



**THE ARNOLD P. GOLD FOUNDATION**  
*A PUBLIC FOUNDATION FOSTERING HUMANISM IN MEDICINE*

**2004 – 2005 Annual Report**  
*Shaping a generation of caring doctors*





The Arnold P. Gold Foundation, a nonprofit organization, fosters humanism in medicine and perpetuates the tradition of the caring doctor to improve patient care. Through innovative educational experiences in medical schools and teaching hospitals, the Gold Foundation helps to develop the reflexive habit of humanism, enabling the contemporary doctor to combine the high tech skills of cutting edge medicine with the high touch skills of effective communication, respect and compassion.

Dear Friends and Supporters:

For the past seventeen years, The Arnold P. Gold Foundation has vigorously advocated for humanistic medical treatment as an indispensable component of patient care. Essential to our work is the knowledge that humanistic skills are not necessarily innate but may be *taught* and *learned*.

The most frequently asked question about our work is: “How do you foster humanism in medicine?” In our 2004-2005 annual report, we hope to answer that question by defining our strategies and presenting examples of our programs. We are particularly proud of our newest initiative, The Gold Humanism Honor Society, whose exemplary members are helping to shape and support the humanistic *Gold Docs* of the future. The Society, which began with 3 pilot chapters in 2002, now totals 50 chapters and more than 2000 members. In 2005, through the vision and generosity of the Robert Wood Johnson Foundation, the Russell Berrie Foundation, the Joyce and Irving Goldman Foundation and an anonymous donor, we started building the financial future of the Society with \$3.5 million devoted to its sustainability. We continue to seek additional funders to secure the honor society and its role as a powerful and promising change agent.

The Gold Foundation offers opportunities for medical students, residents and faculty to explore new ideas and approaches and to develop practical methods to connect to patients and their families, despite the challenges of an increasingly depersonalized and dehumanized healthcare system. We are grateful to the faculty, residents and students whose projects support our mission day in and day out.

We view our work as a responsibility to help shape the kind of caregivers that you, our friends and donors, deserve. Thank you so much for believing in the importance of humanistic care and providing us with the funds to make the difference.

With great appreciation,

Arnold P. Gold M.D.  
Chairman of the Board

Sandra O. Gold E.D.  
Chief Executive Officer



Drs. Arnold and Sandra Gold  
Photo: Lyn Ofrane Photography

## How do you foster humanism in medicine?

### Through RITUALS and REWARDS

Culture is a set of values, practices and traditions that characterize a group. To become the norm, humanism in medicine must, first and foremost, be deemed important. To influence the culture of medical education, we seek to build traditions and establish values through rituals and awards that elevate humanism so that it becomes part of the definition of *effective doctoring*. In 2004-2005, The Gold Foundation recognized over 1600 students, residents and faculty for their outstanding humanism.

#### White Coat Ceremony

Often referred to as the Gold Foundation's "signature program," the White Coat Ceremony welcomes entering medical students into their new profession. Now at 94% of the U.S. schools of medicine and osteopathy, over 15,000 medical students participate annually in this ritual. At the heart of this tradition is the students' oath-taking where they vow publicly to provide compassionate humanistic patient care.

*... the white coat symbolizes the responsibility of the physician to put the interests of their patients first. This responsibility is an obligation which commences on day one, and continues throughout one's entire career. The White Coat Ceremony itself symbolizes, in the presence of family, friends, colleagues and teachers, the magnitude and importance of that responsibility.* — Keith Joiner, M.D., M.P.H., Dean, University of Arizona College of Medicine

#### Leonard Tow Humanism in Medicine Award

In 2004-2005, 79 of the 126 U.S. medical schools presented 311 Leonard Tow Humanism in Medicine Awards to a graduating medical student and a faculty member who best demonstrated the Gold Foundation's ideals of outstanding compassion in the delivery of care and respect for patients, their families and colleagues.

*This distinction will forever be a reminder to me to place the patient before the disease and to work to dispel boundaries that may exist between my patient and me. I will strive to uphold all that this award symbolizes and will encourage and teach the way I have been encouraged and taught.* — Kerri Nottage, Brown University College of Medicine, 2004 Leonard Tow Humanism in Medicine Student Awardee



Taking the oath at Arizona Health Sciences' White Coat Ceremony.

