal* in January 2011, for her article entitled "Identification of Craniofacial Risk Factors for Obstructive Sleep Apnea Using Three-Dimensional MRI."

At Lankenau Medical Center, 80 percent of 1,800 catheterizations a year are being done through the wrist, compared with fewer than 10 percent in 2009. Lankenau cardiologist **Dr. Paul Coady** was interviewed about Lankenau's success with these transradial procedures for an article in *The Philadelphia Inquirer* in April 2011.

In December 2010, **Suzanne Comer**, Lankenau Manager of Academic Affairs, presented a poster, "Walk the Walk for Patient Safety", at the Annual Conference for the Institute for Healthcare Improvement in Orlando, FL. Walk the Walk is a one hour Continuing Medical Education event, consisting of interactive learning stations, which educates physicians in key areas of patient safety and promotes greater engagement.

In December 2010, Lankenau hospitalist **Dr. Marina Cooney** was interviewed by NBC 10 on Whipped Lightning, an alcohol infused whipped topping that is a quickly growing fad among teenagers and young adults. NBC New York also picked up the story.

Lankenau's **Dr. Bob Etemad**, Director of Endoscopy, MLH, hosted a web chat in February 2011 on Philly.com about advanced treatment options for acid reflux. NBC 10 also featured Dr. Etemad in a news segment discussing a new procedure at Lankenau used to treat Gastroesophageal Reflux Disease.

Allison Flanley, Lankenau outpatient physical therapist, completed an intensive 10-day course to become a Certified Lymphedema Therapist (CLT).

In the past year Lankenau Clinical Nurse Educator and Emergency Department nurse, **Joyce Foresman-Capuzzi**, MSN, RN, CEN, presented at five state and national conferences and authored three publications. Joyce also graduated from Liberty University in December 2010 with a Master of Science in Nursing as a Clinical Nurse Specialist. Joyce was a June 2010 recipient of the Mary Bailey Education Award given by the Pennsylvania Emergency Nurses Association.

In December 2010, *Main Line Today* presented the 2010 list of the area's best physicians as voted on by physicians. The *Top Doctors* story featured the profiles of **Dr. Paul Gilman**, Chief of Hematology/Oncology and **Dr. Deebeane Tavani**, Chief of Lankenau's Endocrine Clinic in addition to listing 37 other Lankenau members of the medical staff in the "best of the rest" section.

Dr. Eric Gnall, Lankenau interventional cardiologist, answered questions on Peripheral Artery Disease and Peripheral Vascular Disease treatment during a live chat on Philly.com in April 2011.



Dr. Scott Goldman, Lankenau cardiac surgeon and Chairman of Surgery for MLH, was quoted in the February 2011 issue of *Philadelphia* magazine in an article about heart health.

Shelley Hickey, RN, MSN, Clinical Nurse Educator at Lankenau, was featured in an April 2011 *Main Line Times* article about managing stress.

Ann Jonik, a LIMR employee of 32 years, has competed in the Masters National Rowing Championships and won three gold medals and one silver. Ann also competed in the World Masters Rowing Championships in Ontario and won two gold medals. Ann has rowed for Vesper Boat Club for 40 years and was a member of the 1976 Olympic team.

(continued on page 12)



NEW LEADER FOR A NEW LANKENAU

PHIL ROBINSON APPOINTED PRESIDENT OF LANKENAU MEDICAL CENTER



PHIL ROBINSON OFFICIALLY BECAME PRESIDENT OF LANKENAU MEDICAL CENTER IN MARCH 2011. BUT HE REALLY STARTED WELL BEFORE THEN.

The Houston native had been both a peer and a competitor of Jack Lynch, President and CEO of Main Line Health, Lankenau's parent institution. "I've known Jack for almost 30 years," he says. "Jack is such a strategic leader and an exceptional person. When he called, I listened."

That call came in June 2010, when Jack found himself without a president of what was then known as Lankenau Hospital. "We knew we were heading into a very exciting time at Lankenau," recalls Jack. "We were breaking ground on the largest expansion and renovation project in Main Line Health history; we were rebranding ourselves Lankenau Medical Center to better reflect our commitment to patient care, research, and education; and simultaneously celebrating Lankenau's 150th Anniversary. Now was not the time to be without a strong leader on the Lankenau campus."

