

THE CLARA MAASS FOUNDATION

# Navigator

Clara Maass Foundation In Support of Clara Maass Medical Center

Volume 1, Number 1 Autumn 2003

## Andrea Bocelli Visits Clara Maass Medical Center



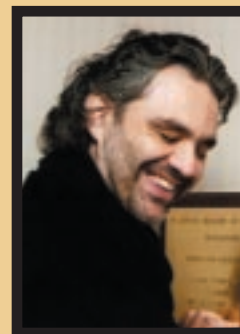
relaxing art work, books and magazines for pleasure reading as well as a resource center, materials for art therapy, plants, flowers and a soothing healing water fountain. "It's where our patients go to deliberate on their treatment and cope with a very challenging illness," said Thomas A. Biga, the Medical Center's Executive Director.

Above the doorway hangs an elegant mahogany and gilt sign that welcomes visitors to the "Room of Healing" and a second sign translated directly below in Italian, "Camera Di Benssere". A plaque next to the door reads "Dedicated in Memory of Alessandro Bocelli" in English and in Braille, as a gesture to Mr. Bocelli, who is blind. Mr. Bocelli received an identical plaque as a token of the Foundation's appreciation of his generosity.

Ronald J. Del Mauro, CEO and President of the Saint Barnabas Health Care System, spoke, thanking Mr. Bocelli for his involvement in fundraisers for the hospital system. Mr. Biga also expressed gratitude on behalf of the many hospital staff members and local dignitaries who attended.

Following the ceremonies, Mr. Bocelli joined Saint Barnabas Health Care System senior management and other guests for lunch hosted by the Clara Maass Foundation at Bice's Restaurant in West Orange. The Foundation and Medical Center are grateful to be touched by such a star as Andrea Bocelli, who creates wonderful music and philanthropic support for Clara Maass.

**F**lush with success from his stellar concert performance the previous night, Tuscan tenor Andrea Bocelli paid a visit to the hospital on November 25, 2002 to attend a dedication ceremony in memory of his father, Alessandro Bocelli. After the dedication, Mr. Bocelli attended a reception in the Medical Center's upper lobby where he delighted guests by playing an impromptu rendition of "O Solo Mio" on the piano. Mr. Bocelli's late father was treated in Italy by Dr. James Orsini, director of oncology services at Clara Maass Medical Center and President of the Medical Staff at Clara Maass and since then, Mr. Bocelli, Dr. Orsini and Clara Maass Medical Center have developed a lasting friendship.



The Room of Healing, a patient solarium on the Oncology Unit officially opened when Mr. Bocelli symbolically cut the ribbon. The Room of Healing complements the excellent medical treatment provided by Clara Maass staff, nurses and physicians by creating a curative and soothing environment. Accredited by the American College of Surgeons Commission on Cancer as a com-

munity hospital comprehensive cancer center, Clara Maass offers inpatient and outpatient treatment with state-of-the-art technology for diagnosis and treatment of cancer. Treatments range from chemotherapy to surgery to radiation, including radioactive seed implantation and high dose rate radiation procedures. A new state-of-the-art linear accelerator combined with advanced radia-

tion oncology technology such as intensity modulated radiation therapy has put the department at the forefront of radiation therapy treatment.

Clara Maass Foundation funded and designed the Room of Healing to be a place where patients and their families may find respite during cancer treatment at the Medical Center. There is family-room style seating,



## Clara Maass Foundation

### Board of Trustees

**Robert A. Gaccione, Esq.**, Chairman  
**Garret G. Nieuwenhuis**, Vice Chairman  
**Rene Gabbai**, Treasurer  
**Grace Ann Purdue**, Secretary

**Patrick N. Ciccone, MD**  
**Joanne Cocchiola Oliver, Esq.**  
**Corinne K. Devereux, MD**  
**Robert V. Gamba**  
**James A. Heimann, MD**  
**Rev. Nancy S. Moore**  
**Carmen Orechio**  
**James M. Orsini, MD**  
**Joseph Vecchione**

