

THE ARNOLD P. GOLD FOUNDATION

*Working to keep the **care** in healthcare*



THE ARNOLD P. GOLD FOUNDATION

ACADEMIC MEDICINE GOLD PARTNERS COUNCIL

The Arnold P. Gold Foundation is pleased to recognize the **Founding Members*** of its new academic medicine council. Member schools and individuals signal their shared commitment to advancing humanism in medicine, and convey to the wider profession and to the public the importance of *“keeping the care in healthcare.”*

Jordan J. Cohen, M.D.
Chair

Sandra O. Gold, Ed.D.
President and CEO

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Medical Center

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Case Western Reserve University
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Davis School of Medicine

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University of Southern California

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College of Medicine

University of California,
Irvine School of Medicine

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College of Medicine

New York Medical College

University of California,
San Diego School of Medicine

University of Vermont
College of Medicine

Pennsylvania State University
College of Medicine

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School of Medicine

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University of Maryland
School of Medicine

Virginia Commonwealth University
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School of Medicine

University of Michigan
Medical School

Boonshoft School of Medicine
Wright State University

Southern Illinois University
School of Medicine

University of Missouri –
Kansas City School of Medicine

*Members as of March 22, 2011. Membership: Maimonides Society - \$5000 Peabody Society - \$2500 Schweitzer Society - \$1000

For membership information, please contact The Arnold P. Gold Foundation, Robert Gurmankin, 201-567-7999 x18 or rgurmankin@gold-foundation.org

Forces for Care in Healthcare

Dear Friends,

The past two years were filled with tremendous achievements and also a great deal of concern about the state of the economy and the future of healthcare reform. Our resolve remains unshaken as we continue our work to sustain the doctor-patient relationship by “keeping the care in healthcare.” You have been with us through it all and we are grateful.

So much has happened that we found it difficult to decide which of the many high points of 2009 and 2010 to share with you in this report. Perhaps chief among those highlights is the meteoric growth of the **Gold Humanism Honor Society** (GHHS). At the time of our last report, 75 chapters had been established across the country. As of now, GHHS has 92 chapters and is almost 12,000 members strong. But numbers alone do not tell the real story. An example of what GHHS is accomplishing is depicted on pages 7 and 8 - the story of the GHHS National Solidarity Day and why we say that the GHHS membership is a force for humanism in medicine.

That force is also to be found among the **scores of medical students** who were so moved by the catastrophic quake in Haiti that they came to us for stipends to travel there to lend a hand in the enormous recovery effort.

And, that force is found in our **Gold Professors**, whom we support to serve as role model/mentors for the doctors of tomorrow at several medical schools across the nation.

But tomorrow isn't soon enough when it comes to your need for compassionate healthcare today. To meet that need, we have initiated several programs to serve you now. For example, a new section on our website entitled **You and Your Doctor** contains a feature we call **Find a Caring Doc** - a database of physicians across specialties who have won awards for their extraordinarily humanistic patient care. You will also find an opportunity on that site to nominate a **Gold DOC** – your tribute to a physician whose care included exceptional compassion, effective communication, and respect for you and/or your family.

In 2010, we introduced yet another force - the **Academic Medicine Gold Partners Council**. Medical school deans across the country were invited to join and so far 40 have become founding members. By doing so they are signaling their partnership and shared commitment to advancing humanism in medicine. We are certain that by the time of our next report, an even greater number of deans will have become members.

Looking ahead we see great opportunities as well as challenges. It excites us that GHHS continues to expand, increasing the numbers of doctors in training and in practice who are committed to both clinical excellence and compassion.

We see a clear linkage between what the Gold Foundation accomplishes and this era of health care reform. As reimbursements dwindle and time with your doctor may become even more limited, the Gold Foundation remains committed to making the time you spend with your doctor as “caring” as it can be.

With our best wishes for your good health,



A handwritten signature in black ink that reads "Jordan".

Jordan J. Cohen, M.D.
Chair



A handwritten signature in black ink that reads "Sandra".