Phil left Sycamore Ranch in Austin County,

Texas and flew the three hours to Philadelphia. Sycamore Ranch, named for the many sycamore trees on the property, is Phil's place of solace that he and his father purchased in 1990. But he was headed for what would soon become a new home away from home. This would be the first of many such flights as he assumed the role of Lankenau president on an interim basis.

"I had never been to this part of Pennsylvania before and I wasn't totally sure what to expect when I first arrived on Lankenau's campus," says Phil. While new to the Keystone State, Phil is certainly not new to the healthcare arena. He has more than three decades of healthcare experience and a career highlighted by successive executive leadership roles in both the for-profit and non-profit sectors.

Just prior to joining Lankenau, Phil served as a Managing Director with the consulting firm Hunter Partners, working with major healthcare organizations throughout the

country to enhance their operations. His prior executive positions with large hospital systems include serving as CEO of St. Joseph Medical Center, a 792-bed acute care teaching hospital in Houston as well as CEO of two HCA (Hospital Corporation of America) Healthcare hospitals in Texas and Florida, including HCA's flagship, JFK Medical Center in Palm Beach County, Florida.

It was at JFK that Phil endured a chaotic situation that further forged his strong leadership style. Three weeks after the September 11, 2001 terrorist attacks, a patient arrived at JFK's emergency department exhibiting symptoms of fever and delirium. A spinal tap revealed that the patient had been exposed to anthrax. This was the first diagnosed anthrax case in the nation. As CEO of JFK at the time, Phil restored order, quelled fear, and organized the recovery effort – all in the face of overwhelming international media attention and calls from the White House. “We had more than 80 media trucks parked on our campus and we were dealing with everyone from the Joint Chiefs of Staff to the CDC to the FBI.”

Phil discusses the experience in detail in *Anticipate, Respond, Recover: Healthcare Leadership and Catastrophic Events*, a book

he co-authored with longtime friend K. Joanne McGlown, PhD. “The book is our way of sharing real-world experiences of CEOs and administrators to help others learn some practical strategies.”

In addition to being an author, Phil has served as the Hospital Director of the Ochsner Foundation Hospital in New Orleans and held numerous executive roles at The Methodist Hospital System in Houston, where he began his career in 1977, a year before graduating from college. “I had a summer job at Methodist Hospital going into my senior year. I was fortunate in that the Chief Operating Officer took me under his wing and showed me that there are many ways to help people in healthcare if you are passionate enough and willing to work hard.”

But there is still more to this energetic renaissance man. He currently serves on the adjunct faculty at the School of Rural Public Health at Texas A&M University and has served on the adjunct faculty at Washington University in St. Louis and Florida Atlantic University in Boca Raton. Phil sums up his call to education this way: “I have been truly blessed to have some amazing mentors and teachers in my life. I enjoy spending time *(continued on page 16)*

“PHIL IS FRIENDLY, APPROACHABLE, CARES ABOUT HIS EMPLOYEES AND IS COMMITTED TO EXCEEDING PATIENTS’ EXPECTATIONS.”

-JACK LYNCH



PHIL FACTS

- Season ticket holder for Texas A&M football for 30 years and attends all home games.
- Became passionate about the impact of disasters during a tour of Russia and the Ukraine in the early 1990s where he met victims of the Chernobyl disaster.
- No children of his own, but dotes on his seven nieces and nephews (ranging from age 4 to age 21).
- Avid reader who enjoys everything from classics to science fiction.
- Has a home library with more than 2,000 books.
- Loves live music, particularly jazz (“Best part about when I lived in New Orleans.”)
- Finds deep sea fishing relaxing.
- Enjoys international travel (particularly Eastern Europe).
- Achieved the Washington University “Health Administration Program—Outstanding Alumnus” award in 2007.
- Received *Modern Healthcare’s* “Up and Comer” award in 1992.
- Has been a Fellow in the American College of Healthcare Executives for over twenty years.
- Dr. Larry Bush was the physician on Phil’s team at JFK Medical Center who diagnosed the nation’s first anthrax case. Coincidentally, Dr. Bush trained under Dr. Jerry Santoro, longtime Lankenau Infectious Disease physician and Chairman of the Department of Medicine at Main Line Health.



Dr. Scott Goldman

Leading the Way in Minimally Invasive Cardiac Surgery

The majority of patients who require cardiac surgery are candidates for a minimally invasive approach. Still, most surgeons continue to operate via the traditional sternotomy, which requires a ten to 12-inch incision down the center of the breastbone. This approach causes significant trauma and requires a minimum recovery period of three months.



