

STRONG KIDS NEWS



GOLISANO CHILDREN'S HOSPITAL AT STRONG
University of Rochester Medical Center

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Bradford C. Berk, M.D., Ph.D., University of Rochester Medical Center CEO, announces the PRISM project. From the left are: David L. Waldman, M.D., Ph.D., Nina Schor, M.D., Ph.D., Michael C. Goonan, Kathleen Parrinello, R.N., Ph.D., Thomas S. Richards and University of Rochester president Joel Seligman.

Expansion Plans for Peds

Project to ease overcrowding, enhance children's care

In October, the University of Rochester Medical Center announced a proposed expansion that would change the face of children's health care in the region. Pending state approval, Golisano Children's Hospital will occupy a whole floor in a new six-story tower adjacent to Strong Memorial Hospital and connected to the Pediatric Intensive Care Unit (PICU).

This will give our children's hospital a physical continuity we haven't enjoyed before — pediatric imaging, an observation unit, an inpatient procedure recovery area, inpatient floors, the Neonatal Intensive Care Unit, the PICU and maternal health will be located just steps from one another. It will also replace the current rooms with 56 private rooms for our pediatric

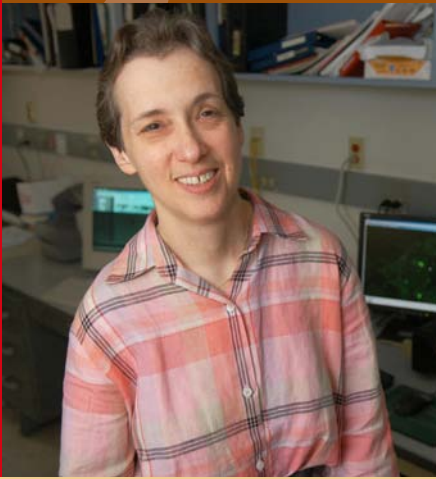
patients and their families.

"This project will bring our facilities to the level of the nation's top children's hospitals, enabling us to attract and retain top pediatric sub-specialists who are in short supply," said Nina Schor, M.D., Ph.D., chair of Pediatrics and pediatrician-in-chief at Golisano Children's Hospital. "This creates hope for all the families in our region."

The entire project, dubbed the PRISM project for Pediatric Replacement and Imaging Sciences Modernization, includes two floors in the tower for Imaging Sciences (including a space dedicated to children), a floor of private adult rooms and the renovation of the current fourth floor pediatric rooms into adult rooms. The expansion, which adds

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Dear Friends —

This issue of the Newsletter comes amidst lots of excitement and gathering momentum. At front and center in our planning is the Pediatric Replacement and Imaging Sciences Modernization project, or PRISM, as we've come to call it.

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Looking forward to this undertaking, I realize that it is always easy to summarize this sort of visionary plan by spotlighting the numbers. Always easy, but always a mistake.

Yes, the PRISM project means more room for each child and family admitted to GCHaS. Yes, it means more square feet for children's services and more private rooms and more beds for adult patients at a time when our population is aging. And that is all to the good. But from the heart and pen of a pediatrician, here's what the PRISM project really means for Rochester and upstate New York:

Constructing a contiguous space that houses most of what a child needs during an inpatient admission means an opportunity to diffuse children's fear and families' confusion. For the first time, we can conduct the entire hospital stay in a space where the décor, accessories, people, and color scheme all say, loud and clear, "Here, kids and their families are the only things that matter. You are important. You have arrived at Golisano Children's Hospital."

The ability to bring both children and adults from the Emergency Department to their inpatient room faster will mean brothers, sisters, sons, and daughters of patients are not sitting anxiously in the waiting room. It means that definitive treatment is allowed to get underway quicker; that families are comfortable and settled, finding answers and respite sooner.

The modernization of our Radiology Department will mean a separate, family-friendly, less-scary waiting area,

preparation, and recovery space for kids. It also will increase our capacity and capability to perform cutting edge diagnostic procedures and treatments in timely fashion right here in Rochester.

Building, maintaining, growing programmatically a state-of-the-art children's hospital and imaging facility means more jobs. And not just in the short, concrete term as we plan and build, but also as we staff the novel clinical programs this building affords. Having such a facility is absolutely crucial to the recruitment, retention, and maximization of the potential of the country's best physicians, nurses, therapists, social workers, technicians, scientists — you name it — to upstate New York.

The revitalization of this region depends critically upon us. And we will need everyone and every skill set. From planning to building to programmatic and strategic enhancement of what this region has to offer we must be the reason they will come. We must be the reason they will stay. I know I can continue to count on you all to help make it happen!

All the best,

*Nina F. Schor, M.D., Ph.D.
Pediatrician-in-chief*

Children's Hospital adds hospitalist service

With plenty of tough cases in their own offices already, it has become increasingly difficult for many pediatricians and family practitioners to provide and coordinate care for complex hospitalized children. That's why Golisano Children's Hospital at Strong has initiated a pediatric academic hospitalist service.