Sandra O. Gold, Ed.D.
President and CEO

The Gold Foundation's Impact

While we reflected on the program highlights of the past two years, we thought about filling this space with numbers – 544 Humanism Award Winners, 235 Gold DOCs, 79 Student Summer Fellowships, etc. But we realized that numbers don't tell the human story, stories like the ones on these pages that inspire us to keep going.

The Fruits of a Gold Foundation Professorship

The Gold Professorship Program supports faculty who focus on such crucial patient-care skills as respect for a patient's beliefs and autonomy, providing culturally sensitive care, and empathic and effective communication. The program seeks to promote these educators as role-models and active mentors for their students, residents and fellow faculty.

Professorship grant recipient Elizabeth Gauferberg, M.D., M.P.H., is Assistant Professor of Medicine and Psychiatry, Harvard Medical School. Dr. Gauferberg directs the Patient-Doctor course for the Harvard Medical School **Cambridge Integrated Clerkship** (CIC), unique among student training programs. Traditionally, medical students spend their third year in specialty-specific 'block rotations.' On these rotations, students encounter acutely ill hospitalized patients for short periods of time and focus only on the main problem that brought that patient into the hospital. By contrast, CIC students follow a panel of patients throughout an entire year, across specialties and venues, from outpatient to inpatient to home environments. They learn the core skills of doctoring by developing close relationships with patients and faculty mentors. CIC students learn about illness and recovery by walking side by side with their patients.

"My main focus as a medical educator is to help students, residents and faculty continually re-energize the humanistic values and natural curiosity that brought them to medical school in the first place. ... I want nothing more than to make a significant and lasting contribution to transforming and humanizing the medical training process and medical culture."

Elizabeth Gauferberg, M.D., M.P.H.

Director of the Cambridge Health Alliance (CHA) Center for Professional Development
Director of patient-doctor curriculum for the CHA Medicine Residency.



"The true weight and wonder of a physician's job come not from thousands of pages of required readings or years spent awake on the wards. They come from moments when patients or their loved ones trust us to care... when they trust us to be the people our mothers and grandmothers knew we could be and that our brothers and husbands think we are. We all fall short and always will. But trying is as much a "core discipline" as medicine or surgery. And I remain grateful to my patients, and indebted to the Cambridge Integrated Clerkship, for showing me how."

Dante Conley, M.D. (submitted 6 years post her CIC experience)

4th year General Surgery Resident, University of Washington
Post-Doctoral Fellow at the Harvard School of Public Health

Enhancing Patient Care One Student Doctor at a Time

It takes more than a medical school to make a physician is the motto of the American Medical Student Association (AMSA) and the driving force behind the Gold Foundation-supported, **Underground Clinical Guide** (UCG). Filled with high-yield tools for Taking Care of Patients, Taking Care of Yourself, and Changing the Culture of Medicine, the guide is written by medical students for medical students. The 2009 printing was so well-received that it was re-printed in 2010 for a total of 2,000 now in circulation at medical schools across the country.





Responding to the Disaster in Haiti

In response to the horrific devastation caused by the 2010 earthquake in Haiti, the Gold Foundation established a special **Help for Haiti Fund** to assist medical students and residents wishing to participate in relief efforts. We provide these types of direct service grants because they enable **transformational experiences** which are often the catalyst for a life long commitment to volunteerism on behalf of needy populations. More than 75 students from 52 medical schools made the journey and described to us the impact it had on them as developing physicians. Our thanks to those of you who helped make these grants possible.

"This was an invaluable life changing experience for me and I know that it will pave the way I practice medicine in ways that I am not yet able to comprehend." - **Samaan Sattarzadeh**, University of Nevada School of Medicine

"From the days I spent there, I gained a lot of practical knowledge in performing physical exams and understanding treatments. More importantly, I witnessed firsthand the interplay of society, culture, and health. Medicine is not just about a 90-day prescription for hypertension medication. It is about addressing the overall health and wellbeing of a person in the context of their community." - **Brenda Denise Barajas**, David Geffen School of Medicine at UCLA

The Residency Oath Project – A New Initiative

To our patients: We promise to uphold your dignity by practicing compassion and empathy, respecting your confidentiality, and serving as your advocate. We commit our skills to treating your physical, emotional, and spiritual needs to the best of our abilities. We promise to integrate and respect your family's role in your care.

