

STRONG KIDS NEWS



2012 VOL. III



Nurses are key architects for the new hospital design

The design of Golisano Children's Hospital's new patient rooms incorporates the latest in children's hospital room design including three distinct zones: patient, family and health care provider. Each zone is meticulously planned to improve the experience for everyone. For example, in the patient zone things like headwalls, wastebaskets, hampers and sharps containers will all be tucked away, making them less intimidating to children. The nursing teams have been working hard with the architects to find creative ways to make the rooms work well for providers while still maintaining a sense of "home away from home" for families.

Outlets will be conveniently positioned so that medical equipment is

easily accessible yet unobtrusive. And patient rooms – in addition to being private – will be spacious enough so that family members won't have to move out of the way when a caregiver needs to walk around the bed.

These features are planned for the new, eight-story children's hospital at the University of Rochester Medical Center, and have become part of the design process in large part through design recommendations from the hospital's nursing staff. Given their professional expertise and the amount of time they spend with patients and families, they offer crucial input for making sure

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DEAR FRIENDS —

For those who live in the communities that surround Golisano Children's Hospital and sometimes even those who work within it, it is easy to think of the Department of Pediatrics of the University of Rochester and the Golisano Children's Hospital as one and the same. But in actuality, nothing could be further from the truth.

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The children and families who count on our services are incredibly fortunate to be cared for by faculty and staff from nearly a dozen departments and schools of the University of Rochester in addition to the Department of Pediatrics. The Departments of Surgery, Imaging Sciences, Pathology, Anesthesiology, Orthopedics, Neurology, Emergency Medicine, Urology, Otolaryngology, Physical Medicine & Rehabilitation, Dermatology, Obstetrics and Gynecology, Neurosurgery, Ophthalmology, Dentistry, Social Work, Pastoral Services, Pharmacy, Dietary, Facilities Management, the Schools of Nursing and Education, and our community colleagues at the Ronald McDonald House all contribute faculty, staff, and services to what, in aggregate, is the Golisano Children's Hospital. And, as we work to build and outfit our new Golisano Children's Hospital and expand and improve the services we offer to our community, all of these departments and schools are bringing their expertise and resources to bear on making everything as perfect as it can be.

Case in point: Our Department of Imaging Sciences will occupy the ground floor of our new building. This is a huge improvement for our hospitalized children; but it is no small matter for the faculty and staff of URMC Imaging Sciences. Separating children's imaging services from their adult counterparts

is exactly the right thing to do for our patients and families; but it means distance between service areas, added equipment cost and maintenance, and new anesthesia and recovery areas that have to be staffed and monitored.

How will Pediatric Imaging Sciences manage this? Our community partners at B&L Wholesale Supply, steadfast friends of the hospital and the children and families we serve, have certainly given them a wonderful head start! (See page 4 for more) But it will take more than any one individual, any one corporation – even with the unique customers and suppliers of B&L – can provide.

The Department of Imaging Sciences, largely an adult imaging department, has committed significant resources of its own to bringing the best in pediatric imaging to western NY. For example, we will be among a tiny handful of pediatric centers with PET-MRI, a tool that vastly improves care of children with cancer, brain disorders like epilepsy, and blood vessel malformations. We couldn't be more grateful or more proud than we are of our Department of Imaging Sciences and our friends at B&L Wholesale Supply.

All the best,

Nina F. Schor, M.D., Ph.D.
Pediatrician-in-chief,
Golisano Children's Hospital,
William H. Eilinger Chair of Pediatrics



2012 Gala celebrates 25 years by looking back at the story of Golisano Children's Hospital

ONCE UPON A TIME, BEFORE THERE WERE PLANS TO BUILD A NEW CHILDREN'S HOSPITAL AND BEFORE THE NAME GOLISANO CHILDREN'S HOSPITAL EVEN EXISTED, THERE WERE TWO WONDERFUL DOCTORS, SAMUEL W. CLAUSEN, M.D., AND WILLIAM BRADFORD, M.D. TOGETHER, THEY LED THE DEPARTMENT OF PEDIATRICS AT THE UNIVERSITY OF ROCHESTER MEDICAL CENTER (URMC) FOR 38 YEARS.

Then, in 1964, a very special man named Robert J. Haggerty, M.D., took on the role as chair of the Department. Haggerty knew some of the talented community pediatricians, and he had a far-reaching vision: What if pediatric researchers in the hospital joined forces with pediatricians in community offices to better serve kids? What if we expanded upon the idea of one network of care, so that every Rochester-area pediatrician held a title in URM's Department of Pediatrics? And that's exactly what he did.

Haggerty established the unique collaborative system we continue to value today. Then he turned the reins over to David H. Smith, M.D., in 1976. Smith, like his predecessor, believed in the power of research. Smith and his team helped develop the vaccine for *Haemophilus influenzae*, type B, or the HiB vaccine, as it's more commonly known. Smith's legacy lives on, though he has sadly passed, and the vaccine he worked so hard to create continues to save lives of countless children all over the world.

Then came Robert A. Hoekelman, M.D., in 1983. Hoekelman, like Haggerty before him, recognized the critical importance of community pediatricians. He had served as a general pediatrician for 12 years before joining the faculty full-time, and devised a way to help children in the community, from within the walls of our esteemed institution he was part of. Hoekelman began the Department's Division of General Pediatrics, which continues to serve many inner-city and lower-income families with the high quality of medical care they deserve.

Elizabeth R. McAnarney, M.D., became the first female chair of the Department of Pediatrics in 1993. In her 20 years before becoming

chair, McAnarney had directed the Department's Division of Adolescent Medicine. There, she created several programs to meet the needs of teenagers, who face many challenges as not-quite-children, but not-quite-adults. McAnarney was chair of the Department when B. Thomas Golisano made his \$14 million gift to name the hospital in 2002, and it was her commitment to kids that helped usher in a new era for the hospital.

Nina F. Schor, M.D., Ph.D., has led Golisano Children's Hospital with a commitment to build a brand new Golisano Children's Hospital and a drive to make the Department of Pediatrics ever better. Since her arrival in 2006, Golisano Children's Hospital has increasingly gained national recognition, ranking in four pediatric programs for *U.S. News & World Report* in 2012.