"We want to do what makes the most sense for hospitalized children and their families, and be helpful to community providers at the same time," said Elise van der Jagt, M.D., M.P.H., a pediatric critical care physician and the clinical director of the new hospitalist service.

The hospitalist service, which began in September, provides busy pediatricians and family practitioners the option of allowing physicians specializing in the care of hospitalized children to provide care for their patients while they are inpatients.

Already, attending physicians at the hospital and pediatricians from the Strong Pediatric Practice see patients whose physicians are either too far away or too busy to visit the hospital every day. The hospitalist program will formalize this service, using physicians whose area of expertise is general pediatric hospital medicine, caring for children in a hospital setting.

"More and more pediatricians in this community—even those closer to the hospital—are asking that their patients be cared for by our faculty," said Thomas McInerny, M.D., associate chair of the Department of Pediatrics. "They are overloaded with complicated outpatients and recognize the expertise of the hospital staff."

The pediatric hospitalists are on site on the inpatient units of Golisano Children's Hospital at Strong from approximately 8 a.m. to 5 p.m. every day and are available by phone (or on site, if necessary) after hours. Since the hospitalists are in the hospital all day,

it is possible for them to see their patients two or even three times a day to provide care, enabling them to sometimes shorten the length of stay for patients.

Even when community pediatricians opt to take advantage of the service, they are incredibly important to the care of children in the hospital, said Peter Szilagyi, M.D., M.P.H., chief of General Pediatrics.

"Being in the hospital is a critical time, but the times before and after are just as critical," Szilagyi said. Szilagyi

"More and more pediatricians in this community ... are asking that their patients be cared for by our faculty."

oversees the non-clinical work of the hospitalists.

In addition, even when pediatricians take advantage of the new service, they may want to see their patients and their families, to reassure them and to help families understand that their pediatrician will still be involved in their children's care.

Van der Jagt is responsible for overseeing the clinical operations of the program, ensuring that the hospitalists provide excellent and efficient care with a high level of satisfaction from the patients, families, the community physicians and the hospital staff.

"One of the key skills of the hospitalist is their ability to communicate with multiple providers across disciplines and coordinate care efficiently

within the hospital setting. In addition, to provide seamless care between hospital and outpatient care for children, hospitalists have to be very thorough, and constantly be in contact with pediatricians and family care physicians, as well as with families," van der Jagt said. "Not everyone can do this. This is a different skill set than other physicians may have."

Golisano Children's Hospital's first five hospitalists— Drs. Amy Blatt, Keely Dwyer-Matzky, Sara Horstmann, Ted Sigrest and Karen Wilson— have been selected for their unique set of skills and their already considerable familiarity with the hospital system.

Besides providing clinical care, the pediatric hospitalists are central to the academic mission of the children's hospital. Being present on the inpatient units will make them a resource and constantly available to pediatric residents and medical students for consultation and supervision. And, by being an integral part of the in-hospital care process, they will be in an excellent position to contribute to research in the areas of quality improvement, education, safety and general pediatric hospital medicine. Szilagyi, a well established pediatric researcher, will provide mentorship for the hospitalists' research.

The pediatric hospitalist movement has incredible national momentum. In 2005, there were 1,000 pediatric hospitalists; now there are 2,000— with most leading children's hospitals around the country having an active pediatric hospital medicine service.

"It's the fastest growing field in pediatrics," Szilagyi said. "It appears to be doubling every year."





Fighting back tears

The fulfillment and heartache of pediatric nursing

Written by Amy Keller, R.N., Golisano Children's Hospital at Strong

The song on the alarm rudely awakens me and I drag myself out of bed.

2 a.m. My head hurts as I stumble to the kitchen and click on the coffee maker. As I drive to work I think to myself, why in the world am I doing this?

When I arrive, the nurses on the unit are a picture of choreographed chaos as they scurry from room to room. It looks like another busy night.

As I approach my first room, I make a mental list of things I need to get done in the next hour, but for the next few minutes Joe is my only concern. As I step into the room, the smell of grief and death is so strong that it knocks me back. I close the door and catch my breath, thinking, how did it come to this? My job today is to send Joe home, to die. It is my responsibility to make sure he stays alive until 11 a.m., when the ambulance will come to bring him home to the only place he wants to be when he passes away. On first

glance, I question if I am capable of this job.

Katie has wet the bed again, the tech informs me. This is the third time tonight. When I go into the room she is crying, and wet, and embarrassed. As I bring a new, clean comforter up to her chin, she smiles and says, "Sometimes I miss being tucked in."

I can hear Derrek screaming. As I rush into the room I see him struggling with his mom. She looks at me with big tear-filled eyes as if to say, "I don't know what to do with him." Part of me wants to say "me neither," but I give her a confident smile and tell her to go grab a cup of coffee or take a walk. Derrek is too upset to understand that we have his best interests in mind, and no amount of convincing will change that, so I do what I can. I fluff the pillows under his leg, bring him his pain medicine and a new bag of ice, shut the lights out and sit with him until he has exhausted himself and his anger. And then I go

and give his mom a hug.