#### Student Clinician's Ceremony

The Student Clinician's Ceremony provides guidance, information and support to medical students beginning their third year clinical experiences. During the ceremony, students revisit the oath taken during the *White Coat Ceremony*, and are introduced to outstanding resident role-models recognized through the Gold Foundation's Humanism and Excellence in Teaching Award. In 2004-2005, with the help of the **Henry and Marilyn Taub Foundation**, an additional 20 medical schools initiated this transitional experience.

*... Pack a pen. There are so many things to learn and so much to remember... Pack some tissues. You will see things that break your heart this year. You will lose your first patient, and it will be heart-wrenching. You will tell someone that he has cancer... You will see a child battle leukemia and swear that you are not cut out for medicine. But you know that you are. Perhaps the most important thing is to be sure and pack your ears. Patients will tell you things that you really need to hear about yourself, about how they see you in your make-believe role as a "doctor." ... If you listen well, you will slowly change the way you wear that coat until it is a part of you and is a seamless fit.*

*All the best,*  
Kristin Scott-Tillery, MSIV

Excerpt from "Letters to a Third Year Student from the Class of 2005," presented during the Student Clinician's Ceremony at the University of Texas Medical School at San Antonio.

## How do you foster humanism in medicine?

# Through ROLE MODELING and REFLECTION

From the first day of medical school to the last day of residency, students learn from professors, residents and fellow students. Role modeling of humanistic behavior is an important way to show doctors in training *how* to take care of their patients. The objective of the Gold Foundation professorships and resident awards, as well as many other grants, is to elevate and support the role models who demonstrate compassionate care towards patients and families, students and colleagues.

### Humanism and Excellence in Teaching Awards

At Student Clinician's Ceremonies across the country, beginning fourth-year medical students recognize up to six outstanding residents who have exhibited particularly strong teaching skills and are role models for compassionate, patient-centered care. There were 389 resident awards bestowed in 2004-2005.

*Thank you for supporting us tired, frustrated, overworked and under-appreciated residents. Thank you for the generous gift and the pin which I wear with pride on my lab coat each day. Thank you for championing the truest, most important ideals of the medical profession...* — Daniel Klaristenfeld, M.D., Surgical Resident, Brown University, July 2004

### Frances A. Velay Humanism-in-Medicine Essay Contest

Hospitals are institutions. The men and women who work inside are, to borrow from the terminology of game theory, "multiple-round players." Morbidity and mortality are woven into the fabric of doctors' daily lives. In contrast, most patients and their families are "one-round players" for whom illness and sudden death are rare and incomprehensible horrors... You don't fully understand this, I think, until you've stood in the middle of a busy hospital, waiting for the world to embrace your grief – and it doesn't... Well-meaning physicians do their best to express concern, but it isn't the physician's spouse or child or friend who has died, after all. The caregiver's world cannot stop.

But it should. Not forever, of course. Not for a day, or even an hour – such a pause is obviously not realistic. It might even jeopardize other lives. But the caregiver's world should stop, nonetheless... In other words, we should not forget as healers what we know as human beings.

Jacob M. Appel, medical student, Columbia University College of Physicians and Surgeons.



From "Getting Under the Skin: the Journal on Gross Anatomy," painted by Jungeun Christine Lee.

Excerpt from the 2004-2005 Essay Contest Submissions



Surgical resident, Dr. Jenny Delapena (left), winner of the Humanism and Excellence in Teaching Award, with medical students from the University of Nevada.

### Grants

In 2004-2005 the Gold Foundation supported more than 80 projects brought to us by medical students, residents and faculty members from around the country. These projects range from research on new curriculum pieces to service projects. A sampling of funded 2004-2005 projects follow.

#### Faculty-Initiated Projects

- **Teaching and Assessing Outcomes of a Reflective Writing Elective**, University of Florida College of Medicine. Identifying how self-reflection helps students increase their humanism.
- **Teaching and Evaluating Professionalism as a Skill Set**, Duke University Medical Center. Creating and evaluating an innovative curriculum for residents to develop the interpersonal skills necessary for humanistic patient care.
- **Promoting Professionalism among Medical Students, Residents, and Faculty through Humanistic Narratives**, University of Missouri Kansas City. Training professors to incorporate storytelling in the classroom and in clinical settings to actively discuss and role-model positive interactions with patients.
- **Sustaining and Balancing Oneself in a Life of Service: Workshop Series for Harvard Preclinical Medical and Dental Students**, Harvard Medical School. Teaching students to identify specific strategies that help increase self-awareness and self-reflection to prepare for a broad range of patient experiences.