At Lankenau Medical Center, minimally invasive cardiac surgery is the standard approach. Our world-class surgeons and their clinical teams are leading the way with the most innovative, minimally invasive surgical techniques – proven to significantly decrease risk and recovery time and produce outstanding patient results.

Scott Goldman, MD, cardiac surgeon and Chair of Surgery for Main Line Health, uses a minimally invasive approach for 90 per-cent of his valve surgeries. According to Dr. Goldman, mitral valve prolapse – a disorder that affects an estimated three percent of the U.S. population – is treated incorrectly more than half the time. “Of the patients who require mitral valve surgery, most will undergo a valve replacement as opposed to a repair,” he says. “And far too many are undergoing more invasive surgery when a minimally invasive approach would be significantly more beneficial.”

Dr. Goldman's mitral valve surgery requires a one-inch incision on the right side of the chest. There is no need to break ribs or cut through any muscle, and recovery is up to four times faster than the traditional open surgery. He also repairs the valve in the majority of cases, which has much better long-term results and does not require the patient to take blood thinners.

Patients travel from throughout the country to seek Dr. Goldman's expertise. And at least twice each month, surgical teams from across the U.S. visit his operating room for training. In fact, while most cardiac surgeons perform about ten mitral valve surgeries a year, the Goldman team – intact for 15 years now – performs more than 100 mitral valve repairs annually. Dr. Goldman also has perfected a minimally invasive approach for aortic valve replacement, which requires just one small incision in the sternum.

Scan with your smartphone to view Dr. Goldman speaking about minimally invasive mitral valve surgery at Lankenau.



A Silent Friend

“Though she lived in Europe for her first 25 years, she never assimilated that certain aura of what might be considered superficial elegance.

She cared more for people and relationships than possessions. A shirtwaist dress and sensible shoes was as ‘dressed up’ as she would likely be; no jewelry to speak of except for one bracelet and a watch. Her concessions to vanity were few, and consisted of having her hair coiffed weekly and indulging in mementos from her travels.

She was supremely knowledgeable about music, especially opera, which was one of her primary interests. This was a lady who knew all of the complicated and convoluted plots, and there was hardly a symphony she didn’t recognize after the first few bars.

She didn’t do things halfway. Her cooking talent was well known; stroganoff, chicken paprikash and chicken salad with fruit. Even the apples she boiled up in orange juice with lemon and sugar, on their way to a heavenly applesauce, were legendary.

The slight trace of her German accent was light and soft. Though she was a tall woman, her penmanship was also very light and almost fragile looking with that certain European touch.

She was the kind of friend everyone would want close by; generous and thoughtful, considerate and caring by inclination, not design. While she had definite opinions about many things, discussions were always fruitful since she was so intelligent and wise. One could learn a great deal by listening to her.”



Illia Brustman

Rita Katten, a Lankenau volunteer for 11 years, had no shortage of nice things to say about her longtime friend who silently left her estate to Lankenau Medical Center.

In February 2010, Lankenau Medical Center Foundation received word that Ms. Illa G. Brustman, who passed away on April 1, 2009, had made an extraordinary gift – one that will go on to benefit countless patients who come to Lankenau for their care.

Ms. Brustman, born March 14, 1914 in Vienna, Austria was a corporate librarian for General Electric Co. and was little known to Lankenau, having given modest gifts to the Medical Center since 1978. Yet, unbeknownst to the Foundation, she left a bequest and the residue of her estate to the sum of more than \$1,050,000 to Lankenau.

Ms. Brustman’s incredible contribution will be used to support research - an integral part of our mission as a Medical Center. Lankenau’s physicians and scientists are committed to developing, testing, and providing access to the latest and most effective treatments.

Lankenau Medical Center is incredibly appreciative of Ms. Brustman’s ultimate gift, and is fortunate to have Rita Katten to shed light on the character of this silent friend of Lankenau.

If you are interested in leaving a lasting legacy by including Lankenau in your estate planning, please visit our planned giving website: www.legacy.vg/lankenau or contact David Phillips in the Development Office at 484-476-8067.

Names in the News *(continued from page 7)*



Dr. Albert Keshgegian, Chairman of Pathology, MLH, was quoted on the growing practice of consumer-direct lab testing on CBS3 in February 2011.