10:30 a.m Don't ask me where the time has gone. The ambulance calls to tell me they can't be there to pick Joe up until 1 p.m., they want to know if that will be okay. All I can say is, "I hope so."

12:30 p.m. I'm in Lizzy's room. Sprawled out before her are a dozen pills. She insists on spreading them across her bedspread, sorting them by color and size and then taking them one at a time. She does not know I have four other patients who need me, she does not know I cannot afford to sit here for a half hour while she discusses which one to take next or how the pink one is the color of her prom dress. She does not know, and I plan to keep it that way. She also doesn't know the doctors are outside of her room discussing the possibility that she has rejected her transplant. So for now we talk about prom, and what she wants to do after high school, until all the pills are gone.

When the ambulance crew comes, I am so happy I could kiss them. As I say goodbye to Joe and his family, his mom gives me a tearful hug. In this moment, I have given her the one thing she has been praying for all week, the chance to take her son home. I fight back tears, they will come later I am sure, but for now there is still work to be done. I wave and smile and pray that God will be merciful and come quick, but not before Joe gets home.

4:30 p.m. I push open the front door and drag myself inside. I notice my coffee cup right where I forgot it this morning. I realize my head still hurts, right along with my heart, but something deep inside me understands why I'll get up and do it all over again tomorrow.

The names used above are fictional, and do not correlate to real individuals; to protect patient privacy, each character in the story is a sum of the author's various experiences since she joined Golisano Children's Hospital at Strong as a pediatric nurse last year.

Kohl's stores provide generous gift for Injury Free Coalition for Kids Rochester site

Rochester-area Kohl's associates partnered with Golisano Children's Hospital's pediatric emergency doctors and the Office of Traffic Safety to host a special bike safety event for local kids at the 3rd annual Fairport Music and Food Festival on Saturday afternoon Aug. 25.

The safety event — which included helmet-fitting demonstrations, a “slow” race, coloring contests and “name the bike parts” games — marked an important stride in efforts to protect Rochester's children. That same day, Kohl's Cares for Kids® presented a check for nearly \$48,000 to Golisano Children's Hospital at Strong's Injury Free Coalition for Kids program.

The donation provides much-needed funding to the program, sustaining its community-based efforts to conduct traveling bike safety rodeos, home safety awareness initiatives and seasonal public safety announcements aimed at children and parents.

“We are thrilled that Kohl's understands the importance of preserving programs like these, which educate children in safety matters,” said Lynn Cimpello, M.D., who co-directs the Injury Free program with Anne Brayer, M.D. Both Cimpello and Brayer are attending pediatric physicians in, and members of, the Department of Emergency Medicine at the University of Rochester Medical Center.

“Protecting the community's kids through preventative medicine and education is our mantra here at the children's hospital; really, at the University of Rochester Medical Center on the whole,” Brayer added. “But we can't do it without staunch community support. This funding is a rush of fresh wind in our sails.”

Unintentional injury is the number one killer of children less than 18 years old in Monroe County, and in 2006 alone, the hospital's pediatric emergency department saw 9,279 injury-related



◀ (L to R) Matt Lashway, District Manager for area Kohl's stores, joins pediatric emergency department physician Dr. Greg Conners, presenting a check that underscored the important of injury prevention work in the Rochester community.
▼ Mary Coon, Kohl's associate, oversees a coloring contest at the Kohl's bike safety booth.



visits. To hedge against this, the coalition acts like a magnet, drawing together community groups, governmental agencies and others to identify community concerns and address them by developing plans and implementing prevention activities, ranging from car seat safety checks (there were 717 motor-vehicle occupant injuries suffered by local children in 2006), to building safer playgrounds for at-risk inner-city neighborhoods (falls were the most common pediatric injury visit in 2006, totaling 2,696; cuts and pierces were prominent on the list, too, at 707 inci-

dences), to providing helmets to all children who are brought to the pediatric emergency department for treatment of wheeled-sports injuries (among them, 275 child pedal cyclist injuries, to say nothing of rollerblades, Heelys, skateboards and the like).

The Kohl's Cares for Kids® hospital partnership program raises funds for children's health and educational opportunities through the sale of special seasonal gift items at check-out registers, including CDs, plush animal toys and books.

At \$570,000 Gala trumps fundraising record, yet again



More than 930 people bought tickets to Golisano Children's Hospital at Strong's 20th anniversary Gala on Saturday night, Oct. 20, helping the fundraiser net the highest amount ever in its two decade history — \$570,000!