**Thomas A. Biga**  
Executive Director  
Clara Maass Medical Center

**Jane Newman Kessler, CFRE**  
Vice President  
Clara Maass Foundation

*Navigator* is a publication  
of the Clara Maass Foundation  
One Clara Maass Drive  
Belleville, NJ 07109  
Phone: (973) 450-2277  
Fax: (973) 844-4970

Managing Editor:  
Jane Newman Kessler, CFRE

Editor: Jennifer Dann Phillips

Additional Contributors:  
Aida Caro  
Kathryn Jenney Lesko  
Laura Tenenbaum

For over a century, people have been our foundation... and the hospital has remained true to them by providing accessible and compassionate health care to those in need.

In the mid-1800s, many Europeans began fleeing their native homelands seeking refuge in the United States. By the thousands, Germans sought salvation in what was quickly becoming one of young America's leading industrial cities – Newark, New Jersey. As the number of immigrants continued to grow in size, so too did the threat of disease. Further compounding the problem was the fact that the City of Newark did not have a designated facility in which to treat those suffering from sickness or injuries. Recognizing the need to establish a hospital to care for the sick, a group of German immigrants established a charitable citywide hospital for those with limited resources.

Today, our hospital proudly upholds the memory of its namesake, Clara Louise Maass, a nurse who gave her life in the name of medical research, by carrying on her fighting spirit and her determination to overcome adversity in an effort to save lives. Now located in Belleville, New Jersey, Clara Maass Medical Center is a 465-bed, acute-care facility offering a full spectrum of diagnostic and treatment services to the residents of the surrounding communities. With a staff of more than 500 physicians and 1,500 employees, Clara Maass is committed to improving the health and well-being of the communities it serves.

## ■ ■ SAINT BARNABAS ■ ■ HEALTH CARE SYSTEM *Clara Maass Foundation*

### Dear Friends:

“No act of kindness, no matter how small, is ever wasted.” Aesop wrote these words thousands of years ago, but they aptly describe how Clara Maass Foundation views the support of our donors today. Whether it is a significant charitable bequest or the thoughtfulness of a child who collects coins to buy toys for hospitalized children, Clara Maass Foundation truly appreciates all acts of kindness and generosity that benefit the Medical Center.

Clara Maass Medical Center has been dedicated to delivering the highest quality care and improving the health and well being of the community it serves for over 130 years. Clara Maass Foundation supports its mission to improve the health and quality of life of the individuals and communities it serves through philanthropy. Clara Maass Foundation demonstrates how philanthropy benefits everyone touched by the Medical Center — patients, families and community friends — through important Foundation initiatives such as the renovation and redecoration of the Radiation Oncology Department, a newly expanded Emergency Department, our innovative Healing Touch breast health education programs and our wonderful Room of Healing, a place where cancer patients and their families find respite during hospitalization.

At Clara Maass Medical Center, our staff of healthcare professionals is proud to treat our community with advanced technology coupled with a personal commitment to bring comfort, healing and hope to patients and their families. Whether you've experienced treatment firsthand, know someone who has been a patient or just know us as your neighbor, Clara Maass is dedicated to providing the best for you. The Foundation works with the Medical Center to make this happen everyday.

Clara Maass Navigator brings you stories that show how together we chart the course to make this vision a reality. As you read our premier issue, I hope the rewards of making a difference in the lives of people make you proud to be our partner.

Sincerely,

**Jane Newman Kessler**  
Vice President  
Clara Maass Foundation

# A Night to Remember



Yogi Berra, Governor James E. McGreevey and Andrea Bocelli at the post-concert reception.

**F**or the second consecutive year, world-renowned tenor Andrea Bocelli made his area concert appearance a benefit opportunity for the Saint Barnabas Health Care System and Clara Maass Medical Center in appreciation for the compassionate care provided his late father by James Orsini, M.D., an oncologist at Clara Maass. Since treating the senior Mr. Bocelli, Dr. Orsini developed a relationship with the Tuscan tenor that

crossed the continents and ultimately led to his friendship with Clara Maass Medical Center.

