

# Hackensack University Medical Center FOUNDATION



When You Feel Good, We Feel Good

Winter 2010

## **Robert C. Garrett Named President and CEO by Hackensack University Medical Center**

On Nov. 4, 2009, J. Fletcher Creamer Jr., chairman of the Hackensack University Medical Center (HUMC) Board of Governors, announced that the board named Robert C. Garrett as president and chief executive officer. Mr. Garrett had served as acting president and CEO since June of 2009. He joined HUMC in 1981 and was named executive vice president and chief operating officer in 1986.

As chief operating officer, Mr. Garrett oversaw daily operations for the 775-bed, not-for-profit, tertiary care, and teaching and research institution. Based on inpatient admissions, HUMC is the fourth largest hospital in the nation and is ranked as one of the top 20 children's hospitals. HUMC has been recognized by HealthGrades as one of America's 50 Best Hospitals based on patient outcomes.

Since assuming the leadership role, Mr. Garrett has forged ahead with the construction of a new "hospital within a hospital"—the Heart and Vascular Hospital at HUMC, a facility dedicated to patients

with cardiac and vascular disease focusing on state-of-the-art, time-saving and lifesaving care. Other recent accomplishments include an oncology affiliation with Saint Clare's Hospital in Denville, NJ, which has strengthened the John Theurer Cancer Center's tertiary referrals; and the establishment of the "Touchdown Fund: Score for Cardiac, Kids, and Cancer" — a unique partnership with the NY Giants to raise funds for medical center programs.

Moreover, Mr. Garrett is past secretary and treasurer of the American Diabetes Association and currently serves as chairman of its board



Robert C. Garrett  
*president and chief executive officer*

development committee. He has received numerous awards and honors including Modern Healthcare's Up and Comers Award in 1996, the Distinguished Citizen Award from the Greater Hackensack Chamber of Commerce in 2001, and the Association of Healthcare Executives Distinguished Service Award in 2004. He also serves as chairman of the board of the New Jersey Council of Teaching Hospitals (NJCTH), which is the state's premier teaching hospital network.

Mr. Garrett received his master's of health administration from Washington University in St. Louis and his bachelor's degree from Binghamton University in New York. He and his wife, Laura, live in Morris Township, NJ, with their two sons, Jonathan and David.

## Hope and Celebration for Cancer Survivors

Hope is the thing with feathers  
That perches in the soul.  
And sings the tune  
Without the words,  
and never stops at all.

— Emily Dickinson



Andre Goy, MD, MS  
deputy director of the  
John Theurer Cancer Center  
chief, Division of Lymphoma Oncology  
director of Cancer Research

Every day we see it: the hope of individuals with cancer who recognize they are on a journey. Part of this recognition is their awareness that they are not alone in this journey. At the John Theurer Cancer Center (JTCC), we continually strive to ensure that every patient receives the support they need during their quest. When they succeed, there must also be a time to celebrate.

This past year, the JTCC continued to expand its services by hiring world-class faculty, augmenting innovative technology, and building an outpatient facility, scheduled to open later this year. But one of the most outstanding accomplishments took place on Ellis Island, under the sculpted beauty of the Statue of Liberty. The event called Celebrating Life and Liberty brought out over 1,000 former JTCC patients

to celebrate life, their survivorship, and the combined success in the battle against cancer. All attendees enjoyed a special performance by Le Cirque de la Liberté and tours of Ellis Island Museum. Though all patients arrived with their own unique story, the collective energy and enthusiasm generated by the group was overwhelming. Just as 12 million immigrants passed through Ellis Island on their journey to a new life of liberty, nearly 12 million Americans have survived a very different journey by successfully fighting cancer.

There are two very important factors reshaping ongoing cancer research: the number of new novel therapies in the pipeline (in excess of 1,000) and a better understanding of the diversity of cancer (i.e., cells are “wired” very differently even within a single cancer subtype). These exciting changes underscore research at the JTCC and allow the physicians to integrate the most advanced technology into the treatment protocols. Many of HUMC researchers lead multi-institutional international trials and have been credited with important advances in cancer care.

Ultimately, it is the combination of scientific expertise and unparalleled compassion that makes the JTCC unique. The combination of strength and hope can be found throughout the center on any given day in the patients who fight against their cancer. The faculty and staff will continue to celebrate this resolve and dedication by doing their best to ensure that their passion for knowledge of cancer is only outdone by their compassion for those who are fighting it.



Cancer Survivors at the Hackensack University Medical Center “First Annual Cancer Survivor Celebration” on Ellis Island on September 13, 2009

## Living — and giving — like there's no tomorrow

### The Lisa B. Fishman Foundation

Lee Fishman keeps pictures of his daughter, Lisa, near him all day long. They are posted on his office computer, attached to his golf bag, displayed in his living room. "Everywhere I turn, she's there," he said. Lisa's photos energize Lee to stay focused on helping other parents avoid the loss and pain he lives with.