This year's Gala, set for Saturday, Oct. 20, will celebrate its 25th year by looking back on its long and proud history of pediatric medical care. Many of the former chairs and their families will join us in celebrating the exciting road that lies ahead. The story book-themed Gala will take place at the Rochester Riverside Convention Center, with the cocktail hour at 6 p.m. and dinner served at 8 p.m.

Opportunities abound for helping the hospital at the Gala, by participating in the live and silent auctions and perusing the hospital's wish list items. For registration, volunteer and sponsorship information on the Gala, please call (585) 273-5948.

We all want a story book ending. With your help, we can make those dreams come true.

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CAMPAIGN CORNER

The Meliora Challenge: The Campaign for the University of Rochester

Ames Amzalak Memorial Trust

The Ames Amzalak Memorial Trust has committed \$100,000 toward a Neonatal Intensive Care Unit (NICU) room in the new Golisano Children's Hospital, the first NICU room to be funded. This incredible support comes from the trustees Jay Gelb, Myrl S. Gelb, Justin Vigdor and Robert Vidgor. The trust has supported many other areas of the medical center, and we can't thank the organization enough for their philanthropy.

Ed & Paula Kauffman

A sincere thank you to Ed & Paula Kauffman for their amazing contribution of \$50,000 to provide the resources to fund the equipment for a room in the Neonatal Intensive Care Unit for the new Golisano Children's Hospital building.

Gelb Family

Grateful parents, Jay and Sandra Gelb have donated \$35,000 to provide equipment for the Ames Amzalak Memorial Trust NICU room. The Gelb family has provided an astounding amount of support to the NICU over the years and Jay is a very active member of the Golisano Children's Hospital fundraising board. His work on the board has helped the NICU improve its care for the region's premature and ill newborns through the purchase of new equipment, including state-of-the-art incubators.

B&L Wholesale shows its commitment to kids

B&L Wholesale Supply and its owners, Don Tomeny, Art Finocchiaro and Bob Latour, have, again, stepped up to help meet the needs of our region's children and families by pledging \$500,000 toward a child and family friendly PET-MRI suite in the new Golisano Children's Hospital.

Once fully funded, the new suite will feature a revolutionary imaging machine that is available in only a handful of hospitals across the country. The PET-MRI machine performs positron-emission tomography (PET) and magnetic resonance imaging (MRI) scans, producing more detailed images than either technique alone. It will help oncologists better and more quickly diagnose cancer in children and will open up future possibilities for determining which cancer therapy is the most effective for each child. It will greatly aid in diagnosis of neurological diseases and in pinpointing epileptic foci, making more minimally invasive treatment techniques possible. Not only will that give pediatric oncologists and surgeons more information than they've ever had before, it will mean that children can have one scan instead of two, potentially reducing radiation exposure.

"Our friends at B&L Wholesale continue to amaze us with their generosity and their progressive thinking about how they can best help our region's children now and into the future," said David L. Waldman, M.D., Ph.D., chair of Imaging Sciences.

B&L Wholesale, which distributes residential roofing, siding, windows, doors, decking, veneer stone and commercial roofing and has the largest inventory and delivery fleet in the Finger Lakes region, has a long history of giving to Golisano Children's Hospital, dating back to its first Charity Golf Tournament in 1995, when it raised \$3,000. This year, the 18th annual tournament raised an amazing \$141,385 and sold out at three courses, bringing the company's giving total to about \$1.2 million. B&L has given the hospital funding for many pieces of needed equipment, such as a 3D ultrasound and neonatal beds for babies who have undergone open-heart surgery. It supported the Pediatric Intensive Care Unit, naming a room; the Pediatric Surgical Suite, naming the Post-Anesthesia Care Unit; and B&L was the lead supporter for the expansion and relocation of the Pediatric Outpatient Treatment Center, giving \$250,000. It has also, generously, supported the social work fund, which helps hospital families in financial need.

"Our children's hospital needs to attract the finest doctors and nurses



to care for the sick kids in our region," Tomeny said. "To attract the best, we need the best facilities available and B&L's customers, suppliers and employees are proud to have been able to help achieve this over the years."

But it's not just the company that gives. Tomeny, Finocchiaro and LaTour teamed up at the 24th annual Children's Hospital Gala last fall to personally pledge \$100,000 toward equipment in two of the new hospital's private neonatal rooms, after being moved by Miracle Kid Grace Esposito's story.

To find out how you can support the PET-MRI Suite or any other part of the new Golisano Children's Hospital, please call (585) 273-5948.

To see some of the magic the B&L Wholesale Pediatric Outpatient Treatment Center makes happen, visit <http://bit.ly/BandLFiddler>





U.S. News ranks Golisano Children's Hospital among best in four programs

Golisano Children's Hospital at the University of Rochester Medical Center (URMC) is steadily moving up the list of *U.S. News & World Report's* Best Children's Hospital rankings. The hospital has been listed among the nation's best hospitals for four pediatric specialties — gastroenterology, neonatology, orthopaedics and neurology/neurosurgery.

Each of the past four years, Golisano Children's Hospital has added a specialty to the *U.S. News* rankings, starting in 2009 with orthopaedics, which ranked #38 this year. Neonatology ranked #27; Gastroenterology, which is new to the list this year, ranked #41, and Neurology and Neurosurgery ranked #44.

"We are delighted that Golisano Children's Hospital has – again – been recognized nationally for the expert care for which we are already known regionally," said Nina F. Schor, M.D., Ph.D., chair of URMC's Department of Pediatrics and pediatrician-in-chief of Golisano Children's Hospital. "We are able to provide this top-notch care because of the collaboration among many departments within URMC, the Ronald McDonald House and the community. And because of those partnerships, we are a destination for pediatric care throughout upstate New York, which underscores, even more, the need for our new children's hospital."

Last year, Golisano Children's Hospital embarked on a \$100 million campaign, which is part of the University of Rochester Medical Center's \$650 million campaign and the overall \$1.2 billion goal of *The Meliora Challenge: The Campaign for the University of Rochester*, both to make major enhancements to pediatric programs and to build a new children's hospital. The new \$145-million tower, located on Crittenden Boulevard and attached to the medical center and Strong Memorial Hospital, will be eight floors and approximately 245,000 square feet of space dedicated to children and their families. The groundbreaking is planned for early September this year with an expected opening in 2015. It is being financed through a combination of equity, loans, and a comprehensive fundraising effort, led by B. Thomas Golisano's \$20-million commitment which enabled construction to begin.