The fans and supporters of the Medical Center came from far and wide to hear Andrea Bocelli's gift — his magnificent voice — and partake in the magic of the evening. Premier level guests enjoyed Golden

Circle floor seating, a pre-concert dinner reception at the Winner's Club and a post-concert champagne dessert celebration where Mr. Bocelli mingled with guests. Joining the celebration were Governor James E. McGreevey, baseball

legend Yogi Berra and Sopranos actor Frederico Castellucio.

Clara Maass Foundation raised approximately \$80,000 in net proceeds to benefit the Medical Center. The Foundation would like to thank everyone who supported this special event and is especially grateful to our corporate sponsors, Berlex Laboratories, C.R. Bard, Charon Planning, GMS Group, Philips Medical, Siemens, Sodexho and Valley National Bank.



Thomas Kelaher, CMMC Chairman and Yogi Berra chatting at the Bocelli benefit.



Frederico Castellucio, of "Sopranos" fame, Dr. James Orsini, President of CMMC Medical Staff and Ronald J. Del Mauro, SBHCS President and Chief Executive Officer enjoying the pre-concert festivities.

# Susan G. Komen and Clara Maass – Working Together to Beat Breast Cancer

**C**lara Maass Foundation is proud to be the recipient of a grant from The Susan G. Komen

Breast Cancer Foundation, North Jersey Affiliate for the third consecutive year. The Komen North Jersey Affiliate offers grants for innovative projects in the areas of breast health, education, treatment support and outreach projects targeting services not otherwise available to medically underserved women in our area. Clara Maass' Healing Touch program received a grant of \$17,500 for providing community breast cancer education to increase awareness among women and girls in our service area. The 2003 Healing Touch program will reach nearly one

thousand underserved senior women and teenage girls in the communities of Montclair, Belleville, Nutley, Newark and Bloomfield through health fairs, church-based education programs and mother-daughter school nights.

The Clara Maass Foundation was awarded the grant at a ceremony on January 29th, which featured keynote speaker Governor James E. McGreevy. Governor McGreevy expressed his sincere thanks to the organizations receiving Komen grants and said, "I know you will make a profound difference and possibly save many lives."

The Clara Maass Foundation thanks the Komen North Jersey Affiliate for its generous, ongoing support.



Deborah Belfatto, Komen Executive Director (far left), presenting the grant award to Jane Newman Kessler, Foundation Vice President. Raylene Langish, RN, Project Director and Roslyn Dilligard, RN, Assistant Project Director hold the plaque while Jennifer Dann Phillips, Assistant Foundation Director and Lisa Burke and Andrea Karsian from Komen, North Jersey Affiliate look on.

## Lombardy Operating Suite Dedication

**C**lara Maass Medical Center christened its new, state-of-the-art Operating Suite in memory of Mariano F. Lombardy, MD on June 23, 2003. Dr. Lombardy was a talented physician leader in the hospital, serving as the Director of Surgery and an officer of the medical staff.

The Lombardy Orthopedic Suite, dedicated in his name, features a Laminar Air Flow System, the most effective method of reducing airborne contaminants and lowering the risk of infection and contamination during surgery. It also boasts high tech video equipment, a smoke evacuator system, new surgical lighting and video monitors suspended from the ceiling that aid in providing minimally invasive surgery.

Following a tour of the OR, the Lombardy family joined friends, relatives and Medical Center physicians and attended a reception hosted by the Clara Maass Foundation. At the ceremony, Thomas A. Biga, Clara Maass Medical Center Executive Director, thanked the family. "It is only through the generosity of the Lombardy family and others that this state of the art operating suite is now available to be utilized by all surgeons and benefit the patients of our community." Dr. Carl F. Mercurio, chairman of the Department of Surgery, further noted that it is fitting that Clara Maass honor the legacy of Mariano Lombardy. "He touched everyone he came in contact with in a special way and will always be remembered for his skilled hands and kind heart."