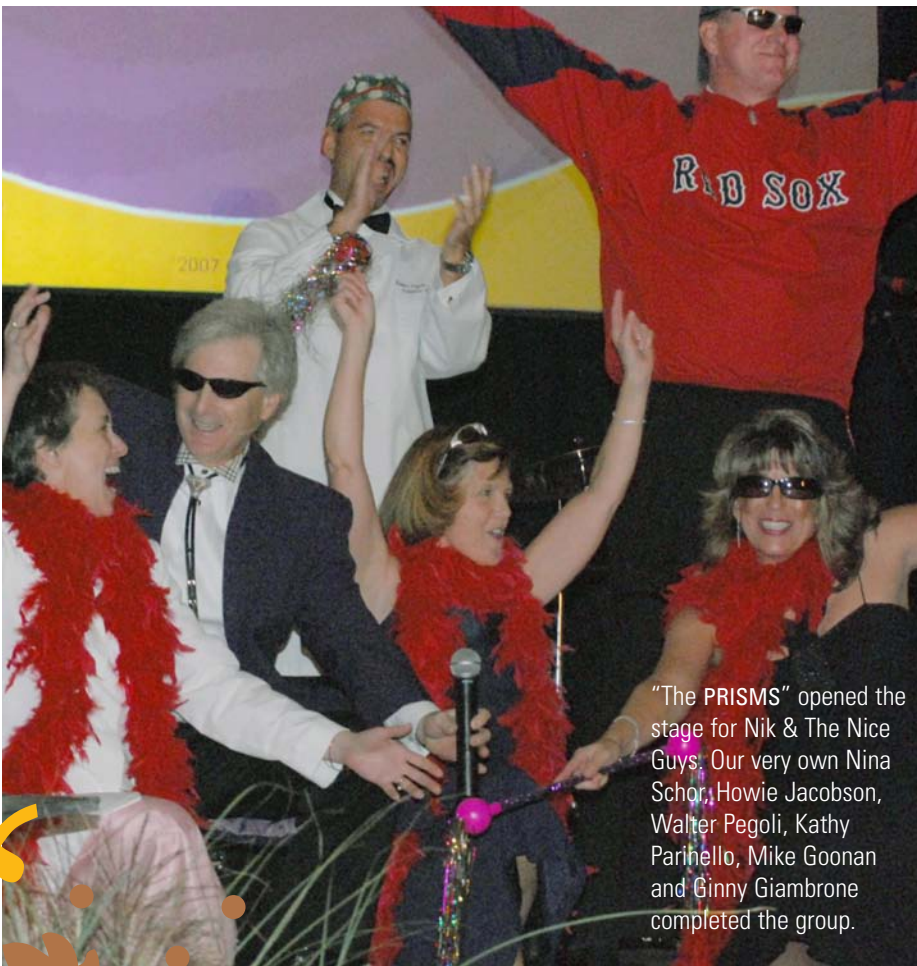
The funds were raised through a combination of ticket sales, silent and live auctions, and wish list items to support programs such as the Neonatal Intensive Care Unit and Child Life.

Guests, snazzy in black-tie finery, were treated to an event that sprawled across two hangars at USAirports on Scottsville Road. A special burst of anniversary fireworks right before dinner lent extra sparkle to the evening. Nik and the Nice Guys provided music after dinner, along with surprise talent — surgeons, board members and hospital staff who had been honing their dancing skills for that very night!

Local businessman Howie Jacobson, chair of the children's hospital's board of directors, and also chair of this year's Gala extravaganza, acted as the auctioneer for the night. Sculptures depicting 15 of mascot Sandy Strong's cartoon friends — fashioned by metal artist Paul Knoblauch, whose bright, whimsical butterflies, fish and kites already adorn hallways in the children's hospital — sold for \$3,500 each. The biggest-draw live-auction items — a trip to Italy and a BEARS cedar log playground play set — sold for \$8,500 apiece.

In addition, more than \$129,000 was raised through generous donors to support the Treatment Center renovations.

For their generous support, kind thanks are extended to presenting sponsor, ESL Federal Credit Union, together with special 20th Anniversary Sponsors, The Cabot Group, Palmer Foods, the William and Mildred Levine Foundation, TOPS Markets and Anthony J. Costello & Son, Inc./USAirports.



"The PRISMS" opened the stage for Nik & The Nice Guys: Our very own Nina Schor, Howie Jacobson, Walter Pegoli, Kathy Parinello, Mike Goonan and Ginny Giambrone completed the group.

Summer festivals benefit Golisano Children's Hospital

Ten Ugly Men bestow gift on Bright Eyes Brain Tumor Treatment Program

Rochester's renowned 18th annual Ten Ugly Men Festival, held this past July at Genesee Valley Park, in part benefited the Bright Eyes Fund for pediatric brain tumor treatment at Golisano Children's Hospital at Strong. The day included: dodgeball, bocce, volleyball and kickball tournaments, a 5K race, music by local bands, kids' activities, and all-you-can-eat ice cream and chicken sandwiches.