In November 2010, **Dr. Peter Kowey**, Lankenau cardiologist, Chief of Cardiovascular Disease, MLH, and colleagues studied a high-dose, purified formula of omega-3 from fish oil for preventing recurrent atrial fibrillation.

The study was released in the *Journal of the American Medical Association*. More than 20 news outlets have covered the story. Dr. Kowey was featured in the January issue of *Main Line Today* talking about his new fiction book, *Lethal Rhythm* and was quoted in an article on atrial

fibrillation, in March, as part of *The Philadelphia Inquirer's* "Heart Health 2011" feature. In April 2011, Dr. Kowey hosted a Medical Malpractice Summit as a forum for physicians, attorneys and legislators to discuss the important and complex issues surrounding tort reform. The event was covered by Fox29 and KYW news radio.

R. Kyle Kramer, Vice President, Clinical Operations, MLH, presented "Minimally Invasive Robotically Assisted Bypass Surgery: A Five Year Experience at Lankenau Medical Center," at the American College of Cardiovascular Administrators meeting in Chicago in April 2011.

Stephanie McAndrews, Lankenau nurse, graduated from Lankenau's Nurse Residency Program and will soon complete her Bachelor of Science in Nursing.

Dr. Lino F. Miele, 4th year general surgery resident at Lankenau and upcoming Chief Resident, was published for the 13th time in February 2011 and currently has two more studies accepted for publication. Dr. Miele has also presented at the Plastic Surgery Research Council and the American College of Surgeons and Academic Surgical Congress meetings.

Lankenau cardiology fellow **Dr. Salahuddin Mohammed** co-authored a study with Lankenau's **Drs. Chinmay Patel, Andria Jones, Aashay Patel, Gan-Xin Yan** and **Peter Kowey**, which was published in the journal *Current Problems in Cardiology*.

Dr. Jim Mullin, LIMR Director of Education, and his colleagues, published four studies in scientific journals over the past year. In addition Dr. Mullin's team is guest-editing a special issue of the *Journal of Epithelial Biology and Pharmacology* featuring contributing authors at different institutions around the world. This issue will be published in late summer.

Pat Nogar, Director of Community Health Services at Lankenau, is the host of *Health Matters*, a cable access program sponsored by the Health Advisory Committee of Lower Merion Township. The program, which airs 65 times monthly, discusses health and lifestyle issues and has frequently featured Main Line Health physicians and employees such as Lankenau's Genetics Counselor, **Rachael Brandt**.

Lankenau Infection Preventionist **Eileen O'Rourke** participated in two webinars hosted by *Pharmacy OneSource* in March 2011.

Cristina Polinsky, Genetic Counselor and Coordinator of Lankenau's Cancer Risk Assessment/Genetics Program, and **Dr. Terri McHugh**, the program's director, have been accepted to complete the City of Hope Intensive Course in Cancer Genetics which will conclude in August 2011 in Duarte, California. An article authored by Cristina and Dr. McHugh, along with their colleagues Rachael Brandt and Rosemary Tucci, was accepted to *Oncology Nurse Advisor*.

In April 2011, **Dr. Emily Pollard**, Lankenau Chief of Plastic Surgery, authored an article in *Main Line Times* about the simple steps you can take every day to protect your skin.

Dr. David Rubenstein, Director of Sports Medicine at Lankenau and the team orthopaedic surgeon for the Philadelphia 76ers, was quoted on Phillies' Chase Utley's patellar tendonitis in the *Asbury Park Press* in March 2011.

Dr. Arathi Sambasivan, Lankenau Cardiac Anesthesiologist, is now certified in Perioperative Transesophageal Echocardiography (TEE) and underwent special training to utilize the operating room's new 3D TEE technology.

In the past 12 months, **Dr. Elliott Schulman**, Lankenau neurologist and LIMR professor, has authored or co-authored one book, two abstracts, three book chapters, four peer reviewed publications, and has presented at the Philadelphia Headache Society and Lankenau's own Grand Rounds.

Dr. Timothy Shapiro, Lankenau Chief of Interventional Cardiology, and Lankenau nurse **Nancy Trunk** appeared on a February CBS3 newscast to comment on the new American Heart Association guidelines for women who are at increased risk for heart disease.