Joanne Misiunas, RN, Director of Perioperative/MCH Services, briefing Dr. Mariano Lombardy's family, including his mother, sons, and wife, Elyane Lombardy, MD, on the technological advances available in CMMC's newly designed Operating Suite.

# 2003 Golf Invitational Exceeds Fund Raising Goal

**T**hanks to the generosity of Clara Maass Foundation's many friends, this year's May 12th Golf Invitational at Montclair Golf Club raised over \$120,000 for the Medical Center. This vital philanthropic support helps the Medical Center to provide the most comprehensive health care and advanced technology available today.

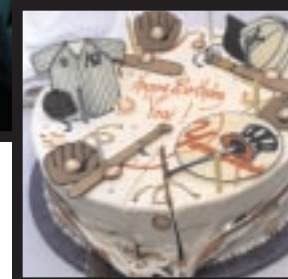
Every year, the Clara Maass Golf Invitational attracts community, corporate and celebrity supporters. This year, Yogi Berra joined Clara Maass to play golf on his most special day — his 78<sup>th</sup> birthday — which was celebrated by all the guests in attendance.

Special thanks go to sponsors Hudson Construction, Philips Medical Systems, Prismatic Development Corporation and Valley National Bank and the hundreds of individuals that contributed by playing golf, donating hole-in-one luxury vehicles, participating in the Souvenir Journal, the Silent Auction and the 50/50 Raffle.

**Save the date — next year's Clara Maass Foundation's Golf Invitational is scheduled for May 10, 2004.**



Yogi Berra enjoying his birthday cake with (L-R) Thomas A. Biga, CMMC Executive Director; Betsy Berra, his daughter-in-law; Carmen Berra, his wife; Ronald J. Del Mauro, SBHCS President and CEO; and Dr. James Orsini, CMMC Medical Staff President.



200 CMMC golfers listening to final instructions before the shotgun start of the 2003 Golf Invitational.

# Many Ways to Partner with the Foundation

**C**lara Maass Medical Center is committed to providing advanced medical care to everyone who seeks our help, under any circumstance. Difficult financial times result in more people finding themselves without adequate health insurance; this year alone, Clara Maass has provided medical care for significantly more than expected uncompensated cases.

In these trying times, the Medical Center depends on philanthropic support. Contributions from generous patients, families and friends are truly appreciated and allows us to continue to provide the life saving and health improving programs we offer. Clara Maass Foundation is very grateful to all of our supporters who contribute to the Medical Center in a variety of ways.

**Annual Fund** giving provides ongoing financial support for many vital medical services and programs offered to the community by Clara Maass Medical Center and reflects the fellowship of the larger hospital “family” who support the mission of the Medical Center through annual unrestricted giving. These generous gifts bring caring, hope and miracles into the lives of thousands of families each year at CMMC. Many friends provide charitable gifts to the Foundation each year. These financial gifts play an integral part in helping to maintain the highest level of quality health care in the community by providing the Foundation with the flexibility to place unrestricted income toward those areas where the need is the greatest and most urgent.

**Memorial and Tribute Gifts** are available to honor or commemorate family and friends by making a donation in their name to Clara Maass Medical Center. Memorial and Tribute gifts may be made in memory or honor of a special occasion, such as birthdays, anniversaries, birth of a child or grandchild, graduation or any other special achievement. They can also provide dignity to an expression of sympathy by honoring the memory of a loved one. Clara Maass Medical Center will acknowledge your gift by sending a card to the family or friend in whose name the gift was made. The amount of your gift will not be disclosed and a separate receipt will be sent to you.