Each of the *U.S. News*-ranked programs has made major improvements in recent years. For example, Neonatology has been focusing on driving down infection rates and being more patient- and family-centered. Its NICU recently added eight new beds and more space to help families transition their babies to home. Orthopaedics has specially trained inpatient nursing staff to treat the complicated pediatric orthopaedic patients the division is now attracting from across the northeast. The division also recently hired a pediatric orthopaedic surgeon who specializes in complex hip issues in children and moved to a new clinic equipped just for children and adolescents (see page 6).

"These rankings show that our focus on improving quality and safety, as well as implementing patient and family-centered care is paying off with national recognition," said Bradford C. Berk, M.D., Ph.D., CEO of URMC. "I commend our team of health professionals for their success, and I thank Tom Golisano and our community for their generous support of our programs. The combination of community support, superb care, and academic excellence has enabled Golisano Children's Hospital to achieve recognition as one of the very best children's hospitals in the U.S."

Golisano Children's Hospital serves more than 74,000 children from the 17-county Finger Lakes region and beyond every year – both as inpatients and outpatients. It houses 132 beds and 34 pediatric specialties and subspecialties, including Pediatric Gastroenterology, Neonatology, Pediatric Orthopaedics, Child Neurology and Pediatric Neurosurgery.

The *U.S. News & World Report* rankings feature the 50 best hospitals in each of 10 pediatric specialties: cancer, cardiology and heart surgery, diabetes and endocrinology, gastroenterology, neonatology, nephrology, neurology and neurosurgery, orthopedics, pulmonology, and urology. Eighty hospitals across the country ranked in one or more specialties.

The full rankings and methodology are available at www.usnews.com/childrenshospitals. The rankings will also be published in the *U.S. News Best Hospitals 2013* guidebook, which is now available.

Miracle Maker Award for Outstanding Commitment by a CMNH Sponsor

RE/MAX associates goes above and beyond for kids

As a Children's Miracle Network Hospitals (CMNH) sponsor, RE/MAX realtors are deeply invested in making a difference in the lives of children in our community. CMNH sponsors help raise funds for more than 170 local children's hospitals across North America, including Golisano Children's Hospital at the University of Rochester Medical Center. The compassionate group of local professionals at RE/MAX First, RE/MAX Plus and RE/MAX Realty offices has gone above and beyond to support Golisano Children's Hospital, earning them one of this year's Miracle Maker awards.

"RE/MAX's dedication to helping children truly is commendable," said Betsy Findlay, director of Advancement at Golisano Children's Hospital. "Their most recent commitment to name a room in the new Golisano Children's Hospital exemplifies how dedicated the associates and brokers are to helping our community's children. We are incredibly grateful for their enthusiastic support of the hospital, as a Children's Miracle Network Hospitals sponsor."

RE/MAX associates recognize that when many individuals band together, they can make a huge difference in the lives of children and their families. Since RE/MAX became a CMNH sponsor in 1992, associates across the nation have raised more than \$100 million for children's hospitals.



Bob Miglioratti (left) and Tom Schnorr (right) receive their Miracle Maker award at Miracle Lunch earlier this year.

As part of the Miracle Home Program, RE/MAX realtors have the opportunity to make a donation for every transaction they make. Through this initiative, RE/MAX realtors raise more than \$27,000 every year for the hospital. RE/MAX realtors also help the hospital through their annual sponsorship of the Golisano Children's Hospital's Gala and

Stroll for Strong Kids.

Golisano Children's Hospital is honored to recognize RE/MAX real estate brokers and the three RE/MAX offices as this year's award winners for Outstanding Commitment by a CMNH sponsor.

New pediatric orthopaedic surgeon a hip expert

U.S. News-ranked program expands at URM's Golisano Children's Hospital



A new pediatric orthopaedic surgeon at Golisano Children's Hospital at the University of Rochester Medical Center brings with him highly specialized techniques for treating children and adolescents with complicated hip issues, such as dysplasia.

P. Christopher Cook, M.D., F.R.C.S., associate professor of Orthopaedics, was recruited from Dartmouth-Hitchcock Medical Center to join the Division of Pediatric Orthopaedics in URM's Department of Orthopaedics. Cook earned his medical degree from Memorial University of Newfoundland School of Medicine and trained at Children's Hospital of Boston. He previously practiced both at Pittsburgh Children's Hospital and in Halifax.

"Dr. Cook has the perfect blend of expertise and personality to fit well into our practice," said James O. Sanders, M.D., chief of the Division of Pediatric Orthopaedics and professor of Orthopaedics and Pediatrics.

"Our families are going to love his bedside manner and skills, and we're delighted to have someone of his caliber join our team."

Golisano Children's Hospital's pediatric orthopaedic services, under Sanders' direction, have expanded in both depth and breadth over the past several years, earning it a place on the *U.S. News & World Report* rankings for four years in a row. The addition of Cook will reduce wait times for patients and will open up new opportunities for children and adolescents with hip issues.

"He's the final piece of our hip preservation program," said Brian Giordano, M.D., assistant professor of Orthopaedics who specializes in arthroscopic surgery of the hip. "Most smaller cities have to send children with complicated hip problems elsewhere. We're now one of only a handful of centers that can repair soft tissues and larger structural abnormalities in the hip at the same time."

ROCHESTER-AREA COLLABORATION SELECTED FOR NATIONAL PAIN EDUCATION EFFORT

AN UNUSUALLY BROAD COLLABORATION OF HEALTH PROFESSIONALS FROM THE GREATER ROCHESTER AREA HAS BEEN SELECTED BY THE NATIONAL INSTITUTES OF HEALTH (NIH) TO HELP LEAD THE NATION'S ASSAULT ON PAIN.

The team, headed by O.J. Sahler, M.D., a pediatrician at Golisano Children's Hospital who specializes in the treatment of pain in children and adolescents, is led by physicians and scientists at the University of Rochester Medical Center. It includes nurses, pharmacists, chiropractors, acupuncturists and others from St. John Fisher College in Pittsford and from the New York Chiropractic College based in Seneca Falls. The endeavor aims to improve pain treatment

for patients by enhancing how health care professionals are taught about the causes and wide variety of treatments available to manage pain. With a \$275,000 grant from NIH, the Rochester team will create materials that will be used worldwide to help teach health care professionals – physicians, nurses, pharmacists, dentists, chiropractors, and others – about the latest treatment strategies for patients in pain.