Dr. Cynthia (Daisy) Smith, Internal Medicine Program Director at Lankenau, directed a course for

Internal Medicine Program Directors in Las Vegas on "Incorporating Milestones into Internal Medicine Residency Training". Dr. Smith was also invited to speak at a plenary session on "The Essence of Residency Education" and run a workshop. Dr. Smith is the leader of the Community Hospital Assembly, a consortium of all the community hospitals in the nation involved in Internal Medicine graduate medical education. Dr. Smith was selected to represent the Alliance for Academic Internal Medicine (AAIM) on the Education and Publications Committee of the American College of Physicians (ACP) and now sits on the AAIM-ACP task force and leads a sub-committee.

Fox 29 *Good Day Philadelphia* reporter Jenn Frederick visited Lankenau for a preview of the latest heart surgery techniques involving robots. **Dr. Fran Sutter**, System Section Chief, Cardiac Surgery, Main Line Health and Campus Division Chief,



Lankenau, was featured performing surgery in the November 2010 broadcast.

Lankenau physician **Dr. David Targan** was featured in *BIOtech-Now*. Dr. Targan hosts BIO's educational series "BioBytes" and "BioDigest."

Lankenau Ob/Gyn, **Dr. David Ufberg**, was interviewed for a January 2011 segment on NBC10's *Stay Well, Be Well* about what beauty regimens are safe during pregnancy.

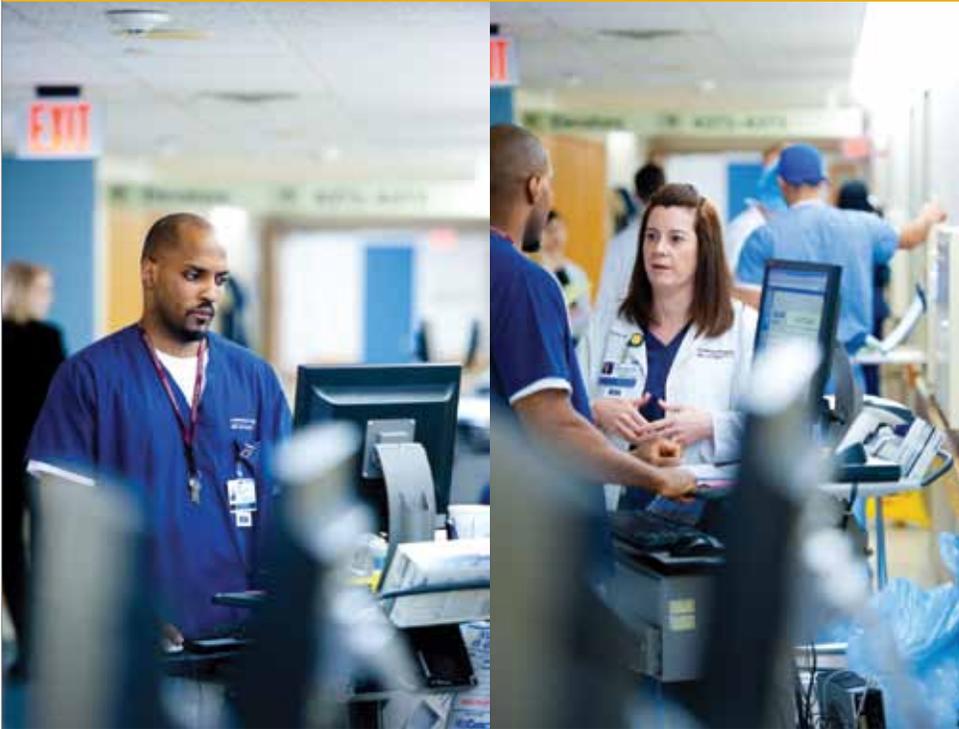
Lankenau gynecologist, **Dr. Beverly Vaughn**, co-authored a chapter entitled "Menopausal Concerns and Treatment" in *Obstetrics and Gynecology: A Competency-Based Companion* which was released the end of 2010.

6ABC's Ali Gorman interviewed **Dr. Marisa Weiss**, Lankenau Director of Breast Radiation Oncology, regarding Elizabeth Edwards' announcement that she was stopping treatment for her breast cancer. The interview aired in December 2011. Dr. Weiss was also interviewed live on NBC10 about Lankenau's

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Focus on Philanthropy



Lankenau Medical Center excels because of the commitment of our caregivers, the dedication of our administration, and perhaps most of all, the participation of you, our community members who have given Lankenau so much of your time and treasure. Below are a few examples of transformational gifts from visionary philanthropists.