**Planned Gifts** are designed for donors who want to make a significant and lasting contribution. *The Clara Maass Heritage Society* recognizes people who have made a planned gift to Clara Maass Medical Center. These gifts may be made through bequests in a will, charitable gift annuities, charitable trusts, life insurance or life estates. In addition to benefiting the Medical Center, these gifts offer financial and tax advantages by reducing tax liability and increasing income for the donor and/or the donor’s beneficiary. Working with the Clara Maass Foundation and your tax advisor can help you to find the most effective way to meet your personal and financial goals while supporting the Medical Center.

**Special Events** are hosted by the Foundation throughout the year to provide opportunities to support Clara Maass Medical Center through participation and sponsorships. These events help pay for new technologies, enhance our ability to offer excellent patient care, and help touch the thousands of men, women and children who partake in the many programs and services in our Medical Center and the community. The Foundation’s signature event, the annual Golf Invitational, is enjoyed by over 200 golfers and guests. Other events take place throughout the year that offer community members the chance to get to know CMMC and lend support at the same time. Friends of Clara Maass may hold fundraising events to benefit the hospital as well, and are invited to contact the Foundation for more information on how to host an event.

**For more information about how you can support the Foundation, please call 973-450-2277.**

## THANK YOU!



**Marjorie Wellbrock**

*It takes a noble person to plant a tree that will one day provide shade for those whom he may never meet.*  
— Author unknown

These words justly define the tremendous generosity and forward-thinking of Marjorie Wellbrock, who named Clara Maass Foundation in her estate plan. Educated and employed in New York, her work as a private secretary for many years brought her to New Jersey when her company relocated.

Ms. Wellbrock was very close to her mother and sisters and was dedicated to their care. Impressed by and grateful for the quality medical care her sister received at Clara Maass, Ms. Wellbrock bequeathed over \$500,000 to the Medical Center. She was a special woman, never seeking the spotlight and happy to help those she cared about.

We at Clara Maass will be forever grateful to Ms. Wellbrock for the gift and are sorry that she did not let us know about the bequest before her death. We encourage those people who have included Clara Maass in their estate plans to let us know so that we may say ‘Thank You!’ and include you in our Clara Maass Heritage Society. The Clara Maass Heritage Society was founded to recognize friends who have included Clara Maass Medical Center in their estate plans. Members of the Society join us for an annual luncheon with special guests, receive newsletters and are recognized in the Foundation’s annual report. We would also respect a wish to remain anonymous.

For more information about bequests, other types of planned gifts and the Clara Maass Heritage Society, please call Jane Kessler, Vice President, Clara Maass Foundation, at 973-450-2277.

# Capital Campaign Hits \$3 Million Mark

Faced with the challenge to remain a resource for medical excellence in response to the healthcare needs of the community, Clara Maass Medical Center and the Foundation initiated an ambitious \$3.5 million Capital Campaign, *Redefining Health Care for Our Community*. The Capital Campaign was the Medical Center's response to increased demands on the Emergency and Radiation Oncology Departments. CMMC needed to move forward with multimillion-dollar construction, renovations and technology enhancements in order to continue offering patients the highest quality care available today.

Extraordinary commitment has been received from every part of the Clara Maass family, bringing the Campaign to the

\$3 million mark. Support has come from trustees, physicians, senior management and staff as well as patients, families, friends and corporate partners. It is now time to reach out to the community we serve. Please join those who have already stepped forward with generous contributions in support of the Capital Campaign. It is our hope that our many friends will accept this challenge and share our pride in the important work of strengthening Clara Maass Medical Center for generations to come.

To receive additional Capital Campaign information, please call Jane Newman Kessler, Vice President, Clara Maass Foundation, at 973-450-2277.

## Capital Campaign Highlights

The Emergency Department (ED) — the gateway to immediate medical care — is a vital link for sick and injured members of our community. In the last five years, the number of patients receiving emergency medical treatments and the number of hospital admissions through the ED rose dramatically, severely straining our existing capabilities. In response to the dual challenge — increasing number of ED visits and sicker patients — Clara Maass Medical Center opened a new Emergency Department. The redesign included larger adult and pediatric patient areas with comfortable amenities, mobile information terminals and repositioned X-ray, blood bank and a 24-hour lab for a quicker response. A new fast-track area helps doctors treat patients with minor problems more quickly, decreasing the time spent in the Emergency Department. The resources generated by the Capital Campaign allow us to

continue to provide the community with the best possible emergency care and treatment.