"We need to understand pain more



Sahler, M.D.

completely, and we need to help patients cope with their pain more effectively," Sahler said. "Pain can contribute to deterioration in so many facets of a person's life if he or she is not able to cope with it successfully. We are looking at approaches to pain management from as broad a spectrum of health professionals as we can, since working with people who have a different perspective greatly enriches the learning experience for all," she added.

Areas of focus for the Rochester team will include pain in young children, the elderly, people with dental or facial conditions, and people in pain for unknown reasons.

PROTECTING HEARTS OF CHILDHOOD LEUKEMIA SURVIVORS

ABOUT 75 PERCENT OF CHILDREN WITH LEUKEMIA WHO TAKE CHEMOTHERAPY FACE LIFE-THREATENING HEART PROBLEMS AS THEY AGE, BUT AN INTERNATIONAL STUDY LED BY A UNIVERSITY OF ROCHESTER MEDICAL CENTER (URMC) INVESTIGATOR SHOWS THAT GIVING A CARDIO-PROTECTIVE DRUG DURING CANCER TREATMENT MAY PREVENT THE DAMAGE.

Led by Barbara L. Asselin, M.D., professor of Pediatrics and Oncology at URM's Golisano Children's Hospital, the study was sponsored by the Children's Oncology Group and the National Cancer Institute. It is believed to be one of the largest trials to evaluate the effectiveness of the drug Zinecard (dexrazoxane), at protecting the heart during treatment of acute lymphoblastic leukemia, about which data has been inconsistent.

Asselin presented data and took part in a

"Today the majority of children with leukemia will be cured.

As our young people survive, though, we believe we will see many more cardiac issues.

It is a problem that must be fixed because it is the leading cause of death later in life among these patients."

forum at the American Society of Clinical Oncology (ASCO) meeting in Chicago earlier this year. Asselin, along with hundreds of other pediatric cancer experts, discussed heart disease and second malignancies – the

unfortunate, severe risks associated with aggressive treatment of children.

"Today the majority of children with leukemia will be cured," Asselin said. "As our young people survive, though, we believe we will see many more cardiac issues. It is a problem that must be fixed because it is the leading cause of death later in life among these patients."

One part of the equation involves getting teenagers and young adult cancer survivors, who tend to engage in riskier behaviors, to be aware of potential problems and make healthy lifestyle choices (no smoking; exercise; careful follow-up appointments with a physician), Asselin said.



Asselin, M.D.

Stroll for Strong Kids marches for miracles



Team Lauren's Legacy.

THIS YEAR'S SUPERHERO-THEMED STROLL FOR STRONG KIDS BROUGHT IN A RECORD-BREAKING \$380,000 FOR GOLISANO CHILDREN'S HOSPITAL. SOME 264 TEAMS MARCHED IN SUPPORT OF THE CAUSE AND TO CELEBRATE THEIR PERSONAL RELATIONSHIPS WITH THE HOSPITAL.

A picture perfect June day at the University of Rochester's River Campus set the scene for the 5K race and attracted more than 4,800 participants. The 5K race brought more than 600 runners to the Stroll which trumps last year's total of 483.

This year's top three fundraising teams were Lauren's Legacy, Cruzin' for Cory and Amazing Grace. The Stroll's largest team, Lauren's Legacy raised an incredible \$32,295 for the hospital.

The top three individual fundraisers were a NICU graduate, Cory Milburn; 13WHAM TV Anchor Jennifer Johnson and William Lockwood, of the Lauren's Legacy team.

Michael Fahy assistant director of



Advancement at Golisano Children's Hospital said this year's event was a great success. "This year's Stroll for Strong Kids was the biggest and best one yet. The support that our participants, volunteers, and sponsors all put into this year's event was amazing, and together they have had an enormous positive impact for all of the kids at Golisano Children's Hospital," said Fahy.

Golisano Children's Hospital would like to thank all the generous supporters of this year's Stroll with a special thanks to Abbott's Frozen Custard, the event's presenting sponsor. For more details on this year's event, including photos, 5K rankings and sponsors, visit www.givetokids.urmc.edu.

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Rich Funke interviews Jennifer Johnson with her daughter, Grace, and husband, Vinnie Esposito.

2012 Children's Miracle Network Hospitals Telethon rings in miracles

THIS YEAR'S CHILDREN MIRACLE NETWORK HOSPITALS (CMNH) TELETHON, PRESENTED BY TOPS FRIENDLY MARKETS AND HOSTED BY NEWS 10 NBC ON JUNE 3, BROUGHT IN MORE THAN \$65,000 IN DONATIONS TO GOLISANO CHILDREN'S HOSPITAL. THE TELETHON FEATURED INSPIRATIONAL INTERVIEWS WITH THE 2012 MIRACLE KIDS AS WELL AS DOZENS OF SUPPORTERS AND GRATEFUL FAMILIES WHO HAVE BEEN TOUCHED BY GOLISANO CHILDREN'S HOSPITAL.

Two of the guest co-hosts of the telethon, Jennifer Johnson and Kyle Schuhart, both shared their special connections with the hospital as well as a love for broadcast journalism. Johnson, who is an anchor for 13WHAM News, is the mother of 2012 Miracle Kid Grace Esposito who was born with a congenital diaphragmatic hernia. "Amazing Grace" overcame incredible odds and was even able to join her mother at the telethon. Kyle Schuhart was able to live out his broadcasting dream on screen at the telethon. This courageous 17-year-old was born with cystic fibrosis and hopes to become a sports broadcaster once he finishes school.

One of the featured guests was Anders Swanson, who was a Miracle Kid in 2008. Anders and his mother told the audience about his heroic battle with an aggressive brain tumor. Hospital supporters such as our area Walmart and Sam's Clubs, Kiwanis Clubs, and organizers of the Roc City Rib Fest saw that all of their hard work and dedication was well worth it as each Miracle Kid and their families told their stories.

Backstage, hospital staff reunited with past Miracle Kids,



Brett Davidsen of News 10NBC was a great sport and took a pie in the face in support of the kids.

and families mingled with countless hospital supporters who donate to the hospital year after year. The night ended with a tremendous total for donations.