The Estate of Mrs. Illa G. Brustman made a final gift bringing the total contributions to more than **\$1,050,000**. Mrs. Brustman, who began giving to Lankenau in 1978, made a variety of modest gifts over the years but had never informed Lankenau of her provision. *(See story on page 11.)*

A Lankenau Board member and his wife have made a **\$1 million** pledge in support of Lankenau's Master Facility Project (MFP). Charitable commitments in support of the MFP both benefit new facilities and provide

endowments that enhance the programs and services housed in those facilities as we continue to strive to improve the health and wellness of our community. This magnificent gift will start an endowment to support the crucial work of the President of the Lankenau Institute for Medical Research.

The Women's Board of Lankenau Hospital has made a **\$1 million** pledge in support of Lankenau's Master Facility Project. The Comprehensive Breast Center, which recently celebrated its one-year anniversary, will be named in honor of these women who give unceasingly of their

time to raise funds in support of Lankenau's programs and services. In addition to this magnificent pledge, the Women's Board contributes annually to Lankenau, including more than \$205,000 donated to various programs in June 2010.

Bobbi and Harvey Brodsky, in conjunction with the **Adolph and Rose Levis Foundation**, contributed **\$150,000** in support of Lankenau's new Patient Pavilion. This gift is a reflection of the Brodsky' longstanding commitment to cardiovascular excellence at Lankenau, and is part of a **\$500,000** pledge.

The McLean Contributionship, and **The Charter Foundation**, fulfilled their **\$250,000** pledge for the purchase of patient care technology for Lankenau's Mother/Baby Center.

An anonymous donor contributed more than **\$100,000** of stock to support patient comfort at Lankenau.

Lankenau Trustee **Edward L. Jones, Jr.** and Lankenau Women's Board member **Meredith Jones** paid an initial **\$25,000** on their new **\$100,000** pledge for Lankenau's Master Facility Project.

The W. W. Smith Charitable Trust recently awarded a generous one-year grant in the amount of **\$98,000** to the Lankenau Institute for Medical Research for the research project of Alexander J. Muller, PhD, entitled "IDO2 in Tumor Development and Treatment."

L. Kenneth and Kathleen Cordell and the **Cordell Family Foundation** have pledged **\$50,000** to Lankenau's Master Facility Project directed to cardiovascular projects, in recognition of Section Chief of Clinical Cardiology for Main Line Health Dr. Frank McGeehin's leadership in that area. The Foundation has also made a **\$50,000** pledge to benefit Lankenau's Gastroenterology Fund in honor of Dr. James

Thornton, MLH System Division Chief of Gastroenterology.

Mr. and Mrs. George Bendinger donated **\$10,000** on their new **\$50,000** pledge to Lankenau's Master Facility Project.

Lankenau Trustee **Mary Ann Stetzer** and her husband, **John**, pledged **\$50,000** to Lankenau's Master Facility Project.

The Clayman Family Foundation made the final **\$25,000**

installment towards its **\$50,000** pledge in support of Cancer Research and Education in memory of Morton Clayman.

Leslee, Richard and Charlie Tabas, through the **Harriette S. and Charles L. Tabas Foundation**, have contributed over **\$40,000** in support of Lankenau's cardiovascular programs and in tribute to Dr. Scott Goldman, Chair of Surgery, MLH, in addition to \$140,000 previously awarded for these purposes.

The Thomas H. and Barbara W. Gale Foundation of Ohio made a **\$25,000** grant to the Lankenau Medical Center Foundation in support of Lankenau's Cancer Risk Assessment and Genetics program. The gift was in honor of Dr. Terri McHugh, Director of the program, and will support her work.

Lankenau and LIMR Trustee **I. Wistar Morris** and his wife, **Martha**, designated their **\$25,000** gift through the **Cotswold Foundation**, to the Lankenau Institute for Medical Research.

Vince Piazza and the **Piazza Auto Group** contributed **\$25,000** as title sponsors of the Heart Center's golf tournament for the sixth consecutive year. For the third year in a row, the event was held at Bellewood Golf Club which Mr. Piazza opened in 1999.

