



IMPACT

UNIVERSITY OF MARYLAND MEDICAL CENTER



Altruism Abounds

Renowned leader lends time and resources to Shock Trauma Center

"Put others first," this motto has long served as a driving force behind visionary business leader and philanthropist Edward St. John. It has continued to inspire him throughout every phase of his remarkable career—from founding one of the country's top real estate firms valued at over \$2 billion, to building a charitable foundation that has donated more than \$58 million to various causes, to helping the R Adams Cowley Shock Trauma Center at UMMC achieve its strategic vision as both a donor and board member.

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IN GRATITUDE

Capital Projects, Healthcare Progress

Modern medical facilities make a world of difference—allowing clinicians and scientists to accelerate the pace of their work and, in turn, helping patients to heal faster. University of Maryland Medical Center is deeply committed to providing these state-of-the-art facilities, recently completing major capital projects including our extraordinary new Shock Trauma Critical Care Tower, while launching others, like the cutting-edge new neonatal intensive care unit (NICU) within the University of Maryland Children's Hospital.

As you will read in this issue of *IMPACT*, these incredible new resources continue to garner tremendous support from our partners in the community, who share our dedication to ensuring that the people of Baltimore and beyond have access to the finest healthcare, offered inside the most advanced facilities. You are a critical member of this community, and on behalf of UMMC, we extend our gratitude for your wonderful partnership.



Jeffrey A. Rivest
President and Chief Executive Officer



Altruism Abounds

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Mr. St. John's first orientation to Shock Trauma was when he attended the Shock Trauma Gala in 2012. "The program started with the recounting of the real life story of a young man whose car had crashed through my farm fence several years before. During the accident, he had been impaled with a board through his chest and now he was standing on stage and we were hearing his story. His life had been saved by the Shock Trauma Center! Later, I was asked to serve on the Shock Trauma Board of Visitors. I felt it would be an honor to be affiliated with the #1 Shock Trauma center in the world," Mr. St. John remembers. He has since approached his board position with the same selfless spirit he has shown in all aspects of his life.

As a young man, born and raised in Baltimore, Mr. St. John had aspirations of becoming a military test pilot. "I enrolled at the University of Maryland College Park, went to the Air Force ROTC desk and asked what degree I would need to be a test pilot in the Air Force. I was told electrical engineering, which was the degree I signed up for." However, dreams change. "My father was an entrepreneur who had created three very small businesses; manufacturing, distribution and commercial real estate. He passed away when I was 16. As I was about to graduate from Maryland, my mother told me that I needed to give up the 'flying foolishness' and run the family businesses or they would be sold. The aspect of the business I liked most was working with the real estate tenants," he recalls. "The rest is history."

That extraordinary history includes his establishment of St. John Properties in 1971, a commercial real estate firm headquartered in Maryland. The company now owns and manages over 17 million square feet of space and services more than 2,000 tenants in eight states. That history also comprises his creation of the Edward St. John Foundation in 1998, which receives 7.5% of St. John Properties' annual net income and distributes 100% of those funds each year. The Foundation was established to formalize and focus the impact of his giving. The mission is "to provide funding for formal education programs from Pre-K through the high school level" based on Mr. St. John's belief that education has the power to transform lives and strengthen communities.

Mr. St. John is quick to note that his philanthropy is altruistic in nature. "I learned years ago that if you feel an organization needs help, help them because it's the 'right' thing to do not because of the notoriety you could receive," he says. "The satisfaction you receive from helping others is enough."

While Mr. St. John has received a great deal of fulfillment from assisting the Shock Trauma Center board, he wanted to offer philanthropic help as well. "I felt it was important to provide the financial support necessary for [Shock Trauma Center Director] Dr. Tom Scalea and his team to do their miraculous work," he remarks.

"We all have the power to make a difference," says Mr. St. John. "We have the choice to make it personal and to serve as a role model. It's the most important thing we do in our lives."

Dedication runs in the family of George Doetsch, Jr. After founding Apple Ford Lincoln in 1986 and working for decades to build the nationally recognized dealership, George finally passed the presidential torch to his son, George "Chip" III, who is now leading this booming business into the future. Both men have applied the same steadfast commitment as well as their business acumen to their various volunteer and charitable efforts in support of the University of Maryland Medical Center.

advancing key initiatives, such as the campaign to renovate the neonatal intensive care unit (NICU).