On Nov. 5, the group presented a portion of the proceeds—an impressive \$25,200—to the children's hospital. Sincere thanks to them for their diligent planning, hard work and constant commitment to kids!



Fairport's tunes and treats please crowds again

The 3rd annual Fairport Music and Food Festival, held Saturday, Aug. 25, drew more than 5,000 attendees and positively dizzied them with a smorgasbord of village eats and entertainment.

This year's event, organized by Andy McDermott and Rob Burch of AaREA 1 Productions, showcased more than a dozen bands including Brass Taxi, Burning Daylight, The Campbell Brothers, Uncle Plum, Mint Jam and Northside Johnny. Local restaurants whipped up "A Taste of Fairport," selling samples of their signature dishes—frozen coffee to pulled pork to lobster rolls.

Children's activities included face-painting, clowns and climbing courtesy of Rock Ventures, plus performances by Chris Wilkinson (The Magic Guy), the Dinner Dogs and the Boomerang Club.

As always, all festival proceeds—this year, an incredible \$45,000—will benefit ill and injured kids in Rochester and the surrounding region.



Join us

Join us for the 4th annual Fairport Music and Food Festival on Saturday, August 23, 2008. For interest in sponsorship please call Rob Burch at 585-703-0957 or Andy McDermott at 585-370-3831 or visit www.fairportmusicfest.com.

Katelyn's Connection:

Girl's hope for greater connection takes shape

The dream: beautiful bridge, in spite of the storm

The idea of cancer seemed so wrong because Katelyn Pasley so loved life.

The third-grader at Park Road Elementary School in Pittsford had recently made the Mustang 9-year-olds Soccer Team; she was also a Little Leaguer who made triple plays and, based on a win at a district swim meet, she promised to be a budding back-stroke competitor.

The youngest of four, Katie was her family's cheerleader (when she wasn't competing herself, of course). When she tired of athletics, she'd simply segue into her artsy side, playing piano, flute or singing.

Her trademark, her parents say, was drawing rainbows — big, beautiful

bridges that poke out after sunshine chases off a good hard rain.

Which is why it's not surprising that, when she was diagnosed with leukemia and cooped up in the hospital for intensive chemotherapy treatments, Katie, social butterfly that she was, naturally wanted a rainbow of her own — some big, beautiful bridge that would connect her to the outside world; some sunshine to fight off the storm.

Her school, together with a local community pediatrician, Ali Loveys, M.D., worked together to find an answer: providing Katie a laptop, both to help her keep in touch with her friends and stay current with her schoolwork.

"We were grateful that she had it, but part of us felt a bit disappointed, that every other kid couldn't enjoy the same," said Katie's dad, Brian.

To everyone's surprise, after only five weeks in the hospital, Katie passed away suddenly; she was 8-and-a-half years old.

Little did anyone know that a girl so small was about to leave a mark so big.

Little girl's legacy

Katie's spirit lived on. Friends became motivated to help other children and

families who, like the Pasleys, had been plucked out of their normal routines and dropped into the hospital universe — a swirling world of disease and decisions.

The First Rainbow Classic — a fundraising basketball game between the varsity teams at Pittsford Sutherland and Pittsford Mendon High Schools — was set for December 2001. The game raised funds to support an initiative to provide laptops to other hospitalized kids, connecting them to their friends back home much in the same way that had brightened Katie's own brief stay.

But, only a short time in, the plan proved riddled with problems; computers kept breaking down, disappearing. The funds raised were put into an account for use toward a better solution.

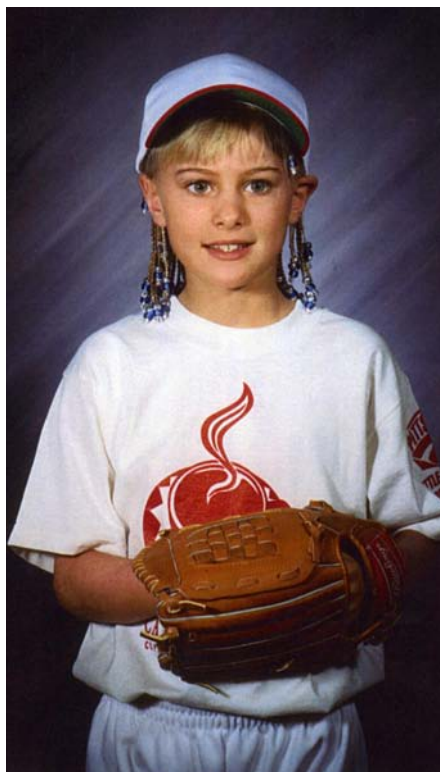
The search continued for Katelyn's Connection.

Connectivity: just the start

"For years, since Katie's dream was first born, we've been on the lookout for the ideal, connective system — not to mention, the additional funding that would make it available to every bedside," said Elizabeth Lattimore, administrative director for clinical services at Golisano Children's Hospital at Strong. "We're proud to say, we've finally found that and more in a new system — GetWellNetwork. Of course, we're naming it in honor of Katie."