**Excerpt from Penn State College of Medicine
2009 Residency Oath**



Following medical school the newly-minted doctors enter into the next phase of their training, which can be an overwhelming and sometimes dehumanizing time. Many report difficulties holding onto their ideals, the ideals that drew them to medicine in the first place. Developed and piloted by Gold Foundation Professor Dan Shapiro, **the Residency Oath Project builds upon the White Coat and Student Clinician Ceremonies**, bringing new residents together to create an oath that will serve as a professional compass and touchstone, guiding their humanistic care of patients and families. Now piloted at residency programs in Maryland, New Jersey, North Carolina and Pennsylvania, we hope this ritual becomes a widespread tradition for residents throughout the country.



GHHS National Meeting

It was a powerful gathering: medical students, residents, winners of our Leonard Tow Humanism in Medicine and other awards, faculty members and two dozen speakers from across the United States and Canada – all leaders within their organizations and all devoted to humanistic medical care.

They were in Dallas, Texas, for the Gold Humanism Honor Society's highly-collaborative and fast-paced biennial meeting: **The Power of Humanism: Transforming Our System, Renewing**

Ourselves. The attendees represented more than half of all medical schools in the country and 77% of the GHHS chapters. Feedback was overwhelmingly positive and new ideas are already being implemented.

Gold Foundation in the News

The press has recognized numerous Gold Foundation programs and interviews have appeared with members of our leadership team and colleagues in the field. We are proud that so many of our grantees and board members have weighed in on the critical issues of improved patient care both in the popular press and in prestigious academic journals. Here is a sample of the news items.

"Treat the Patient, Not the CT Scan"

By Gold Foundation board member Dr. Abraham Verghese

The New York Times

"Doctors in Training Listen, but Does Their Bedside Manner Click?"

Featuring Gold Foundation Humanism in Medicine awardee Dr. Katharine Treadway

"Doctors to Watch"

Features Gold Foundation board member Dr. Jennifer Ashton

"The Power of Compassion"

References Gold Foundation's Patient Satisfaction Survey



WALL STREET JOURNAL



"Humanism at Heart. Preserving Empathy in Third-Year Medical Students"

By Gold Foundation Grantee Dr. Susan Rosenthal

"Surgeon Honored in National Day of Solidarity for Compassionate Patient Care"

Initiated by the Gold Humanism Honor Society



JAMA[®]

"Empathy in Medicine: A Neurobiological Perspective"

By Gold Foundation Grantee Dr. Helen Riess

The Gold DOC

Integrity. Excellence. Compassion. Altruism. Respect. Empathy. Service.

We often hear about the negatives of healthcare – diminishing time for the doctor-patient relationship, lawsuits, medical errors, managed healthcare and other insurance issues. In the midst of these difficulties and obstacles we know there are many doctors practicing humanistic, patient-centered medicine.

Our growing **Gold DOC** program recognizes exemplary physicians – nominated by their patients - who demonstrate these qualities essential for good doctoring: exceptional compassion, great communication skills, and respect for you, your family, and his or her colleagues.

The Foundation recognizes every **Gold DOC** with a congratulatory letter, a framed certificate and a “Humanism in Medicine” lapel pin. Today there are 235 **Gold DOCs** in 34 U.S. states and 3 countries. We are pleased to recognize them here.