"The NICU vision is not only to individualize the rooms where the babies and their families will be, but also to support the staff in giving them the space and resources they need to provide the best possible care," Chip says. "The new facility will help the Children's Hospital team attract even more top talent, and it will certainly draw more young patients to UMMC from across the

whole spoke-and-hub University of Maryland Medical System."

Chip knows that contributors to the campaign will feel proud about their choice: both he and his dad, George, have been deeply moved after seeing the impact of their personal contributions to previous UMMC capital projects. "Nobody has to say a word," notes Chip. "You can just walk into a space you've helped renovate, observe the change, and feel great knowing you've helped families you'll never meet."

All in the Family **DEDICATED DUO** Father and son aid UMMC across the board

The Doetsches' dedication to UMMC began more than 20 years ago, when George joined the R Adams Cowley Shock Trauma Center Board of Visitors—and he remains a member today. He also initiated his dealership's "Drive to Survive" event, a fundraiser for the Shock Trauma Center. "We attribute our success to our community," says George, "and, in turn, we use the fruits of that success to help meet the needs of the people we serve."

George's strong confidence in the center was especially reassuring when he became a patient himself. "The treatment I received as a Shock Trauma Center patient was just unbelievable," George recalls. "I made it back to nearly perfect health when a lot of people didn't think I ever would."

"Had my dad been somewhere else, he probably wouldn't be alive," says Chip. "When you see that kind of quality—of the staff, the capabilities, the process—you want to support it."

In seeking his own supportive niche at UMMC, Chip joined the Children's Hospital Board of Visitors. As board Chair, he has been instrumental in





Living Legacies

Beloved friends make couple's philanthropic dreams come true

Every week for fifteen years, Richard Hoffman, CPA, paid a visit to two special clients in the twilight of their lives: Rouben and Violet Jiji. Mr. Hoffman had grown close to this remarkable couple with whom he had worked for over a decade, becoming both a trusted advisor and devoted friend. Upon their passing, the couple chose Mr. Hoffman as trustee of the Jiji Foundation, which recently made an extraordinary gift to name The Drs. Rouben and Violet Jiji Neonatal Intensive Care Unit (NICU) at University of Maryland Children's Hospital (UMCH).

"We felt very strongly that the Jijis would want us to support UMCH by giving fragile newborns a stronger start to life," says Richard's wife, Stacy, who serves as executive director of the foundation. Among their reasons: Rouben's long association with the University of Maryland, where he was a faculty member in the School of Medicine's Department of Hematology, and the deep affection both Violet and Rouben had for children.

Never defeated by disappointment or hardship, the Jijis rose above every major challenge to live full and successful lives. Born in the 1920s to poor families in Iran and Iraq, respectively, Rouben and Violet met after earning admittance to the same Iraqi medical school—an especially impressive feat for a young Jewish woman in an age of oppression and anti-Semitism.

These factors eventually drove the newly married couple on separate yet equally harrowing journeys out of the country to an Israeli refugee camp, where Rouben diagnosed and treated a young boy suffering from a blood

disease. Immensely grateful, the boy's relatives learned of the Jijis' dream to move to the United States and asked their American family members to sponsor the couple. Rouben and Violet finally made it to the US after passing through several additional countries and working all along the way. They spent the remainder of their lives building renowned careers yet living modestly.

"The Jijis were the definition of the American dream," Mrs. Hoffman says, "and because of them, many generations of people will live better lives."

Included in those generations are newborns in the new Children's Hospital NICU. "I know that if Violet—who originally trained as a pediatrician and ultimately became a pathologist at a local Baltimore hospital—had walked into the NICU and seen these babies, she would have wanted to do everything in her power to help them," notes Mrs. Hoffman, who grew especially close to Violet when caring for her following Rouben's death.

Walking through the new NICU site themselves, the Hoffmans, who are both members of the UMCH Board of Visitors, developed a personal passion for the project. "We were so impressed by all of the plans," says Mrs. Hoffman. "When we saw the real-life mockup of a new private room—where there's plenty of space for a family to be with their baby, and the NICU team can perform major interventions if necessary—this was an absolute no-brainer."

"The Jijis would be so proud to know their name is forever associated with this incredible NICU," Mrs. Hoffman says. "This is going to be something that other NICUs across the country will want to model."



Drs. Rouben and Violet Jiji soon after their arrival to the United States

"The Jijis were the definition of the American dream and because of them, many generations of people will live better lives."