Golisano Children's Hospital would like to thank Tops Friendly Markets for their generosity as presenting sponsor of this year's Telethon. Special thanks to every grateful family, generous supporter and community member who helped make this event a success. For more on the 2012 Miracle Kids, please visit www.givetokids.urmc.edu.



Spotlight on CMN Hospitals Sponsors

Walmart and Sam's Club wrap up six-week campaign

Between May 1 and June 15, local Walmart and Sam's Club associates, customers and members raised more than \$114,000 to benefit Golisano Children's Hospital at the University of Rochester Medical Center. Each year, Walmart and Sam's Club stores participate in a six-week campaign to support 170 Children Miracle Network Hospitals (CMNH) across North America. CMNH is an organization of children's hospitals, like Golisano Children's Hospital, that works to raise money for local children.

The campaign included a number of local fundraisers, such as Golfing for Kids, a chicken barbeque dinner and the stores' signature Miracle Balloons initiative, during which customers were invited to make a donation to CMN Hospitals at checkout.

Celebrating 25 years of service, Walmart and Sam's Club have been some of Golisano Children's Hospital's most dedicated supporters. Their tireless efforts, locally, have made a world of difference to Golisano Children's Hospital's patients and families.

Special Thanks to CMNH Sponsors

This spring was very busy for our CMNH sponsors. We'd like to thank all of our generous sponsors for their time and commitment to helping Golisano Children's Hospital. From the Miracle Balloon sales to the hot dog sales and so much more, the following sponsors went above and beyond over the past several months to support Golisano Children's Hospital.

- Rite Aid raised more than \$24,000 during their spring campaign.
- Sunoco came on strong during their month-long campaign and raised more than \$24,000.
- Our new sponsors, Dunkin Donuts, raised close to \$7,000 during



Board Chair Mark Siewert, Jim Kelly, Ethan Minkel and Scott Rasmussen at the Walmart golf tournament.

Iced Coffee Day on May 23.

- Bubba's Roadhouse Restaurant held a motorcycle run and sold Miracle Balloons, raising \$4,800 for Golisano Children's Hospital.

For more information on CMNH sponsors, visit www.givetokids.urmc.edu or www.childrensmiraclenetworkhospitals.org.

Rochester-area Kiwanis Clubs lend a helping hand

Having many "Kiwanians" with family members treated at Golisano Children's Hospital, the Finger Lakes and Genesee Kiwanis Clubs have truly seen the value in having such an institution so close to home. For the past 29 years, these groups have been one of the most dedicated Children's Miracle Network Hospitals (CMNH) sponsors to support the hospital.

When John Hanratty was appointed to the position of CMNH coordinator for the Finger Lakes Kiwanis Clubs, he made sure to do some research on the hospital. "I was impressed by all of the medical capabilities that the hospital possessed, and by the number of children they are able to treat," Hanratty said.

Although each individual club in the Finger Lakes and Genesee Divisions has participated in various service projects to raise funds for Golisano Children's Hospital, years ago, the clubs decided to take it even further. Each club joined together to institute the "Quarter Mile of Quarters" fundraiser, in which they try to collect enough quarters to span a quarter-mile. The concept is simple, and the turnout has been incredible. Over the past six years, the Rochester-area Kiwanis Clubs have raised more than \$30,000 for Golisano Children's Hospital.

Celebrating almost 30 years of service, the local Kiwanis Clubs



The Quarter Mile of Quarters fundraiser at Eastview Mall was a huge success.

are still eager to help the hospital in any way that they can.

"Illness or accident can happen to any family, in any community, at any time. This world-class children's hospital makes our entire region a much better place to live," Hanratty said.

BORN WITH HEART CONDITION, TODAY CHRIS AVENA LIVES LIFE IN THE FAST LANE

DRIVING FAST CARS, ROLLER COASTER RIDING AND SKYDIVING AND ARE NOT TYPICAL HOBBIES FOR PATIENTS BORN WITH A HEART PROBLEM. HOWEVER, FOR THRILL-SEEKERS LIKE CHRIS AVENA, A HEART DEFECT WILL ALWAYS COME SECOND TO A RUSH OF ADRENALINE.

Born at Genesee Hospital Oct. 1, 1982, Chris Avena was a typical newborn baby until the unthinkable happened. At just 4 days old, doctor's informed Chris' parents, Joseph and Noreen Avena, that their son had been born with a congenital heart defect and would need open-heart surgery. The doctors recommended Chris' parents take him to what is now Golisano Children's Hospital, and he was admitted the same day.

Chris was diagnosed with pulmonary stenosis, which occurs when the pulmonary valve cannot open wide enough. As a result, there is less blood flow to the lungs and, consequently, the body does not receive sufficient amounts of oxygen-rich blood.

Joseph and Noreen waited anxiously as a team of surgeons operated on their baby boy. There were a few minor complications, but overall the surgery went well.

As Chris grew, he knew that there was something different about him. Doctors told him he would not be able to participate in contact sports, and Chris found it difficult to explain his condition to his friends.

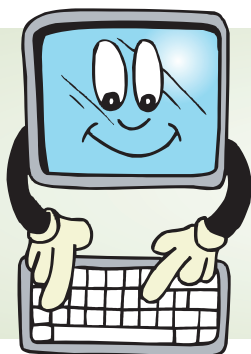
"It feels like living with asthma that's incurable," described Chris. "I never let that stop me though."

Each year, Chris had to have regular EKGs and upper cardiograms, on top of normal checkups, to ensure that heart was still functioning well. Growing up, Chris wanted to fully understand what was going on with his heart during his visits and always asked that his doctors explain his condition thoroughly.

Today, Chris is a self-proclaimed "adrenaline junkie" and lives for high-pressure situations. His doctors make sure to tell him that he is capable of anything, as long as he keeps his condition in mind.

Chris' interest in medicine and love for adventure have led him to find his passion in life as an EMT and after completing the course has began to advance in his career. Remarkably, Chris is now working for the University of Rochester Medical Center, toward his career goals—the very same hospital where he was treated almost 30 years ago. For as long as he can remember, Chris has never let his condition get the better of him, and plans to live a happy, healthy life.

"Never let a condition change who you become. If you let it consume you, you'll miss out on some pretty great things," said Chris.