#### Resident-Initiated Projects

- **Child Advocacy Night**, Oregon Health and Science University. Presentations by local pediatricians to residents and other practicing physicians describing outreach projects focused on health issues affecting children.
- **Teaching Palliation and End of Life Care to Surgical Residents**, Brown Medical School, Rhode Island Hospital. Training surgical residents in the skills needed to handle the various and difficult issues surrounding death and end-of-life.

- **Promoting the Habits of Humanism**, Children's Hospital at Montefiore. Teaching residents to improve their patient-care skills through interventions such as simulated patient care exercises and directed writing activities.
- **The Fellows Forum**, Northwestern University Feinberg School of Medicine. Providing a forum for oncology fellows to discuss difficult ethical and personal issues and to improve communication skills.

#### Student-Initiated Projects

- **Funded in part by The Kenneth Adler Memorial and The Debra & Carol Ledeen Funds**
- **Something to Think About – Advance Directives Video Project**, Brown University. Creating an informational video for elderly patients, outlining important issues and decisions related to their end-of-life care.
- **Community and Public Health Institute**, New York University School of Medicine. Teaching medical students how to implement service projects in their communities.
- **Assessing and Improving the Cross-Cultural Sensitivity of Future Physicians**, University of Miami Miller School of Medicine. Evaluating three separate educational approaches to teaching cultural awareness to medical students, in order to improve the doctor-patient relationship.
- **Context On-line Journal for Medical Students**, Health Students Taking Action Together (organization of medical students from in and around Georgia). A web-based, student-run journal highlighting the exceptional work of students striving to improve the health of their communities.

## How do you foster humanism in medicine?

### Through EXPERIENTIAL LEARNING

The Gold Foundation offers opportunities to support students, residents and faculty in programs that formally integrate academic study and structured “real-life” learning. These interactive experiences include: visiting patients in their homes, studying particular community health issues firsthand or participating with faculty in a dialogue and reflection over challenging ethical issues.

#### Home Visit Program

Under the guidance of a faculty mentor, the Home Visit Program brings small groups of residents into the homes of patients to teach residents about the social, cultural and economic factors that affect their patient's health. With the generous help of the **Arnold P. Gold Foundation Associates**, the **Dr. Jacob Handler Fund** and the **Edward and Stella Van Houten Trust**, the Gold Foundation has helped to train more than 700 residents in 14 home visit programs in 2004-2005.

#### Student Summer Research Fellowships

Student Summer Research Fellowships are awarded for research in community health issues. They provide an opportunity for students to leave the lab and interact directly with patients of all ages and cultures, honing the communications skills that will help them become relationship-centered physicians. In 2004-2005, 61 students received a research fellowship. The **Mellam Family Foundation** and the **Jane B. Barsumian Trust** partner with the Gold Foundation to provide these awards. A sample of these projects, include:

- **Evaluation of Dangerous Health Behaviors by Participants in a Program for Abused Youth**, Julia Magana, Loma Linda University School of Medicine, Los Angeles, CA
- **Understanding Attitudes and Knowledge of Appalachian Women Regarding Obstetric and Gynecological Issues**, Jane Wiseman, Joan C. Edwards School of Medicine at Marshall University, Huntington, WV
- **Effect of Physician Ethnicity and Language Ability on Physician-Patient Communication Between Chinese Immigrants and their Doctors**, Joanne Chang, New York University School of Medicine, New York, NY
- **Assessment of Obesity in Rural Oregon Communities**, Jennifer Holliday, Oregon Health and Science University School of Medicine, Portland, OR
- **Improving Diabetes Care for Patients with Low Functional Health Literacy**, Kerry Kay, Tufts University School of Medicine, Boston, MA
- **Assessing the Service and Educational Impact of Medical Student-Run Health Clinics**, Scott Simpson, University of Pennsylvania, Philadelphia, PA
- **Identifying the Barriers to Pediatric Vaccinations Faced by a Recently Established Hispanic Population**, Sarah Creighton Greene, Vanderbilt School of Medicine, Nashville, TN
- **Attitudes and Perceptions of Homebound Patients and their Caregivers in Chronic Disease Management**, Parag Vora, Case Western University School of Medicine, Cleveland, OH



*A resident explains medications during a home visit to an elderly patient.*

#### Katrina Assistance Fund Program

In the wake of the horrifying destruction wreaked by the hurricanes in the summer of 2005, the Gold Foundation established the Katrina Assistance Fund to support the academic medical community's service to the victims of the disaster. Between October and December of 2005, we helped to sponsor over 100 students and more than a dozen faculty members and residents, as they provided medical care and healthcare guidance, dispensed food and clothing, and cleaned and rebuilt homes and buildings.