Stacy Hoffman



Transformative Gifts Support the University of Maryland Children's Hospital

At the University of Maryland Children's Hospital (UMCH), it is our privilege to care for children with critical illnesses and complex, chronic conditions. We are recognized in Baltimore and throughout the region for state-of-the-art medicine, research and innovation in patient care. What distinguishes us is our ability to integrate clinical excellence with compassionate, family-centered care and a broad range of

support services. With the leadership of our exceptional physicians and our multidisciplinary care teams, we continue to improve the health of countless children across the region, nation, and world.

Our ability to care for patients in a world-class setting is made possible by the generous philanthropic support of our donors and friends, some of whom you will read about in this issue of *IMPACT*.

UMCH is fortunate to have the support and partnership of benefactors like Richard and Stacy Hoffman as trustees of the Rouben and Violet Jiji Foundation. Through their dedication and advocacy on behalf of UMCH, we are poised for success in our campaign to renovate and expand our NICU and are honored to associate this project with the Jiji's legacy. Also sharing our enthusiasm for this project are many more donors including Chip Doetsch and M&T Bank, whose ongoing leadership and investments will have a transformative and lasting impact on our patients, families and caregivers and will ensure that our youngest patients grow and thrive.

On behalf of my colleagues and the patients and families we serve, I am pleased to share my gratitude for all of our donors and their generous support.



Steven J. Czinn, MD, FAAP, FACG, AGAF

*Physician-in-Chief,
University of Maryland Children's Hospital*

*Professor and Chair, Department of Pediatrics,
University of Maryland School of Medicine*



Experts in the Routine to Rare

From routine care to the rarest of medical conditions, University of Maryland Children's Hospital (UMCH) has it covered. The full-service hospital offers board-certified experts in every subspecialty of pediatrics and a renowned primary care group. To further enhance its outstanding treatment, UMCH provides a broad range of support services, from pediatric AIDS to pet visitation. Together, these exceptional programs and services continue to improve the health of children across the region, nation, and world.

Since arriving at UMCH in 2006, Chief of Pediatrics Steven J. Czinn, MD, has achieved his vision to expand its exceptional team, enabling even more young patients from Baltimore and beyond access to their outstanding skills. Fifteen of the finest new recruits from across the country have now joined the faculty, and patient volumes have increased. In addition to his leadership of UMCH, Dr. Czinn also serves as Chair of the Department of Pediatrics at the University of Maryland School of Medicine.

CHILDREN'S HEART PIONEER LEADS GROUNDBREAKING STEM CELL TRIAL

"Surgeon" and "scientist"—both words apply to Sunjay Kaushal, MD, PhD. The Director of Pediatric Cardiac Surgery at UMCH and Associate Professor at the University of Maryland School of Medicine is now using stem cell science to benefit babies through a first-ever clinical trial.

In the trial, Dr. Kaushal is treating babies with the life-threatening congenital heart condition called hypoplastic left heart syndrome (HLHS), using the infants' own cardiac stem cells to regenerate their ravaged hearts. The trial received FDA approval after Dr. Kaushal demonstrated the tremendous success of his approach in the lab, where he used stem cells to repair the hearts of animals with HLHS.

Most children who suffer from HLHS, which limits the heart's ability to pump blood from the left side of the organ to the body, undergo a heart transplant or a grueling series of reconstructive surgeries. Tragically, even these extreme procedures are often not sufficient: only 50 to 60 percent of treated children survive to age five.



Sunjay Kaushal, MD, PhD
*Director of Pediatric Cardiac Surgery
Division of Cardiac Surgery
Associate Professor of Surgery
University of Maryland School of Medicine*

Says Dr. Kaushal: "We are extremely excited and hopeful that this new cell-based therapy can play an important role in the treatment of children with congenital heart disease—many of whom don't have other options."



To support the NICU campaign, please visit ummsfoundation.org/nicu



Q&A WITH NEONATOLOGY CHIEF DR. CYNTHIA BEARER

Cynthia Bearer, MD, PhD, is a big reason behind the brimming patient load in the UMCH neonatal intensive care unit (NICU). This nationally recognized children's health expert serves as Chief of the Division of Neonatology at UMCH and is the Mary Gray Cobey Professor of Neonatology at the University of Maryland School of Medicine. We talked with Dr. Bearer about plans to expand the NICU—and how the cutting-edge unit will help the hospital's neonatal care to reach new heights.

IMPACT: Would you describe some of the key patient-centric features in the new NICU?