At age 30, Lisa died in February 2001 of Hodgkin's lymphoma after a five-year struggle with the cancer. At the time of her death, while completing her Ph.D. in Clinical Psychology at Columbia University, Lisa was a mental health consultant for the New York City Administration for Children Services, helping caseworkers assigned to some of the worst cases of child abuse and neglect. "All Lisa ever wanted to do was help improve the system," Lee said.

Death has stopped her life's work, but Lee is determined that Lisa and her memory continue to make a difference. "Lisa was a brilliant young woman and it is devastating that she could not go on to do the things she believed in," he said.



Lee Fishman proudly holds photos of his daughters. To the left is a photo of Lisa and Lee Fishman. To the right is a photo of Lee with Lisa Fishman on the left, and his daughter Debra Caplan on the right.

The Lisa B. Fishman Foundation [www.rememberlisa.org](http://www.rememberlisa.org) was created soon after her death and provides research funds to improve cancer treatment for people fighting Hodgkin's lymphoma. Lee is very proud of the fact that 94 percent of all funds donated have been available for cancer research.

### Great Strides in Research

In 2007, the Foundation established a partnership with Dr. Andre Goy, chief of the Division of Lymphoma Oncology at Hackensack University Medical Center. Dr. Goy and his research team use Foundation funds to explore new, cutting-edge treatments in personalized medicine.

Thanks to this research, patients diagnosed with Hodgkin's lymphoma no longer are limited to traditional chemotherapy treatments, Lee said. Instead, the researchers can identify custom-made treatments that deliver maximum benefit to an individual.

Usually, most cancer patients receive the same dose of the same medicines in the same way, he explained. But the HUMC researchers can now analyze the molecular makeup of each patient at DNA and protein levels in order to recommend the best treatment specifically for that patient.

The research project is one that the Lisa B. Fishman Foundation hopes will continue indefinitely, Lee added. "The goal is to try to keep other parents from losing a daughter or other family members to this disease," he said.

### Living for Today

Lee said that besides being a devoted daughter, Lisa lived as a huge inspiration and model for her younger sister, Debra Caplan. Since her death, Lisa has inspired her father to live life with a different outlook. "I've always been a 'live for today' type of person," Lee said, "and this is a perfect example of why we'd better live for today, because we never know what tomorrow is going to bring."



# What's Beyond "Beyond Extraordinary?"

Times change. Economies rise and fall. New science and new ideas take hold. But the need to provide extraordinary medical care to the families of our region is constant.

That means the Hackensack University Medical Center Foundation must constantly keep moving forward, helping you provide the kind of support that turns great ideas into great accomplishments, like the new John Theurer Cancer Center, scheduled to open in the fall of 2010.

Knowing that we have such a generous core of supporters is what lets us dream big. Soon we will come to you with news about the Heart & Vascular Hospital at Hackensack University Medical Center. When the time comes, we hope you will join us as we help take heart and vascular care A Beat Beyond.

And if we haven't said it enough —  
*thank you* for supporting great medicine.



**Robert L. Torre**

*Executive Vice President and Chief Operating Officer*  
Hackensack University Medical Center Foundation



HACKENSACK UNIVERSITY MEDICAL CENTER FOUNDATION

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## Foundation News

As we embark on 2010, we reflect back on 2009 and are proud of the Foundation's fundraising endeavors, which have enabled Hackensack University Medical Center (HUMC) to grow into a world-class institution. Here are some of our recent accomplishments.

### HUMC Foundation Fundraising Update

In 2009, the Foundation exceeded its fundraising goal of \$16 million by raising \$17.9 million. We are grateful for a successful year despite the downturn in the economy and owe a debt of gratitude to our benefactors who helped us succeed.

### Beyond Extraordinary Campaign for the John Theurer Cancer Center

This past year was an exciting one as we zeroed in on our \$75 million goal, to date raising \$48 million for the John Theurer Cancer Center. We harnessed the newest technologies and retained world-class physicians and scientists to help serve the needs of our patients. We look forward to continuing our fundraising efforts as well as the opening of the new 155,000-square-foot outpatient cancer facility in the fall of 2010.

For more on the *Beyond Extraordinary Campaign*, visit [www.beyondextraordinary.org](http://www.beyondextraordinary.org).

### Campaign to Build the New Heart & Vascular Hospital in the Medical Center's Patient Pavilion

We have embarked on a new campaign to construct a state-of-the-art "hospital within a hospital", the **Heart & Vascular Hospital at Hackensack University Medical Center**. The new world-class hospital will integrate all the necessary services to prevent, diagnose, and treat patients with cardiac and vascular diseases.

### The Touchdown Fund

HUMC and the New York Giants football team "teamed up" this year to form **The Touchdown Fund: Score for Kids**,

### Cardiac and Cancer:

This exclusive partnership, a first of its kind for the New York Giants, will raise funds for the HUMC Foundation. The Touchdown Fund officially kicked off with an on-field announcement at Giants Stadium during the first half of the Giants game on Sunday, Oct. 11, 2009. By becoming a part of The Touchdown



Robert L. Torre, executive vice president and chief operating officer, Hackensack University Medical Center Foundation.