To meet more patients, donors and supporters of Golisano Children's Hospital, visit www.givetokids.urmc.edu. You can also explore our new building and see the latest renderings of both the exterior and interior.

To stay up-to-date on children's hospital news and access multimedia extras for Strong Kids News visit: bit.ly/GCHnews.

For information on how you can support Golisano Children's Hospital, call the Office of Advancement at (585) 273-5948.

Spirit Halloween gives the gift that keeps giving

Spirit Halloween may only operate during the fall months but their fundraising efforts help support the Child Life Program at the University of Rochester Medical Center's Golisano Children's Hospital year round. Over the past five years, the company's Spirit of Children Campaign has raised more than \$40,000 in cash and merchandise to benefit Golisano Children's Hospital.

In the Rochester area, Spirit Halloween has instituted a "10 for 10" coupon campaign to benefit the hospital. When a customer uses the 10-percent-off coupon, 10 percent of the proceeds from their purchase is donated to the Child Life Program at Golisano Children's Hospital. Spirit Halloween then hosts an annual Halloween party at the hospital, which has become a favorite event for patients and for staff.

Child Life specialists at Golisano Children's Hospital help children and teens deal with illness as well as ease anxiety they may be experiencing.



Specialists also teach parents the best ways to help their child cope during traumatic times. In essence, the Child Life program helps children and teens maintain a sense of normalcy during an especially stressful time.

Spirit Halloween has made a strong impact on the Child Life program and more importantly on the children. Each year, Child Life puts out a "wish list" that outlines everything they need to help enhance a child's stay. Tables, chairs, televisions, board games and toys are just some of the many items that have been purchased as a result of the "10 for 10" coupon donation.

Wendy Lane, director of Child Life at Golisano Children's Hospital, is very grateful for all the support that Spirit Halloween has provided for Child Life. "They really see the value of what we do for the children and work extremely hard to give support. They are such dedicated individuals – we can't thank them enough," Lane said.

For a child, being treated in a hospital is never easy, but with the help of the Child Life staff, Golisano Children's Hospital attempts to make it as comfortable as possible. The support that Spirit Halloween has provided over the years has brought hope to patients.

More than a Game fundraisers score donations for kids

Parents flock to organized sports games year-round, hoping to see their favorite player make a basket or score a goal. The games give children a chance to step up to the plate. Now, thanks to Anthony Richmond's More than a Game Foundation, spectators and players, alike, have a different kind of opportunity to step up – to help children at Golisano Children's Hospital at the University of Rochester Medical Center.

Richmond works with local sports teams to raise funds for the region's only children's hospital. Some of the basketball games have included: the Gananda versus North Rose-Wolcott girls' varsity game, the Wayne Central Holiday basketball tournament, the very popular Monroe County All-Stars Game in Gates-Chili and the Spencerport Boys Tip Off and Girls Coach Chow basketball tournaments. Spencerport also hosted an all-day lacrosse



fundraiser, dubbed the Stick it to Cancer Lax Fest. Most recently, the Williamson softball team held a fundraiser, leading up to the Oswego Strike Out tournament, during which Williamson won the championship title.

The fundraisers have raised more than \$15,000 for Golisano Children's Hospital in the past year, and they're not showing any signs of

slowing down, as more teams jump on board. Golisano Children's Hospital would like to extend a warm thank you to the More than a Game Foundation and to the many schools who have participated in this wonderful fundraising initiative. For more information on how to get involved, please email MTAG@twcny.rr.com.

Upcoming Community Events

Aug. 25

8th annual Fairport Music & Food Festival

Lift Bridge Lane, Fairport. Tickets are \$10 in advance, \$15 at the door and free for children 12 years old and younger. For details, please visit www.fairportmusicfest.com.

Aug. 27

15th annual Ed Kauffman Golf Tournament

Blue Heron Hills Country Club. Call (585) 233-1502 or email ekauffman1@yahoo.com for details.

Sept. 2

Kleinhans Kids Golf Tournament

Conesus Golf Course. This scramble-style golf tournament begins at noon. For more details, visit www.kleinhanskids.com.

Sept. 10

Kayak for Kids

Canandaigua Lake. Steve Clough will paddle from one end of Canandaigua Lake to the other and back. To sponsor Clough, contact him at sclough@angeloplanninggroup.com or (585) 568-6975.

Sept. 13-21

J/24 World Championship

Rochester Yacht Club, 5555 Saint Paul Blvd. in Rochester. Visit <http://2012j24worlds.com/>.

Sept. 29-30

Fall Family Fun Festival

The Garden Factory, 2126 Buffalo Road, Rochester. For more information, please visit www.gardenfactoryny.com or call 585-247-6236.

Oct. 6

Festival of Softball 100-Inning Game

Cobb's Hill Park. For more, please contact Andy Yazwinski, at (585) 271-2650.

Oct. 7

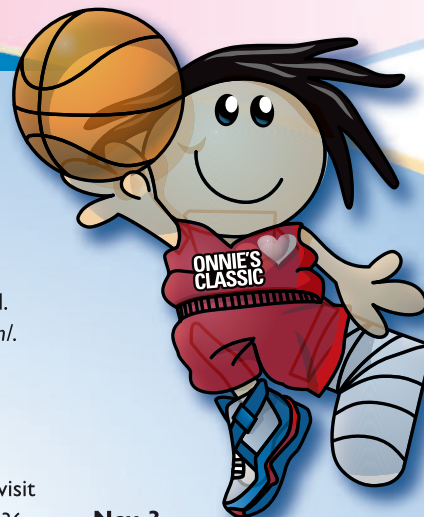
Cruise for a Cause

Caribbean. Visit <http://cruiseforacause.org/> for details.

Oct. 14

Running to Remember 5K/Walk

Brighton. For more information, please contact (585) 273-5948.



Nov. 3

TNT Explosion Event

Pier 45, Port Terminal Building, 1000 North River St. For more information, please visit www.tntmemorial.com or contact Deb Moyer at DebMoyer17@aol.com.