CB: Absolutely. First and foremost, every one of our babies will have their own room, so their families can stay with them. Each room will reflect the environment that's appropriate

for babies at this very early stage of development. For example, because the neonatal brain can absorb only so much stimuli, the room will include special systems that filter and adjust loud noise and bright light. And since these babies may be with us for awhile, we'll decorate each room in a neutral way, allowing parents to bring in their baby's personal effects and make the room their "own."

IMPACT: It sounds like a very supportive environment for both babies and their families.

CB: That's exactly right—supporting families is one of our main goals. With that in mind, we'll offer things like a family lounge area with a kitchenette and a play area especially for siblings. In addition, we're partnering with our Integrative Medicine and Psychiatry colleagues to develop programs such as a mom's support group, to help

lessen the feelings of depression and isolation that can crop up during these stressful times.

IMPACT: How does the project fit with UMMC's strong commitment to sustainability?

CB: All along the way, we've adhered to the principles of Leadership in Energy & Environmental Design, or LEED—a nationwide green building certification program that recognizes best-in-class building strategies and practices. And through our observance of these principles, we'll also reduce our need now and in the future for toxic substances. For instance, our new floors will consist of a sustainable material that doesn't require stringent cleaning chemicals. In the end, we expect to receive one of the highest certifications offered by the LEED program.

Powerful Philanthropy

\$10,000,000 NICU Campaign will fund facility renovation and expansion

Upon completion in 2015, **The Drs. Rouben and Violet Jiji Neonatal Intensive Care Unit** will seamlessly integrate leading-edge technology and family-centered care in a facility that is truly representative of the level of excellence in clinical and patient care at UMCH. "The enhanced environment of care will have profound impact on our patients, families and caregivers" says Janice Eisele, Senior Vice President of the UMMS Foundation. "We are so grateful to our generous donors, our Children's Hospital Board of Advisors and other partners for making this extraordinary project a reality."

UMCH and NICU Campaign by the Numbers



3 The number of years children are followed in the NICU Follow-Up program.

Level IV
The Children's Hospital has the highest level NICU designation to care for babies born prematurely or with complications.

5 The number of NICU "Neighborhoods." Themed areas within the NICU will provide a sense of community for families.

12 The smallest survivor in the UMCH NICU weighed 12 ounces at birth and grew to be a healthy baby.

30 and counting
The number of architects, physicians, nurses, project managers, pharmacists, lab staff, nutritionists, therapists and former NICU families who participated in a year-long design process.

\$42,000
The cost of one Giraffe Omnibed, a special incubator used for preemies in the NICU.

\$10,000,000
Total philanthropic campaign goal for the NICU Campaign.

COMMUNITY MINDED M&T BANK partners with UMMC to keep Baltimore strong

It takes a village to keep a community going strong, which no one knows better than M&T Bank. Established in 1856, the company continues to maintain a community focus, despite its standing as one of the 20 largest US headquartered commercial bank holding corporations. In the greater Baltimore/Chesapeake region alone, M&T has donated more than \$30 million to organizations that provide indispensable programs and services, including UMMC.

"At our core, we're a community bank," says August "Augie" Chiasera, a senior vice president at M&T Bank Corp. and president of the bank's greater Baltimore/Chesapeake region.

"And when you're a community bank, you take care of the cities and businesses where you live and work."