Dr. Jeffrey S. Abrams	Dr. Charmaine Earle	Dr. Nizar Kahf Sr.	Dr. Bryce Palchick	Dr. John Siegal
Dr. Shakil Ahmed	Dr. Kenneth Eckhart	Dr. Leah Kaltman	Dr. Steven Papish	Dr. Mark D. Siegel
Dr. Phillip Allen	Dr. Roy O. Elam	Dr. Diane L. Kaufman	Dr. Connie Park	Dr. Jonathan Siegel
Dr. Lorena Alonzo	Dr. Thawat Eosakul	Dr. Jerome T. Kay	Dr. Darrell S. Parsons	Dr. David Siegel
Dr. Barbara Alpert	Dr. David Ewart	Dr. William Kevin Kelly	Dr. Rahul Patel	Dr. Robert Silich
Dr. Jeffrey Amer	Dr. Deborah Fein	Dr. Anne Mary Kelly	Dr. Michael Payne	Dr. Randall Snook
Dr. Richard Amiraian	Dr. David L. Feit	Dr. Santosh Kesari	Dr. Ely Pelta	Dr. William Solomom
Dr. Michael J. Angel	Dr. Seth Feltheimer	Dr. Eli D. Kirschner	Dr. Porfirio Pena	Dr. Gregory Solomon
Dr. Jeffrey A. Ascherman	Dr. Luis Fernandez	Dr. George Klafter	Dr. Reed Perron	Dr. Teresa Soriano
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Dr. Robert E. Barrett	Dr. Robert C. Flanigan, F.A.C.S.	Dr. Jon Kobashigawa	Dr. Michael Peterson	Dr. Adam Stallmer
Dr. Robert Belknap	Dr. Haigh Fox	Dr. Jeffrey Kocher	Dr. Kelly Philpot	Dr. Richard L. Stein
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Dr. Kevin Cairns	Dr. Krishnan T. Gopal	Dr. Eric Lubiner	Dr. Owen J. Rheingold	Dr. James Valenti
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Dr. Paul Diamond	Dr. Byron D. Jones	Dr. Chima Ohaegbulam	Dr. Eric Segal	
Dr. Stephanie Dietz	Dr. Rosy Joseph	Dr. James Oleske, M.P.H.	Dr. Glenn Seliger	
Dr. Gary Dolowich	Dr. Matthew Kaag	Dr. Carl Ordelheide	Dr. Christopher M. Shaari	
Dr. Catherine M. Dubiel	Dr. Randolph Kado	Dr. Stuart F. Owen	Dr. Ellen Sher	

As of 4/10/2011

Is your doc a Gold DOC?

We invite you to nominate your Gold DOC online today at <http://bit.ly/MyGoldDoc1>.

GHHS National Solidarity Day ...

An inspiring success: 41 Medical Centers in 29 States and Canada

Created by the Gold Humanism Honor Society (GHHS), this movement was sparked by the actions of Dr. Randall Friese, the trauma surgeon who grabbed our attention when he said that the most important thing he did for shooting victim Congresswoman Gabrielle Giffords was to take her hand and tell her that she was in the hospital and would be cared for.

The outpouring of support in the form of creative and compassionate acts energizes GHHS and the Gold Foundation in our ceaseless drive to improve patient care. We are proud to present a sample of the many outstanding projects that took place all over North America. Please visit our website for the [full list](#).

George Washington University School of Medicine

Gave out gold wristbands that say "The Most Important Thing" and "Humanism...GHHS"

Jefferson Medical College

GHHS chapter president Aimee Lee and member Gary Weissman gave heartfelt speeches about the importance of humanism in medicine at a luncheon. Small groups shared memorable patient interactions.

Ohio State University College of Medicine

Observed a moment of silence to honor individuals touched by the recent Arizona tragedy. Distributed Hugs are Healing buttons at the medical center.

SUNY Downstate Medical Center College of Medicine

Showed Dr. Gretchen Berland's award-winning film "Rolling" followed by a discussion regarding compassion for those with disabilities.

SUNY Upstate Medical University

Held memorial service for patients they cared for who passed away. Gold silk ribbons pinned on their coats in memory, read poems, lit a candle, songs played on a harp, wrote a few words about each individual patient on a small paper leaf, and pinned on bulletin board.

Tulane University School of Medicine

Created gift baskets filled with snacks and drinks donated or baked by a GHHS member for ICU/CCU/NICU waiting rooms throughout the hospitals.

UMDNJ New Jersey Medical School

A Leonard Tow Humanism in Medicine Award recipient attended the annual conference on hospice and palliative care to improve teaching about giving the most compassionate care possible.