The Radiation Oncology Department is also benefiting from the Capital Campaign through major capital and construction improvements. The reception and treatment areas have been renovated to provide radiation services in an outpatient facility that offers the most advanced technologies in concert with surroundings that address the emotional and spiritual needs of patients and their families. A new cutting-edge linear accelerator, an advanced machine that can precisely target irregularly shaped tumors while effectively sparing healthy surrounding tissue, now provides radiation therapy to more than 550 patients a year, allowing more than 10,000 cancer treatments to be delivered close to home.

## Employees Reach for the Stars

Clara Maass employees give back to the Medical Center and to their fellow employees through the Employee Campaign, which is managed by the Foundation. This year's Employee Campaign, *Reach for the Stars!* has reached a record-setting 53% employee participation. Over the past two years, Clara Maass employees have donated over \$150,000 to the Medical Center. Contributions to the Employee Campaign go directly to the Capital Campaign and the Employee Sunshine Fund. The Employee Sunshine Fund helps employees experiencing a personal crisis by providing confidential financial assistance. By contributing to the Employee Campaign, employees are making an investment, not only in the Medical Center itself, but also in the well-being of their colleagues.



Employee Campaign Committee toasts their success

# Auxiliary Continues Long Tradition of Support

Dating back more than 55 years, the Clara Maass Auxiliary has been providing significant philanthropic support to the Medical Center. The Auxiliary consists of individuals who share a common interest in Clara Maass Medical Center, the welfare of its patients and the health of the community. The Auxiliary manifests its dedication to Clara Maass by raising money through fundraising events during the year and donating funds to support various Medical Center projects. In the last five years alone, the Auxiliary has donated \$300,000

in support of such initiatives as the Capital Campaign, Women's Health and Wellness Center, Oncology and Emergency Departments. Most recently, the Auxiliary pledged \$25,000 for the renovation and redecoration of 3 North Annex Orthopedic Solarium, a place where orthopedic patients can receive rehabilitation treatment and exercise therapy in a soothing environment. The Auxiliary's tradition of support makes a dramatic and lasting impact on CMMC's ability to deliver high quality care in a state-of-the-art environment.



Grace Purdue, Auxiliary President, presenting a check to Jane Newman Kessler, Foundation Vice President and Thomas A. Biga, CMMC Executive Director.

## Clowning Around With Temple Ner Tamid

On June 2nd, three volunteers performed a wonderful community service when they donned clown suits and visited patients on behalf of Temple Ner Tamid of Bloomfield. Janet Campeas, Diana Chipkin and Deborah Lasday were quite a hit, as their creativity and thoughtfulness elevated the spirits of pediatric, adult patients and staff throughout the Medical Center. Their performance of magic tricks, balloon sculptures and general antics were the perfect compli-

mentary medicine for all patients.

Clara Maass Medical Center is committed to providing the most advanced and comprehensive healthcare to our patients. Total care includes giving patients not only the best medical treatment possible but also creating a healing environment. The clowns' visit contributed to Clara Maass Medical Center's goal of creating a curative and positive environment.



The clowns spread their cheer wherever they go!

# Navigator

■ ■ SAINT BARNABAS  
■ ■ HEALTH CARE SYSTEM  
Clara Maass Foundation

Clara Maass Foundation  
One Clara Maass Drive  
Belleville, New Jersey 07109

Address Service Requested

Nonprofit  
Organization  
U.S. Postage  
PAID  
Clara Maass  
Foundation

For more information on  
Clara Maass Foundation  
visit our new website  
[www.claramaassfoundation.org](http://www.claramaassfoundation.org)