Katelyn's Connection was installed in mid-August, thanks to community generosity — continued support from the Rainbow Classic annual tournament, a \$100,000 gift from the Ford Foundation, a \$50,000 gift from friend of the Pasley family, and a handful of \$2,500 sponsorships from the annual hospital Gala.

Patients, using a keyboard or corded remote, can toggle their way



Friday, Dec. 21, 7th annual Rainbow Classic, University of Rochester Palestra, River Campus. As is tradition, this Pittsford Mendon and Pittsford Sutherland High School basketball game to benefit Golisano Children's Hospital at Strong will again raise funds in memory of Katelyn Pasley and Ryan McCluski. Game starts at 6 p.m. For more information, call the Pittsford Central School District Athletic Department at (585) 218-1062.



The Rainbow Classic raised funds to support an initiative to provide laptops to other hospitalized children, connecting them to their friends... much in the same way that had brightened Katie's own brief stay.

through a purple-colored menu to find games, movies on demand, Internet access, e-mail (meanwhile, parents can stay in touch with work, link to conduct online banking, etc., all through the Internet).

"It's their portal to the outside world," Lattimore said. "But that's just the start."

The so-called "edutainment" system goes beyond mere diversion and connectivity; it's hailed for its educational aptitude, as well.

Immediately upon being admitted to their room, the screen welcomes patients, blinking a cheery "Hello, X," and listing an assigned nurse's name. Orientation videos have already been "served up" to the room, ready to be watched and impart basic information (the importance of hand washing; your responsibility and right to speak up about your child's care; hospital cafeteria information; a snapshot of what Rochester has to offer, for out-of-towners).

"We are on the cusp of something new," Lattimore says. "This information is all in one spot, at an arm's length. We can track what's getting read, watched

or accessed. For the first time ever, we can gauge what instructions parents are absorbing, what they're most seeking."

Terri Scharfe-Pretino, senior clinical nurse specialist at the children's hospital, is thrilled about another educational element the system offers—the chance for parents to be briefed on diseases, medicines or care instructions on their own emotional timetables.

"So often these important discussions—perhaps about what a new diagnosis means, or how to clean a catheter, or what to expect of a new prescription—don't happen when parents are best ready to learn," Scharfe-Pretino said. "Maybe a diagnosis is too upsetting, too raw to be explored just then; maybe they're not morning people, and we're scheduled to teach and field questions at 8 a.m. This system changes that."

Doctors and nurses can "prescribe" informational videos that parents can watch—and be quizzed on—at their leisure.

"In no way does this replace the important educational talks we will have with a parent," Scharfe-Pretino said. "But, this certainly allows them to accli-

mate themselves to the new knowledge. That way, when we do arrive to talk and educate, they've had a chance to become somewhat familiar with the ideas. Our time can be more meaningful."

The more parents know, the better their sense of control, the more they can play their role as a key part of their child's care team.

Brian Pasley echoed the same sentiment.

"As a parent full of questions, having access to information and being able to research on your own volition is incredibly helpful," he said.

You can help

Katelyn's Connection is a dream come true for Golisano Children's Hospital at Strong; with the exponential growth of technology, its possibilities are endless. You can be part of sustaining this important service to our patients and their families; to make a contribution to bring connection and answers to hospitalized families who crave these services most, call the Development and Community Affairs Office at (585) 273-5948.

Community fundraising events round-up



▲ Seniors Swing for Kids

Men and women from a local senior softball league, joined by friends and family, flocked to McAvoy Park in Irondequoit on Saturday, Sept. 15, for a double-header charity game that raised \$1,300 for Golisano Children's Hospital at Strong. Professional umpires donated time, savvy, even money. Players ranged from age 18 to 80 and came from as far away as Syracuse; each gave a donation for the right to participate. Since Jim Kolesar and Max Grossman began the charity games in 2001, they have raised more than \$11,000 for noteworthy causes. More than \$8,000 of that sum was given to help hospitalized kids right here in Rochester.

Raytech, Gorbelt and Retrotech's Carnival of Caring

Raytec, Gorbelt and Retrotech—three Victor-area sister companies that design material handling equipment—held their third annual "Carnival of Caring," an employee recreation and fundraising event. Throughout the week of Aug. 13, Dave Reh allowed employees to raise \$3,038 for Golisano Children's Hospital at Strong via office dodgeball tournaments, garage sales and pie-your-coworker stunts.



▲ Kids Miracle Making Club

The Kids Miracle Making Club—founded by 10-year-olds (left to right) Mackenzie Egan, Hanna Surdi and Emily VanBortel—set up a donation booth at the Penfield Community Festival and collected \$146 for Golisano Children's Hospital at Strong. Though in its infancy stage, the club is already digging in and planning other upcoming charity events to benefit local patients and their families who rely on the hospital's services. To learn more, visit www.kidsmiraclemakingclub.com.