University of Alberta Faculty of Medicine and Dentistry (Canada)

Had lunch hour speakers (Leonard Tow Humanism in Medicine Award recipients), set up booths at hospital and buildings to sell snacks and valentines for Youth Emergency Shelter Society (YESS). Valentines sent to children's ward and others.

University of Arizona College of Medicine – Phoenix

Stood in solidarity with their Phoenix campus colleagues by creating a banner-sized photo of their group that was displayed as part of the human chain in Tucson.

University of California, San Diego School of Medicine

Panel discussion - 4th year medical students shared their unique experiences and stories of humanism in medicine with students in their preclinical training years to promote humanism in medicine and show what GHHS stands for.

University of Chicago Pritzker School of Medicine

Panel discussion for entire medical school, residency and hospital community on religious traditions in death and dying.

University of Connecticut School of Medicine

Sent the 3d year class a reading on spending time getting to know patients and encouraging them to spend extra time with their patients that day. Pediatrics prof made breakfast for residents in appreciation of their hard work and professionalism. Gave thank you notes to the cleaning staff. House staff on Geriatric rotation delivered Hershey kisses to nursing home residents.

University of Minnesota Medical School

Distributed thank you cards to all the nurse managers to share with the nurses on their unit in appreciation of their ongoing commitment to compassionate patient care.

University of New Mexico School of Medicine

Worked at a local homeless shelter to engage colleagues in a discussion about compassionate care for those in the community most in need.

University of Tennessee Health Science Center College of Medicine

Established annual award for an outstanding member of the healthcare team who consistently demonstrates skills of communication, empathy and compassion.

West Virginia University School of Medicine

Humanism week included viewing of "Rolling," lectures, the HeART of Gold art contest, food drive and launch of the Golden Student Star Program. Approached West Virginia Governor Earl Ray Tomblin, who signed a proclamation officially declaring February 14-18 as Gold Humanism Week.

"Your speedy support of this movement is just what I would expect of the Gold Foundation-humanism at the ground level. What's even more remarkable has been your past development of the GHHS infrastructure which could amplify the effect. Congratulations to you and to Dr. Friese."

DeWitt "Bud" C. Baldwin, Jr., M.D.

Scholar-in-Residence & Distinguished Achievement Award Winner
Accreditation Council for Graduate Medical Education (ACGME)

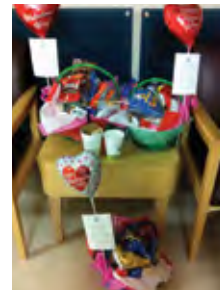
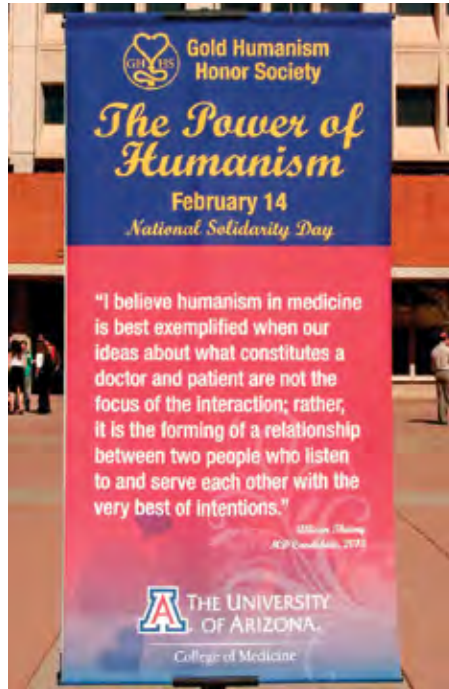


for Compassionate Patient Care



"Students from our GHHS chapter created the [human chain] concept and did all of the work of notification. Our circle covered the entire plaza area and I'm sure we had participation from all of the colleges (nursing, pharmacy, public health, medicine), administrators, staff, students. Some of the trauma team were there (Dr. Peter Rhee and, of course, Dr. Randall Friese). It was gratifying for us all and we are planning for this to be an annual event. If there was this much participation with only two weeks' notice..."