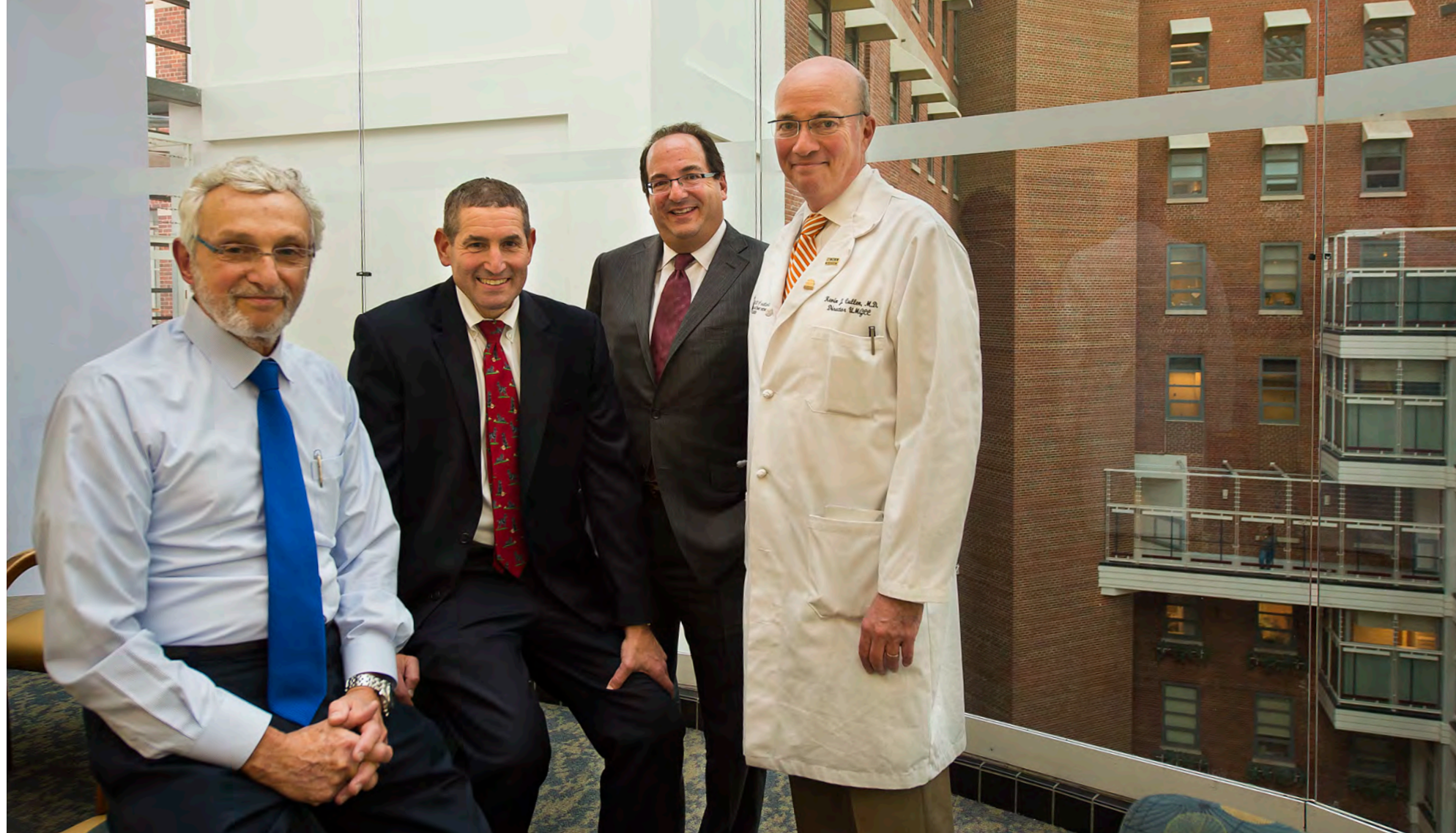
This philosophy has inspired M&T to support a wide variety of programs, from the basic—the bank recently bought 80 new bikes for Baltimore's Ride Around program—to the very broad, including UMMC initiatives that save lives all across the region and well beyond. For example, the bank has made significant philanthropic contributions to the top-ranked R Adams Cowley Shock Trauma Center Critical Care Tower and the campaign to construct a cutting-edge new neonatal intensive care unit

(NICU) at University of Maryland Children's Hospital.

"I think we're very like-minded in terms of our enthusiasm for the region overall," says Mr. Chiasera, referring to the synergies between M&T and UMMC. "The medical center has made so many investments and improvements, you can't help but get excited about what they're doing—it's nothing short of remarkable."

"We fundamentally believe that when Baltimore succeeds, we all succeed," he says. "So it's wonderful to see other big institutions like UMMC committing to this community in ways that allow it to truly thrive."





Provider of Peace

Board member enhances cancer care as a lasting tribute

“I can’t change the prognosis, but I can try to make the experience less painful and hope that a larger waiting room, better equipment, and other enhancements make a difference.”

Neil Kishter

Senior financial services executive Neil Kishter is not the type to take adversity lying down. So when his wife of 20 years, Dana, passed away after bravely battling three bouts of leukemia, Mr. Kishter responded with action—committing to make a difference by enhancing the environment for cancer patients, families, and staff at the University of Maryland Marlene and Stewart Greenebaum Cancer Center (UMGCC).

Mr. Kishter had already begun to improve the cancer care experience while Dana was still in treatment, donating new TVs and DVD players for every room in the bone marrow transplant (BMT) unit where she received a transplant. Seven years ago, in recognition of the amazing care his wife received, he also started to sponsor the annual employee holiday party, a tradition he plans to continue.