*We vaccinated, diagnosed and treated 60-plus patients per day, but the most important thing we did was listen....They often thanked us for donating our time, but I hope they realized how grateful WE were for the life lessons they taught us and how grateful we were to just be there to help.* — Melissa Yeska, a medical student from the University of Nebraska

The Gold Foundation will continue to fund Katrina Assistance projects through 2006.



*At a temporary clinic in Waveland, MS, a University of Rochester student tends to a local resident...*

## How do you foster humanism in medicine?

### Through the GOLD HUMANISM HONOR SOCIETY

The Gold Humanism Honor Society (GHHS) provides a means by which to recognize exemplary students, residents and faculty who display exceptional sensitivity to the needs of others, and demonstrate the values of humanistic care in their behavior and attitudes toward patients and peers. The power of the original idea is evidenced in the rapid, nationwide growth of the GHHS. As of December 2005, with the catalytic support of its primary partner, **The Robert Wood Johnson Foundation**, 50 medical schools had established a chapter, with more than 2000 members.

*We are honoring the [medical student inductees] for their commitment to patient care and dedication to the medical profession. [They] continue to remind us of the bright promise of tomorrow, and this inspires us all.* — Leslie Lee, M.D., Chief Resident in Neurology, GHHS Member, University of Rochester School of Medicine and Dentistry

A significant milestone was reached in October 2004 with the inaugural Biennial meeting of the GHHS in Chicago. The conference entitled, *Leadership for Sustaining Humanism at the Heart of Professionalism*, was attended by teams of medical students, residents, and faculty members from 31 of the then existing 33 chapters. Future biennials, including one planned for fall 2006, will provide opportunities for members and other medical professionals to reinforce and broaden the habits of humanism and professionalism.

GHHS members routinely act as catalysts on their campuses, sparking community involvement and outreach among their non-GHHS classmates to serve vulnerable populations. The Gold Foundation awards chapter-initiated community grants on a competitive basis. Among the 2004-2005 projects:

- **The University of California, Irvine College of Medicine** conducted medical case scenarios with local underserved high school teens, covering areas such as substance abuse, depression, and general adolescent concerns.
- **The University of Rochester School of Medicine** organized and sponsored their first annual 5K Run/Walk to benefit a student-run health center that serves the many Rochester-area residents who do not have health insurance.
- **The University of Minnesota Medical School** rejuvenated a local homeless shelter.
- **The University of Alberta Faculty of Medicine and Science**, our first Canadian chapter, mentors junior high school students in two inner city schools.



Robert Wood Johnson Medical School Gold Humanism Honor Society member, Benjamin (Dean) Bruins '06, having his blood pressure taken by a New Brunswick High School of Science and Technology student at their annual Science Day.

The rapid proliferation of the Gold Humanism Honor Society indicates that it is addressing an important need for medical schools to elevate the values and behaviors of compassionate and culturally-competent patient care, and the respectful, team-building interactions that contribute to effective health care delivery. We believe the GHHS membership will provide powerful leadership in shaping the future of American medical practice.

*I don't know what your destiny will be, but one thing I do know: the only ones among you who will be really happy are those who have sought and found how to serve.* — Albert Schweitzer, M.D., Ph.D. (1875-1965)

#### In Memory of Drs. Steve Miller and Rich Sarkin



Among those who perished in the Kirksville, Missouri plane crash on October 19, 2004 were two extraordinary role-model humanistic physician/teachers, husbands and fathers: Dr. Steven Z. Miller of Columbia University College of Physicians and Surgeons and Dr. Richard Sarkin of the State University at Buffalo School of Medicine. Dr. Miller and Dr. Sarkin presented their sought-after nationwide workshops and lectures teaching, in Dr. Miller's words, "the habit of humanism," to medical educators. The Gold Foundation was proud to support their work as Traveling Fellows. We continue to mourn the loss of these remarkable, committed physicians, teachers and practitioners of humanistic healthcare.