Nancy Alexander Koff, Ph.D.
 Dean for Evaluation
 University of Arizona College of Medicine



"Because the idea of Solidarity Day is so crucial to being a good physician, this event is something I will stress that needs to be continued at Quillen for the years to come!"

Jacqueline Vidosh, MS 4
 Quillen College of Medicine,
 President, 2011 GHHS



Statement of Financial Position

The Arnold P. Gold Foundation

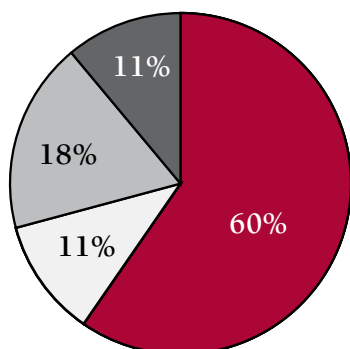
As of December 31, 2010 and 2009*

	2010	2009
Assets		
Cash and cash equivalents	\$230,620	\$187,749
Pledges receivable	489,603	447,836
Grants receivable	1,068,667	1,303,048
Investments, at fair value	13,430,970	12,388,958
Accrued interest and dividends	29,430	39,416
Office equipment, net of accumulated depreciation	13,790	7,688
Security deposit	5,883	5,883
Total assets	\$15,268,963	\$14,380,578
Liabilities and Net Assets		
Grants payable	\$665,773	\$749,848
Other accrued expenses	4,294	68,446
Total liabilities	670,067	818,294
Net assets		
Unrestricted		
Operating (deficit) surplus	2,956,078	2,062,243
Board designated endowment fund	3,050,000	3,050,000
Total Unrestricted Net Assets	6,006,078	5,112,243
Temporarily restricted	1,006,880	1,381,179
Permanently restricted	7,585,938	7,068,862
Total net assets	14,598,896	13,562,284
Total liabilities and net assets	\$15,268,963	\$14,380,578

*The 2009 Statement of Financial Position was excerpted from the 2009 Audited Financial Statements. The complete 2009 financial statements audited by WeiserMazars and are available upon request. The 2010 Statement of Financial Position is unaudited and represents the best knowledge at publication time.

The Arnold P. Gold Foundation is a publicly supported, tax-exempt organization, as defined in section 501(c)(3) of the IRS code.

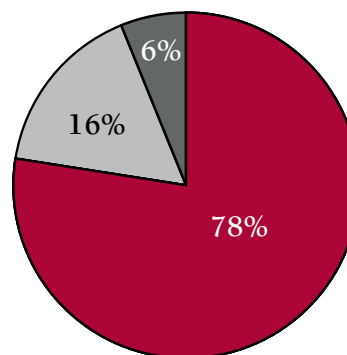
Where Our Money Comes From (2010)



Individuals*	\$1,346,657
Endowments	\$253,000
Grants	\$401,120
Investment Allocation	\$250,000
Total Revenue	\$2,250,777

*Includes 100% participation of the Board

How Our Money Is Spent (2010)



Program Services	\$1,739,335
Management & General	\$137,655
Development/Marketing	\$368,025
Total Expenses	\$2,245,015

In Appreciation

Gifts

President's Circle: \$100,000 and above
Leader: \$50,000 - \$99,999
Guardian: \$25,000 - \$49,999
Patron: \$10,000 - \$24,999
Benefactor: \$5,000 - \$9,999
Sustainer: \$1,000 - \$4,999
Advocate: \$500 - \$999
Friend: Up to \$499

The Arnold P. Gold Foundation is grateful to the individuals, foundations and organizations whose contributions supported our work in 2010. Every donation is an act of advocacy for improved patient care. On behalf of patients and their families, and on behalf of dedicated caregivers, we thank you for your generosity. With your support we will continue working to keep the care in healthcare.

*Note: Donors who made gifts to the Jeffrey Silver Memorial Fund are denoted with a *. Those who made gifts to both the 2010 Annual Campaign and the Silver Fund are denoted with a ^ and listed according to their combined giving.*

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United Health Foundation
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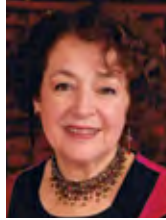
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