The Martha W. Rogers Charitable Trust awarded the Lankenau Institute for Medical Research a generous grant of **\$25,000** to continue the research project of George Prendergast, PhD, and

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Baby Grand Brings Music to Patients' Ears

In March 2011, Lankenau Medical Center was gifted a Cunningham Baby Grand Piano, which has electronic capability to automatically play music. Currently located in Lankenau's Frankel Family Lobby, the piano will ultimately reside in the ground-floor lobby of The Patient Pavilion, presently under construction. The piano was donated in full via gifts that had been made to the Abelson Artistry & Education Fund – along with a larger philanthropic investment from The Klorfine Foundation. This is a wonderful example of how, as a not-for-profit entity, Lankenau is the recipient of many types of meaningful donations by those who care for our institution. Lankenau particularly thanks long-time physician, Dr. Denis Abelson (pictured above), for his efforts in acquiring this instrument.

Hockey for Huggies®

Comcast-Spectacor Foundation, in conjunction with the Philadelphia Flyers and Hockey for Huggies® donated over 1,350 diapers and \$500 to Lankenau's Ob/Gyn Clinic. The donations were collected from a diaper drive at the Flyers vs. Dallas Stars game on February 5, 2011 and will be used to support families in need.

Comcast-Spectacor Foundation and the Sixers Charities have a longstanding relationship with Lankenau's Ob/Gyn clinic and supported the renovation of its child-friendly waiting room in 2010. In March 2011, Lankenau welcomed back representatives from the Sixers Ladies – a group of civic-minded wives, girlfriends and mothers of players – to tour the clinic and meet a family who has benefitted from the diaper drive.

Below, L to R: Kathy Collins, wife of Sixers head coach Doug Collins; Diane Lee, Manager Ob/Gyn Clinical Care Center; Ken Kirby, Senior Vice President, Development, Main Line Health; Clinic patient Chanel Palmer holding one-month old Dallas Reign Palmer; Karen Stefanski, wife of Sixers General Manager Ed Stefanski; Omar Boyd; Peggy Thorn, wife of Sixers President Rod Thorn; and Shekinah Beckett, girlfriend of Sixers player Thaddeus Young



New Leader for a New Lankenau *continued from page 9*

<p>“I RESPECT AND APPRECIATE THE EMPLOYEES AND PHYSICIANS AT LANKENAU BECAUSE WE SHARE THAT SAME EXTRA LEVEL OF LOVE FOR WHAT WE DO.” – PHIL ROBINSON</p>	<p>with a younger generation of professionals. I see a lot of myself reflected in them.” The son of a Methodist minister and an oil company office worker, Phil came from very modest beginnings. “My dad wasn’t even born in a hospital. My grandmother delivered him in a house on a farm.” The sense of humbleness and appreciation of “hard work leading to life’s opportunities” that drove Phil and younger brother Steve (now a successful businessman in Belgium) is still evident today. It was Phil’s relentless drive for institutional improvement – and his down-to-earth demeanor – that made him a popular choice to guide Lankenau on a permanent basis. “Removing the interim tag from Phil’s title was a decision that the Lankenau</p>	<p>Board and I felt was without question the right call,” says Jack. “Phil is friendly, approachable, cares about his employees and is committed to exceeding patients’ expectations.” Lankenau’s physicians concur. “The medical staff of our institution is delighted to have Phil on board with us,” says Dr. Richard Schmidt, President of the Lankenau Medical Staff. “He is an experienced leader and we are fortunate to have him.” The feeling is more than mutual. “I respect and appreciate the employees and physicians at Lankenau because we share that same extra level of love for what we do,” says Phil. “I felt that call to serve people and I know that our team at Lankenau feels it each day as well.” After having been introduced</p>	<p>to Lankenau’s legacy during the institution’s 150th year, Phil is proud to be leading the way into Lankenau’s future. “Lankenau was in such amazing shape when I arrived – and my goal is to make it even better,” he says. “External forces like the economy, healthcare reform, and an aging population are going to challenge us. In this industry, you have to reinvent yourself or be left behind. I am confident that our Medical Center will excel because of the commitment of our caregivers, the dedication of our administration, and perhaps most of all, the participation of community members who have given Lankenau so much of their time and treasure. These people love Lankenau. We owe it to them to give them the best organization possible.”</p>
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Names in the News *continued from page 13*

