

Support from Verizon Foundation Helps Baystate Visiting Nurse & Hospice **Enhance Quality of Life** with State-of-the-Art Technology

Thanks to support from the Verizon Foundation, scores of people with congestive heart failure in western Massachusetts are safely enjoying life at home – and out of the hospital – in Baystate Health's care.

Seven years ago, a grant from the Verizon Foundation allowed Baystate Visiting Nurse & Hospice to launch a telemedicine program, which transformed care for patients with congestive heart failure – allowing monitors to be placed in their homes and read by health care professionals based at Baystate. The Foundation recently made another generous gift of nearly \$10,000 to enhance the program further through new technology, enhanced staff training, and patient education.

“Telehealth technology allows patients to remain in their home, while receiving seven-days-a-week clinical monitoring by a Registered Nurse,” explains Telehealth Nurse Laurie Saliba. “Daily phone calls by the Telehealth nurse make sure that people in our care receive regular communication with a health care provider, along with valuable patient education.

The program gives patients a sense of security and independence, while providing the early intervention capability that allows us to reduce unnecessary Emergency Department visits and hospitalizations.” ■



Laurie Saliba, Telehealth Nurse at Baystate Visiting Nurse Association & Hospice, reviewing a patient's statistics remotely through the telemedicine system.

Learn More: Gifts of Gratitude

Grateful patients are the cornerstone of our philanthropic program at the Baystate Health Foundation. Many initiatives, that advance the continuum of care at Baystate Health, are made possible through the generosity of patients who express their appreciation for a positive experience by making a gift in honor of a Baystate Health employee who made a difference in their care. The program invites patients and family members to say thank you in a meaningful way and acknowledge and honor physicians, clinical care providers and/or any staff members who have done something special on their behalf.

To learn more about the Gifts of Gratitude Program please visit our website at baystatehealth.org/giftsofgratitude. ■

Baystate Health Foundation

The mission of Baystate Health Foundation is to inspire a “culture of philanthropy” and encourage philanthropic relationships that will support the mission and vision of Baystate Health.

Baystate Health Foundation, under the direction of the Baystate Health Foundation Board of Trustees, raises funds to support each entity within Baystate Health.

JOHN F. MAYBURY
CHAIR
BAYSTATE HEALTH FOUNDATION

Dear Friends,



*The phrase that comes to mind whenever I think of Baystate Health is **thank you**.*

Like all of you, I am grateful for Baystate Health's inspired leadership, for its stellar health care professionals, trustees, and volunteers, and for you – for every individual, family, and company whose philanthropic support keeps our mission in motion.

All of us who live and work in western Massachusetts know that Baystate Health will eventually help just about everyone in our lives. And its philanthropy that keeps Baystate strong. There is no cause – anywhere – more worthy or more in need of our support.

In every gift, we celebrate Baystate's enduring partnership with our community. We must continue to nurture an essential culture of philanthropy at every Baystate Health affiliate – inspiring support that will save and enhance lives now and for generations to come.

In this issue of *Philanthropy at Work*, you will meet inspirational people from throughout our region who are raising funds to help our patients and their families. You'll also meet the members of the Baystate Health Foundation Board of Trustees – some of whom are new to our organization, and some of whom are continuing distinguished service. All contribute unique talents and a shared sense of profound commitment to sustaining high-quality care in western Massachusetts. I thank them for joining us in this vital mission.

As we continue to build our future, we applaud the contributions of two individuals who have significantly advanced philanthropy at Baystate Health.

My predecessor, John Davis, honored us with his generosity and steadfast leadership as chair of both the Foundation and *The Campaign for Baystate Medical Center*. Susan Toner, who recently retired as vice president of Development and executive director of the Baystate Health Foundation, capped her distinguished 30-year career with *The Campaign* and with her lasting gift of inspiring philanthropy across Baystate Health and in the community. We thank John and Susan for the many ways in which they leave us enriched.

Finally, on behalf of the dynamic, dedicated board of the Baystate Health Foundation and all of the people of Baystate Health, I thank you for your generosity. You are the heart of Baystate.

Best wishes for a beautiful holiday season and a happy, healthy year ahead.

John F. Maybury
Chair, Baystate Health Foundation

Philanthropy at Work

*Your Generosity is the
Foundation for What We Do*

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Baystate Medical Center Psychiatrist Supports Capital Growth and Residency Training

As a respected clinical leader, Dr. Benjamin Liptzin's legacy at Baystate Health is secure. Liptzin, who serves as chair of Behavioral Health, recently intensified his impact on our work through philanthropy.

A member of the Baystate Health Foundation Board, Liptzin played a significant role in *The Campaign for Baystate Medical Center* – supporting *The Campaign*, serving on the Campaign Steering Committee, and inspiring support from retired physicians and community leaders. He and wife Sharon are also supporting the Behavioral Health department through a generous gift that will resonate for generations. In August, they funded a charitable gift annuity that will provide income during his and Sharon's lifetimes, while benefiting the Department of Psychiatry's Academic Fund.

"I appreciate all that Baystate Health has meant to me and to my family, so it was an easy decision for Sharon and me

to want to give back in a meaningful way," says Liptzin. "And, as a recipient of financial aid during my education, I would not have been as fortunate as I have been without the generosity of others. It's a pleasure to support efforts that will benefit our patients and our community for many years to come by helping to build state-of-the-art facilities and supporting medical education."

"We've worked hard to develop Baystate's research and training programs, and the Psychiatry residency is graduating its first class this year," Liptzin adds. "With this gift, Sharon and I can feel confident that the program will continue to flourish for future graduates."