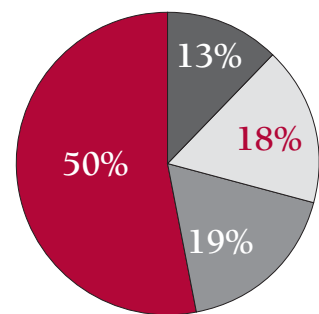
Dr. Richard Sarkin of the State University and Dr. Steven Z. Miller of Columbia University College of Physicians and Surgeons

## The ARNOLD P. GOLD FOUNDATION Statement of Activities Years Ended December 31, 2004 and 2005

	2005	Temporarily Restricted	Permanently Restricted	Total	2004	Total
<b>Operating support and revenues:</b>						
Contributions*	\$1,430,145	\$692,544	\$3,112,182	\$5,234,871	\$1,495,519	
Interest and dividend income	152,649		22,542	175,191	133,922	
Net appreciation of investments	111,295		91,459	202,754	566,997	
Net assets released from restrictions	347,233	(347,233)				
<b>Total operating support and revenues</b>	<b>2,041,322</b>	<b>345,311</b>	<b>3,226,183</b>	<b>5,612,816</b>	<b>2,196,438</b>	
<b>Program expenses:</b>						
Ceremonies and awards	585,156			585,156	416,440	
Program development and research	414,710			414,710	318,320	
Education and training	547,672			547,672	354,767	
<b>Total program expenses</b>	<b>1,547,538</b>			<b>1,547,538</b>	<b>1,089,527</b>	
<b>Supporting services:</b>						
Management and general	158,582			158,582	177,429	
Fundraising	226,079			226,079	267,956	
<b>Total supporting services</b>	<b>384,661</b>			<b>384,661</b>	<b>445,385</b>	
<b>Total expenses</b>	<b>1,932,199</b>			<b>1,932,199</b>	<b>1,534,912</b>	
Change in net assets	109,123	345,311	3,226,183	3,680,617	661,526	
Net assets, beginning of year	5,225,921	634,806	2,793,355	8,654,082	7,992,556	
Net assets, end of year	\$5,335,044	\$980,117	\$6,019,538	\$12,234,699	\$8,654,082	

\*Contributions include gifts of \$3,000,000 to endow The Gold Humanism Honor Society.

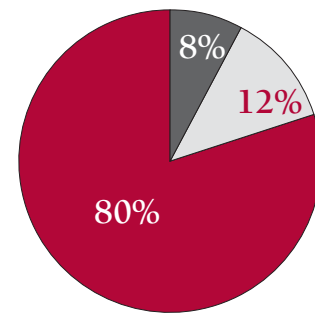
### Where Our Money Comes From



Individuals	\$1,028,115
Foundations	\$387,949
Board Contribution**	\$361,314
Investment Income	\$263,944
<b>Total Revenue</b>	<b>\$2,041,322</b>

\*\*Includes 100% Board participation.

### How Our Money is Spent



Program Services	\$1,547,538
Development/Fundraising	\$226,079
Management & General	\$158,582
<b>Total Expenses</b>	<b>\$1,932,199</b>

## Contributions Received Between January 1, 2005 and December 31, 2005

The annual campaign for compassionate care provides critical support for the development and growth of our innovative educational programs to advance humanistic and respectful patient care. On behalf of patients and their families, and dedicated caregivers throughout the nation, the Foundation's Board of Trustees acknowledges the generosity of our donors. Each person listed below is an important advocate for humanism in medicine. Thank you for your commitment to our mission.

### GIFTS

Leaders:	\$50,000 and above
Guardians:	\$25,000-\$49,999
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### A GOLDEN LEGACY

#### Bequests for Humanism in Medicine

Create a lasting legacy and continue to support humanistic healthcare for you, your children and theirs. Bequests are a vital source of income for the future of the Foundation. In many instances, through a planned gift of cash, securities and/or personal property, you can benefit from tax advantages. To learn more about what planned giving opportunities are available to you, consult a financial planner or lawyer or call the Foundation's Director of Development, Daniele Favre-Panayotatos at 201-567-7999.

Join the members of our Legacy Society who have so thoughtfully and generously provided for the Arnold P. Gold Foundation in their will. Russell Berrie, Helen and Murray Bromberg, Jeanne and Herbert Mayer, Barbara and Norman Seiden, and Beate and Henry Voremborg.

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at Babies and Children's Hospital, New York, NY.

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