<p><i>Think Pink, Live Green</i> conference—a planet-friendly forum on breast cancer prevention held on March 5. After the event, <i>The Philadelphia Inquirer</i> published an article on Dr. Weiss and the event. In April 2011, Dr. Weiss was interviewed on a genetics study that could pave the way for personalized diagnosis and treatment of breast cancer. Dr. Weiss’ remarks were featured on WebMD.com.</p>	<p>Dr. Keuk Yong Yum, General Surgeon in the Wound Center, retired in March after 40 years at Lankenau. “Dr. Yum is a true gentleman and a scholar,” says Dr. Robert Benz, Vice President of Medical Affairs. In March 2011, Lankenau gastroenterologist Dr. Marc Zitin was interviewed on NBC10 regarding the effect of long-term use of some medications used to treat gastroesophageal reflux disease (GERD).</p>	<p>U. Margaretha Wallon, PhD, aimed at using TIMP-4 as a prognostic marker for early stage breast cancer. Richard I. Shafritz established a \$25,000 charitable gift annuity at Lankenau to support the new Comprehensive Breast Center in memory of his mother, Evelyn S. Shafritz.</p>	<p>The Teal Ribbon Ovarian Cancer Research Foundation awarded a generous grant of \$25,000 to the Lankenau Institute for Medical Research for renewed support of Dr. Janet Sawicki’s work on the development of a new nanotherapy for ovarian cancer. Mr. and Mrs. Benjamin R. Zuckerman contributed \$25,000 to Lankenau for the Zuckerman Family Autoimmune Disorder Research Fund.</p>
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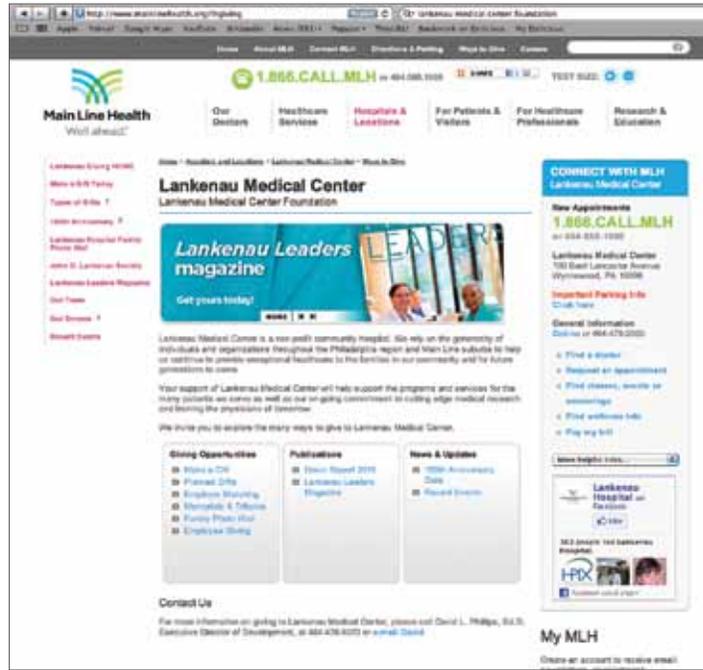
Visit us online!

Did you know that Lankenau Medical Center Foundation has a website?

In addition to learning about ways in which you can support Lankenau, our website gives you access to previous issues of *Lankenau Leaders* magazine, information about our John D. Lankenau Society, and photos from our most recent events!

Also featured is our annual Donor Report which lists the incredibly generous community members who supported programs and services at Lankenau Hospital, the Lankenau Institute for Medical Research, Main Line Health and the Women's Board of Lankenau Hospital last fiscal year (*July 1, 2009 to June 30, 2010*).

Visit www.mainlinehealth.org/LHGiving to explore the Foundation's website.



NEW! Lankenau Medical Center is on Facebook! "Like" us by visiting www.mainlinehealth.org/LankenauFacebook.

SAVE THE DATE! SATURDAY, SEPTEMBER 17, 2011
A "fund" filled dinner and auction in support of Lankenau's Comprehensive Breast Center



Image courtesy of www.casapiazza.com

Hosted by the John B. Deaver Auxiliary and Honorary Chair, Dr. Jennifer Sabol, this event will feature live and silent auction items including a seven-night stay at Casa Piazza, a private luxury villa in La Punta, Mexico.

For a preview of this auction item and more information about the event visit:

www.mainlinehealth.org/Deaver
or call Sue Williamson at 484-476-2139.

L A N K E N A U



Lankenau Medical Center
Main Line Health