Nov. 10

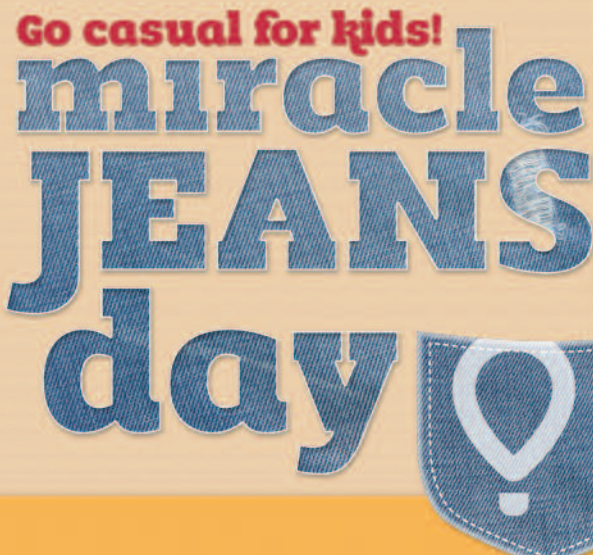
Italian-American Coalition for Kids (IACKids) Gala

Eagle Vale Country Club, 4434 Nine Mile Point Road. To learn more, visit www.iackids.org.

Nov 17-18

2nd annual Onnie's Classic Women's Basketball Tournament

Nazareth College, 4245 East Ave. Please visit <http://athletics.naz.edu>.



www.miraclejeansday.com

Local businesses dress down for Miracle Jeans Day – Sept. 12, 2012

Miracle Jeans Day is a fundraiser sponsored by Children's Miracle Network Hospitals (CMNH). The concept is simple – wear jeans, help kids. Every year, local businesses in the Rochester community participate in Miracle Jeans Day, which allows employees to trade in their work attire for jeans in exchange for a donation to Golisano Children's Hospital at the University of Rochester Medical Center.

Tops Friendly Markets is just one of the

many organizations across the Rochester area whose employees have proudly sported their blue jeans each year in support of the cause. In the past, Tops has had many employees who have had family members treated at Golisano Children's Hospital and because of this they are always looking for ways to give back.

Kathleen Allen, manager of community relations for Tops Friendly Markets, is thrilled with the success of Miracle Jeans Day in the

Rochester stores and is excited to begin plans for this year's event.

"Miracle Jeans Day has allowed Tops to expand upon its already wonderful relationship with the CMN Hospitals, and to raise the much-needed funds for local children's hospitals," said Allen.

This year's Miracle Jeans Day will take place Wednesday, Sept. 12. We'd like to offer a special thanks to Tops Friendly Markets and all other supporters for participating in this fundraiser.

Nurses help design new hospital building

Continued from cover

the hospital offers the most efficient and effective specialized pediatric care possible.

“The nurses are key,” said Elizabeth Lattimore, chief administrative officer for clinical services at Golisano Children’s Hospital. “We need to make sure our new design offers the latest in evidence-based design in patient safety, workflow for doctors and nurses, child-friendly design to reduce patient trauma and stress, and amenities for families so they can remain at their child’s bedside as a key member of the care team. The nursing teams that run these units are key architects providing invaluable design recommendations for our future hospital.”

Working closely with architects, nurses provide opinions that go far beyond soothing palettes for the 245,000-square-foot tower, which will feature an expanded Neonatal Intensive Care Unit (NICU), 52 private rooms with ample space and couches that convert into double beds, a conveniently paired Pediatric Intensive Care Unit/Pediatric Cardiac Intensive Care Unit (PICU/PCICU), and pediatric imaging sciences facilities below. Breaking ground this fall and slated to open in 2015, the hospital will also include a hospitality suite with kitchen, shower and laundry facilities, a resource library with a concierge service, a drop-in daycare, teen room and two-story playdeck, and other additions designed to help patients and families feel as comfortable as possible.

Nurses regularly pore over highly detailed floor plans, and participate in simulations to ensure that each private room has three separate zones – for caregivers, the patient,



Nurse Manager Denise Clough (left) is one of dozens of nurses who have helped architects design the new hospital around patients’ and families’ needs.

and the family – that are clearly defined for optimal support and healing.

“The level of curiosity and feedback intensifies once you see these ideas in the mock-up stage,” said Sue Bezek, associate director of pediatric nursing. “Everything comes alive. The vision becomes clearer.”

And that vision extends to something as seemingly basic as the bathroom door.

“I personally took on that one as a challenge,” Lattimore said. “The initial design called for a large handicap accessible door that swings into the family zone of the room. We don’t want a design that right away tells the family they are in the way. We want a design that says you are integral to the care and is welcoming to the family. So we found a solution. It’s that level of detail.”

Fina Santiago appreciates such meticulous consideration. Her son, Nicholas, has congenital fiber-type disproportion, a neurological non-degenerative muscular disorder. Now 12, he has been receiving care at the hospital for 11 years. For the first seven years, he spent about three months out of every year there, but now that he’s stronger than ever, the stays usually last from