7th annual Frank Dianic Golf Tourney

The 7th annual Frank Dianic Golf Tournament, held Sept. 14 at the LeRoy Country Club, drew 72 golfers and raised \$2,369 for pediatric cancer research underway at Golisano Children's Hospital at Strong. Since its inception, the event has kept Frank's memory alive while also raising \$19,205. From left to right: Lindsay Pappert, Heidi Lawrence, Jim Eby, Anna Marie Dianic and Bobbie Roberts take a break at the tournament. (Not pictured: Frank's daughter, Debbie Arieno.)



TOPS never stops fundraising for ill and injured kids

Left to right: Todd Nettin, store manager of the TOPS store on Mount Read Boulevard, and Jack Kelleher, Rochester area district manager, present a check worth more than \$36,000 to Golisano Children's Hospital at Strong. The money culminates a combined effort of more than 20 Greater Rochester area TOPS and Martin's Super Food Stores, which sold Children's Miracle Network paper icons for two weeks this past July.

Not ready to pause, vigilant CMN partners TOPS and Martin's launched full-speed into yet another fundraising campaign for kids who need it most; during the first two weeks in October, the Greater Rochester area stores again encouraged customers to make a dollar donation to Golisano Children's Hospital at Strong — this time, in exchange, a chance to win free groceries for a year.

The lucky raffle winner — Paul Figueroa of Rochester — was drawn during the Golisano Children's Hospital's 20th Anniversary Gala on Oct. 20 at the USAirports Hangars on Scottsville Road. The free grocery giveaway amassed \$33,640 in additional donations for hospitalized kids.



Study begins on mercury in dental fillings

NIH study bolsters research on how mercury affects kids' neurological development

The presence of mercury in dental amalgams, or fillings, is relatively common knowledge; however, whether its presence affects the neurological system is a debate that has been ongoing for 150 years. A new Golisano Children's Hospital at Strong study, which began in September, will — for the first time — study whether prenatal exposure to mercury vapor from fillings affects neurological development.

As part of the world's longest-running study of the health effects of low levels of mercury exposure, Gene Watson, D.D.S., Ph.D., an associate professor in the Eastman Department of Dentistry at the University of Rochester Medical Center, began an almost \$3 million, National Institutes of Health-funded study on prenatal exposure to mercury from dental amalgams, or fillings. Watson is collecting hair samples and tracking fillings from children in the Indian Ocean island nation the Seychelles, who were

enrolled in a study in 2001 to determine their exposure to methyl mercury from fish and other seafood.

“Little is known about detrimental effects of early exposure, and we need to examine this because studies suggest the developing brain is more susceptible to mercury than the adult brain,” said Watson, who is also an associate professor in the Department of Environmental Medicine and the Department of Pharmacology and Physiology.

Earlier studies on postnatal mercury vapor from dental fillings showed no significant effect on children's neurological function. While comprehensive, those studies did not examine whether children may have been exposed through their mother's dental work while still in the womb.

“Comprehensive studies like these require cross-departmental collaboration. Dr. Watson's work will add another important layer to understanding the impact of prenatal exposure to mercury

that he and the Eastman Dental Center are uniquely able to provide,” said Cyril Meyerowitz, B.D.S., M.S., chair of the Eastman Department of Dentistry.

This study expands on knowledge gathered in the Seychelles on the neurological effects of methyl mercury by researchers at the University of Rochester Medical Center, including Philip W. Davidson, Ph.D., a senior investigator and professor of Pediatrics. The team has not found any ill effects of low level mercury exposure. Davidson said this new study is integral to understanding the potential impact of all environmental exposures of methyl mercury.

“It's the only study ever conceived where we'll be able to look at exposure in the main ways people are exposed to mercury — fish and seafood, and dental amalgams” Davidson said. “No one has ever done this before.”



11th annual Golf Classic: Putting, golfers put kids first

More than 500 golfers convened for friendly competition and charity on Monday, Sept. 10. Scattered over four of Rochester's scenic courses—Monroe Golf Club, Irondequoit Country Club, Ravenwood Golf Club and Greystone Golf Club—the golfers drove and putted the day away, raising more than \$230,000 for Golisano Children's Hospital at Strong. Many thanks to all of our sponsors.

Presenting sponsor: Network Appliance.

Platinum Plus Sponsor: Siemens

Platinum Sponsors: AT&T, IBM/Cisco Systems

Gold Sponsors: Corporate Woods Associates, Dell Computers, Postler & Jaeckle Corp.

Dr. Nina Schor accepts a check for the day's proceeds from tournament chair, Mike Goonan, University of Rochester Medical Center CFO.



Cancer patients splatter new car with handprints, hope



Hands goopy with paint, pediatric cancer patients at Golisano Children's Hospital at Strong left their marks on a 2007 Santa Fe that will travel across the country spreading a message of "Hope on Wheels."