To learn more about supporting Baystate Health through planned giving, contact: Doug Reid, major gift officer, Baystate Health Foundation at 413-773-2763 or douglas.reid@baystatehealth.org. ■

Veteran Radiologist Enhances Patient Experience Through Philanthropy



Howard Natenshon, MD

For Dr. Howard Natenshon, a radiologist in his 36th year of practice at Baystate Franklin Medical Center, medicine is about more than diagnosis, treatment, and recovery. It's about all the moments in between.

For Natenshon, it's important to minimize the time that a patient spends anxiously awaiting test results, to always have a kind word or gesture for a friend or colleague, and to be there to help, no matter what is needed. "The man has a heart of gold," says Nuclear Medicine Technologist Bruce Mainville. "He cares deeply about the hospital, his colleagues, and each and every one of his patients."

Natenshon – known around Baystate Franklin as "Howie" or "Dr. Nate" – is especially passionate about raising funds to help patients with cancer navigate an emotionally, physically,

and sometimes financially draining experience. Five years ago, he co-founded Baystate Franklin's Wheeling for Healing Ride, which has raised more than \$116,000 since it got rolling – thanks to tireless work by Natenshon, who recruits riders, secures sponsorships and raffle prizes, and hosts committee meetings at his home – featuring gourmet meals prepared by Rosie Caine, his wife. (Caine is also a devoted volunteer who regularly plays the harp for patients undergoing infusion therapy for the hospital.)

"Jobs are hard to come by in Franklin County," he says. "We have patients who struggle even to pay for gas to get to the hospital. It's important to do all we can to make sure that cancer treatment isn't even harder than it needs to be." ■

Friends Team Up to Raise Awareness about Melanoma While Raising Funds for D'Amour Center for Cancer Care

Springfield Police Detective Mike Carney was diagnosed with melanoma in 2009. His friend, Jeff Brown, owner of JB's Ice Cream in East Longmeadow, was diagnosed a year later. The two survivors have teamed up to run **Scoops for Melanoma**, a successful annual event at Jeff's ice cream shop, to raise funds for cancer care and education – and, they hope, to save others from melanoma through awareness.

This year's recipient of the proceeds of Scoops for Melanoma is Baystate's D'Amour Center for Cancer Care. Brown and Carney sold 300 gallons of ice cream, raising \$2,550 for the D'Amour Center's programs and services.

The local community turned out in force to support the event – for charity, for love of ice cream, and for many because of personal experience. "Melanoma is the fastest growing cancer, and it's no longer rare to know somebody who has it," says Carney. "A lot of people who stop by to buy a cone have a story to tell, about themselves or a relative."

More than 160,000 people are diagnosed with melanoma every year, and more than 50,000 succumb to the disease annually. For Detective Carney, it has become a personal mission to help reduce those numbers by spreading the prevention message. "I wear my bullet-proof vest every day to protect my life," he says. "I think of sunscreen the same way." ■

Ware Blooms in Support of Patients with Cancer

For one beautiful week each September, the streets of Ware are bountiful with roses and fragrant with the scent of generosity.

For 14 years, Otto Florist and Gifts has organized the Annual Shirley Batsie Memorial Rose Sale from its shop on Main Street – selling more than one million roses and raising over \$220,000 since its inception. Thousands of roses are sold at the shop and at sidewalk displays all over town each year, with all proceeds benefiting the Baystate Regional Cancer Program at Baystate Mary Lane Hospital. The event is named for the shop's original owner, Shirley Batsie, who launched the sale and ran it until she lost her own battle with cancer 12 years ago.

"I'm honored to continue Shirley's legacy," says Michele Lariviere, who owns Otto Florist and Gifts and helped Batsie start the event as a store employee. "It's so incredibly important to have a hospital right here in our own community, especially for patients who need cancer treatment. Having services available right up the road makes a huge difference in people's lives." ■

Michele Lariviere,
owner of Otto Florist
and Gifts of Ware, MA



Lisa's Light of Hope Supports Research for Innovative Treatment of Eating Disorders



Lisa Marie Calabrese

West Springfield teen Lisa Marie Calabrese was a popular cheerleader with lots of friends, a close-knit family, an eye for fashion, and plans for a cosmetology career. At 17, an unhealthy relationship began to erode her self-esteem and she plunged into a spiral of bulimia and anorexia that eventually claimed her life at the age of 21.

In 2011, Lisa's parents, Ann and Joe Calabrese, partnered with Baystate Health Foundation to establish the **Lisa's Light of Hope Fund** in her memory – launching with an initial gift of \$10,000, which they matched again this year.

Lisa's Light of Hope supports Baystate Behavioral Health's educational programs and treatment of patients with eating disorders. Its first planned project is a pilot designed to integrate therapeutic yoga and psychological counseling – providing clinical benefit to patients while collecting data to support possible pursuit of major research funding.

"Yoga is used in the treatment of several psychiatric disorders, from anxiety disorders to depression," explains Barry Sarvet, MD, chief of Adolescent and Child Psychiatry. "We believe that there is great therapeutic benefit in managing stress and strengthening the mind-body connection through yoga and counseling. This project may benefit millions of patients who are struggling with eating disorders."

"Our family suffered a terrible loss," says Ann Calabrese. "It's our dream that, through our efforts, others will find hope and courage...bringing their eating disorder out of the darkness and taking a step toward recovery." ■



Lisa Marie Calabrese's parents, Ann and Joe, and her sister, Kristen, present \$10,000 in proceeds from the 2012 Lisa M. Calabrese Memorial Golf Outing to benefit the Lisa's Light of Hope Fund at Baystate Health Foundation. Pictured with the Calabrese family are Jennifer Baril, major gifts officer, Baystate Health Foundation, and Dr. Barry Sarvet, chief, Child and Adolescent Psychiatry.