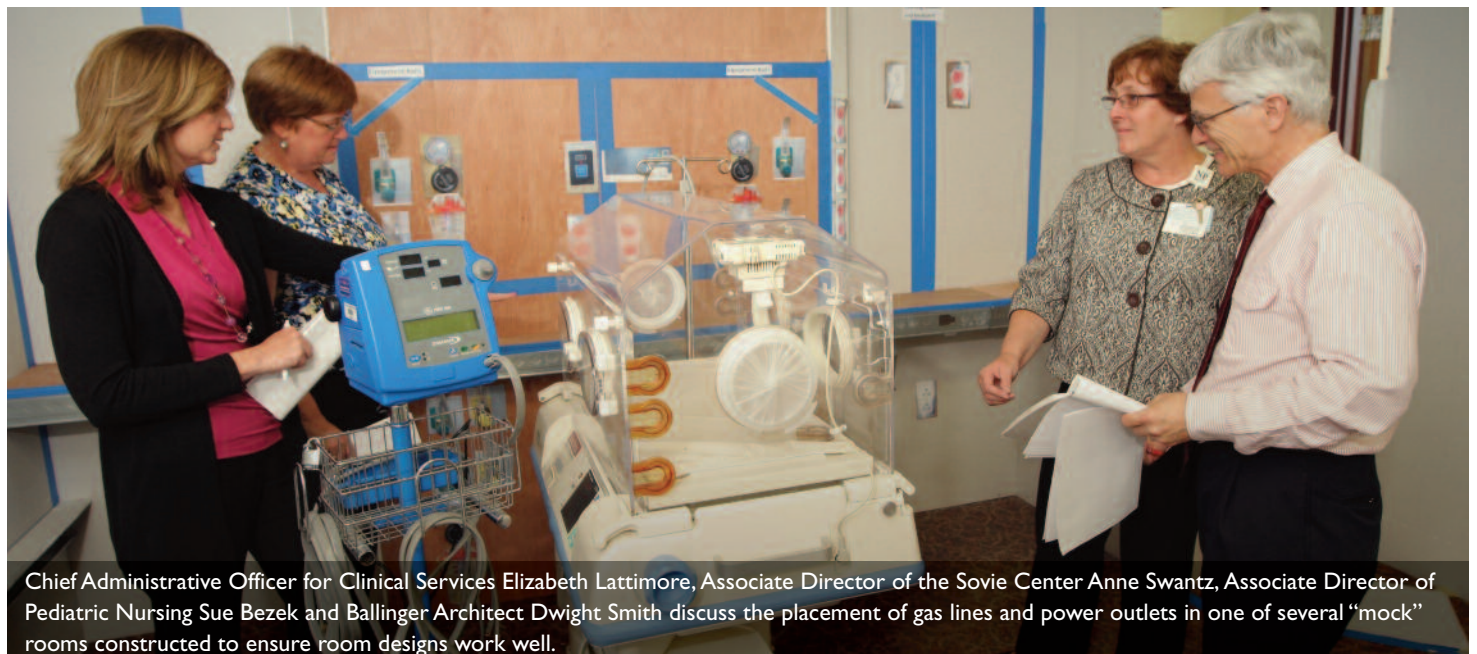
a few days to a week.

Santiago, who has sat on the hospital’s Family Advisory Board for seven years and is a family representative for the design phase, offers a deeply personal perspective to the process. She recalls times another patient in her son’s shared room would have to be moved just so that Nicholas could make his way in his wheelchair, which wouldn’t fit between the bed and the wall, to the bathroom.

“A lot of times children are growing up here – they’re living here,” she said. “We want to make sure they feel at home, and the hospital is trying to do everything it possibly can to make sure families are having a say. That’s huge.”

The design process is a gradual one, with nurses providing a critical role in making sure families feel part of their child’s care – without stepping into their space to provide it.

“As each phase evolves, we bring new questions to the nurses,” Bezek said. “We say, ‘Here’s what we have at this point, and here’s what we think we need. Is there anything we haven’t thought of?’”



Chief Administrative Officer for Clinical Services Elizabeth Lattimore, Associate Director of the Sovie Center Anne Swantz, Associate Director of Pediatric Nursing Sue Bezek and Ballinger Architect Dwight Smith discuss the placement of gas lines and power outlets in one of several “mock” rooms constructed to ensure room designs work well.

Special Thanks

Many thanks to these and all generous supporters and event organizers that benefit Golisano Children's Hospital!

If you are interested in hosting a fundraiser please contact Michael Fahy at: michael.fahy@rochester.edu or 585-276-5176.

- Thanks go out to the McAdam Family raising nearly \$600 for the children's hospital at the Gananda Garage Sale.
- We greatly appreciate the efforts of Jennifer & Tim Brush and their family in holding the 10th annual and final Taylor Brush Memorial Dinner Dance. The event raised nearly \$8,000 – thank you all for your tremendous effort over the years.
- Thank you to Ms. Ida Wheeler and the entire Talent for Tots & Teens committee for raising \$21,302 through three Dance & Talent Shows during 2011. We appreciate your generosity.
- Our appreciation goes to the Germanow Family for their continued support of our Child Life team and their donation of \$215 to support the art cart for our pediatric patients. Thank you.
- Special thanks to Team Ali-Gaiters for holding their 9th annual Clambake and raising over \$18,000 and for committing to help build a room in the new Golisano Children's Hospital building. Thank you all so much.
- We can't thank everyone at the Harley School enough for the energy they put into inviting the U of R's Yellowjackets to the school for a concert. Half of the \$2,700 in funds they raised was donated to Golisano Children's Hospital.
- The Mitchell family raised nearly \$8,000 at the 5th annual Keeping Hope Strong event. Thank you all for all you do.
- Special thanks to our friends at Pic's Place in the University of Rochester Medical Center for raising \$3,195 for Golisano Children's Hospital.
- We appreciate the efforts of our friends from the Pittsford Crew team in conjunction with their Row for Strong Kids event. Thank you for your donation of \$4,000 from this year's event.
- Kristina Bianca and our friends at La Salon Bianca raised \$2,000 for Golisano Children's Hospital during an event at their Salon. Thank you all for your efforts.
- We appreciate the efforts of the Italian-American Coalition for Kids, who donated \$5,000 to the Pediatric Social Work team to support our families that need it most. We can't thank you enough.
- Thanks to Todd Krupa, Brian Wemett, and everyone from the 5th annual Roc City Rib Fest for your continued support of the kids at the hospital. Your donation of \$15,586 is greatly appreciated.
- We can't thank everyone at Martha Brown Middle School enough for their ongoing support from the Kid 2 Kid event. The group donated more than \$13,600 from this year's event. Thank you all.
- The SMILE Spaghetti Dinner raised more than \$2,100 for the Cleft & Craniofacial Center at Golisano Children's Hospital. Thank you to everyone in the Nazareth College Speech Pathology program for your gracious support.
- The Photo City Browns Backers donated \$200 to the hospital in conjunction with activities from this past season while rooting on their beloved Browns. Thank you.
- The Red Jacket Junior Hoops Program donated the proceeds from two basketball tournaments to Golisano Children's Hospital. Thank you all for your generous gift of \$6,711.
- The 2nd annual Cobbles Elementary Coins for Kids event generated a donation of \$1,289 for the kids at the hospital. Thank you to Tracey Merriman and the entire team of students and teachers at Cobbles that made this possible.
- Thank you to everyone from the Greek Festival for their generous \$1,000 donation associated with your wonderful event. We appreciate your support.
- We truly appreciate the donation of \$1,350 from the Rochester Knighthawks, star player Cody Jamieson, and the Greece Hurricanes Lacrosse program that will go a long way to supporting the kids.
- Special Thanks to Kyle Stein for raising \$5,615 in conjunction with his Bar Mitzvah service project. We truly appreciate this support.

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