“A BMT patient is in the unit for a couple of months on average, so I developed a close relationship with the faculty and staff,” says Mr. Kishter. When Dana’s doctor, Director Emeritus Saul Yanovich, MD, later related the details of larger needs, Mr. Kishter was happy to help. Since then, in collaboration with UMGCC director Kevin Cullen, MD and professor of medicine Aaron Rapoport, MD, he has supported the purchase of cutting-edge new treatment equipment and the construction of an expanded family area. In Dana’s memory, this dedicated area accommodates more loved ones inside the air-filtered unit, which patients cannot leave.

“In addition to serving as both a donor and board member at the Marlene and Stewart Greenebaum Cancer Center, I’ve been involved with other cancer organizations, which

From left to right – Saul Yanovich, MD, Aaron Rapoport, MD, Gary Jobson Professor in Medical Oncology, Neil Kishter and Kevin Cullen, MD, Director UMGCC, Marlene and Stewart Greenebaum Distinguished Professor of Oncology



include the American Cancer Society and Leukemia and Lymphoma Society,” notes Mr. Kishter. “I’ve found the things that can really touch patients and staff are often not budget items.”

Going forward, Mr. Kishter with the support of his second wife, Emily, plans to keep making contributions that give cancer patients, families, and caregivers as much peace as possible. “I’m actively engaged and do whatever I can to make it easier,” Mr. Kishter says.

UM CANCER NETWORK ADVANCES CANCER CARE



The University of Maryland Medical System delivers a distinctive blend of expertise, innovation and caring in each community we serve. Through specialized networks we share the teaching, research and specialty expertise based at our academic medical center — University of Maryland Medical Center in partnership with the University of Maryland School of Medicine — with our affiliated hospitals, health centers, physicians and care teams. Led by the University of Maryland Marlene & Stewart Greenebaum Cancer Center, the University of Maryland Cancer Network provides access to national experts, the latest treatments, leading edge technology, and promising clinical trials.

“The UM Cancer Network provides top-notch comprehensive cancer care to thousands of Marylanders and patients in our region. Aligning excellence in patient care by the community hospitals with the innovation and scientific leadership of the UM Greenebaum Cancer Center gives patients greater access to care when it matters most.”

Robert A. Chrencik, MBA, CPA
President and Chief Executive Officer
University of Maryland Medical System

Make a Lasting Impact: Planned Gifts to UMMC

Your planned gift to University of Maryland Medical Center has a dual impact—providing for you and your family and, at the same time, securing a strong future for UMMC. Moreover, you will enjoy substantial tax benefits from your gift.

Your financial and philanthropic goals can inform how and when to make your planned gift, which may include a bequest, charitable gift annuity, retained life estate, and more. To learn about the planned giving opportunities offered by the UMMS Foundation and how they might benefit you, please contact us at 410-328-5770 or visit ummsfoundation.org/plannedgiving

Points of Pride — Event celebrates the R Adams Cowley Shock Trauma Center

With the *Pride of Baltimore II* as a stunning backdrop, friends and supporters of the R Adams Cowley Shock Trauma Center gathered on a clear September evening to celebrate the remarkable achievements of Shock Trauma and other unique “points of pride” shared by University of Maryland Medical Center, the City of Baltimore and the State of Maryland.

Dr. Thomas Scalea, Physician-in-Chief, shared with guests that “like the *Pride of Baltimore II*, the R Adams Cowley Shock Trauma Center has a rich history based in Baltimore. We are known around the world for our groundbreaking model of trauma care and are proud to continue the legacy of our founder, Dr. Cowley.” The Honorable Francis X. Kelly, Chairman of the Board of Visitors, also commented, “our friends and benefactors are a deep source of pride for us. We owe them a debt of gratitude for their dedication to our mission of providing state-of-the-art care so that our patients survive and thrive.”



1. Dr. Thomas Scalea
2. Sharon Akers, *Executive Director, Edward St. John Foundation, Inc.* with Helen Akers
3. Senator Frank Kelly and Dr. Scalea with Lacy Flynn
4. Richard Schwartz and Jeff Rivest, *President and CEO of UMMC*
5. Senator Frank Kelly and Carl Julio

HEALTH MATTERS: UNIVERSITY of MARYLAND EXPERTS TRANSFORMING MEDICINE TODAY

Thursday, February 19, 2015 | Boca Raton Resort & Club, Florida

Join leading experts from the University of Maryland Medical Center and School of Medicine for a panel discussion focused on advancements and discoveries in research and patient care.

For more information and registration, please visit ummsfoundation.org/HMF