Fund, contributors will have the satisfaction of knowing that their donations contribute to one of the nation's most comprehensive and progressive medical centers while also gaining unique access to the New York Giants. New York Giants owners John Mara and Steve Tisch are founding members of The Touchdown Fund.

"The joining of the NY Giants and the HUMC Foundation is equivalent to a hometown Pro Bowl," said Robert L. Torre. "This venture will bring new and innovative fundraising opportunities to HUMC and I welcome The Touchdown Fund members to the HUMC Foundation."

As one of the finest healthcare facilities in the nation, Hackensack University Medical Center is well prepared to move forward with its ongoing tradition of excellence. At the same time, we are always mindful of the generous support and commitment that helped to build this great institution. We are indebted to each and every one of you, and we look forward to a continuing relationship with you on behalf of Hackensack University Medical Center.

Please visit our web site at [www.humcfoundation.com](http://www.humcfoundation.com) for continuing updates on fundraising activities and special events, and for ways to support Hackensack University Medical Center and its programs.



## HUMC Donor Shares Time, Talent, and Support in Ways That Are Beyond Extraordinary

Lydia Pfund knows the value of putting hard-earned dollars to good use, especially in ways that make a vital difference to people needing expert medical care to survive and thrive.

Her business skills were honed working in the transport equipment company which had its origin in the wagon works founded by her grandfather, which eventually became a major manufacturer of trailers and cargo containers. Lydia's interest in medical science is, as a lifelong asthmatic, rooted in her awareness of the importance of outstanding care and ongoing research, such as is exemplified by Hackensack University Medical Center (HUMC).

Volunteer service is also a concept Lydia finds important and, while a Floridian, she served as chair of the Health Division of the Miami Welfare Planning Council and later was the first civilian named to the Miami-Dade Hospital Advisory Board.



Lydia T. Pfund, member of the HUMCF Board of Trustees; honorary member of the HUMC Board of Governors.

### A Commitment to Healthcare

Lydia was the first major donor to the planned giving program at the HUMC Foundation and continues to be one of its strongest advocates. She has named HUMC as a beneficiary in her will and as a beneficiary of a charitable trust so that the medical center can continue to provide its quality services far into the future.

The Ledyard H. Pfund Patient Pavilion Wing at HUMC is named in remembrance of her husband and in appreciation of the excellent care he received at HUMC in 1989. She has also been an early and continuing supporter of the John Theurer Cancer Center at HUMC, named after her younger brother John Theurer. Thanks to Lydia and other generous supporters of the current Beyond Extraordinary Campaign, the John Theurer Cancer Center is scheduled to open in the fall of 2010.

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*"I am most proud of the recognition this medical center receives as one of the finest health care providers in the nation. It shows the importance of excellent leadership and high standards."*

— Lydia Pfund

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She expresses great pride in continuing to be part of the successes that have been achieved at HUMC. Her commitment to the medical center has included serving for many years on the HUMC Foundation Board of Trustees and the HUMC Board of Governors. "I am most proud of the recognition this medical center receives as one of the finest healthcare providers in the nation," Lydia said. "It shows the importance of excellent leadership and high standards."

For information about the Beyond Extraordinary Cancer Center Campaign, visit [www.beyondextraordinary.org](http://www.beyondextraordinary.org).

### TAKE THIS OPPORTUNITY

Would you give more if you could? You can. Find out how in our **FREE** guide, *Your Personal Guide to Gift Planning*, by completing and returning the enclosed reply card.





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*The Board of Trustees of the Hackensack University  
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following inductees into The Legacy Society:*

**Lenore F. & James A. Dunn**  
**Samuel & Sandra Hekemian**  
**Pauline L. Paglia**  
**Helena Theurer**

*And the following member into The Legacy Society  
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**Marie S. Garibaldi**



Hackensack University Medical Center Foundation  
Robert L. Torre • Executive Vice President & C.O.O.  
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- An outright gift of stock, bonds, and/or mutual fund shares that have appreciated since their original date of purchase. If you donate appreciated securities, which you have owned for at least one year, you can avoid paying the capital gains tax.
- Charitable remainder trusts that provide the donor with regular payments and Hackensack University Medical Center Foundation with the remainder at the end of a designated period.
- A donation of life insurance that would provide Hackensack University Medical Center Foundation with future income and provide no tax liability upon the donor's death.
- Matching gift programs secured by the donor through his or her workplace. Please check with your employer to see if a matching gift program exists.

There are a variety of "Naming Opportunities" available to choose from for a gift of \$250,000 and above in support of the John Theurer Cancer Center. For more information, please contact Helen Cunning, executive director of development, at 201-996-3717, or by e-mail at [hcunning@humed.com](mailto:hcunning@humed.com).