That national tour, made possible by Hyundai's Motor America and more than 750 participating dealers, stopped in Rochester in August to collect handprints of brave local kids battling (and beating!) cancer. In exchange, Hyundai similarly lent a "hand" to the hospital—a gift of \$40,000 to boost its childhood cancer research projects.

Hyundai's nationwide 2007 Hope On Wheels tour will visit 30 cities this fall, empowering each with donations which together total \$1.5 million; Rochester is just one of five northeastern cities on the tour, along with Boston, Philadelphia, Pittsburgh, and New York City.

"We are excited to receive this donation and appreciate Hyundai's continued commitment to pediatric cancer research," said Nina Schor, M.D., Ph.D., and pediatrician-in-chief at Golisano Children's Hospital at Strong. "These funds will play a vital role in our research efforts to eradicate childhood cancer."

Research currently underway in the hospital's pediatric division of the Department of Hematology/Oncology includes exploring if vaccine therapy or other immune therapies can reduce the risk of leukemia relapse after bone marrow transplant, how to tailor palliative care to the needs of children approaching the end of life, and how to reduce the risk of infection in patients undergoing various combinations of marrow transplants, chemotherapy and radiation. The division participates in various group and multi-site trials.

Special Thanks

Many thanks to all of these groups and the countless others that continue to support our region's only children's hospital!

- The Rochester Alumni Delta Gamma Foundation supported the Neonatal Intensive Care Unit with a donation of \$1,500.
 - The National Honor Society at James Beneway High School gave \$1,000 to Golisano Children's Hospital.
 - Kristine Cerami's day care children made cookies, candles and Kool-Aid; by selling them, they raised \$17 for Golisano Children's Hospital.
 - Folks at The Otter Lodge held their 9th Annual golf tournament at Victor Hills on July 17 and raised \$6,300 for Golisano Children's Hospital. Many thanks to Darren and Erica Cummings.
 - Mr. Kovall's Class at Creekside School held a car wash and raised \$88.
 - EPIC Advisors held a corporate summer picnic that benefited Golisano Children's Hospital; the manager's offer to be in the dunk tank—if employees could raise \$100—was met, and then some, as employees produced \$180 in five minutes.
 - Thanks to the annual Gute Marken Show at John Holtz, The BMW Group donated \$650 to Golisano Children's Hospital!
 - Adventure Landing, located on Ridge Road in Greece, held another "FUNdraiser," netting \$870 for kids at Golisano Children's Hospital.
 - The 1st annual Keagan Klassic, held this summer, raised \$5,000 for the NICU.
 - The 18th annual Ten Ugly Men raised an astounding \$25,200 for the Kimberly Fitzsimmons Memorial Fund, which benefits brain tumor research and palliative care.
- Many thanks to the "Uglies" for their year-round dedication to the children's hospital.
- The 8th annual Tim Milgate Charity Golf Tournament raised a record \$19,000 for Golisano Children's Hospital. This year's funds will be used to name the Toddler Playroom in the soon-to-be-renovated Treatment Center. Way to go, Deb Moyer, for organizing another fabulous event.
 - The Brittney Sheets Golf Tournament raised \$1,250.
 - Thanks to Ron and Diane Schulmerich, organizers of the 7th annual Western New York Optics Tournament. The event, held July 19 at Shadow Pines and Shadow Lake, raised \$14,500 for Golisano Children's Hospital at Strong, bringing its seven-year fundraising total to more than \$43,000.
 - Alumni of R.L. Thomas High School Class of 1967 held their 40th Class Reunion and donated \$1,000 to Golisano Children's Hospital.
 - Aaron Kanaley guest bartended at ACME Bar, and in his honor ACME donated \$500 to support the children's hospital!
 - Kappa Delta Rho at RIT held a "penny war" and donated \$380.
 - Nancy Eichorn's day care held their annual craft and bake sale and raised \$110.
 - Special thanks to ADT for holding a summer picnic, complete with dunk tank, to benefit the children's hospital. They raised \$1,718.
 - Jim Kolesar and the Senior Softball Tournament raised \$1,300 at this year's annual benefit for Golisano Children's Hospital.
 - Paul Tessoni and Ron Billitier held their annual golf outing at Canandaigua Country Club and raised \$3,500 for Golisano Children's Hospital and the James P. Wilmot Cancer Center.
 - Tangles Hair Design & Day Spa on Culver Road raised \$2,800 for Golisano Children's Hospital and the James P. Wilmot Cancer Center by donating proceeds from the day.
 - The 24th annual Flower Day raised \$2,592 for Golisano Children's Hospital! Special thanks to Blanchard Florist for the beautiful carnations and to the supporting businesses and schools for selling the flowers.
 - Special thanks to Chris Bilow, Kathy Cummins and Penfield students for organizing the 5th annual Penfield 5K to benefit Golisano Children's Hospital on Sept. 30.
 - Thank you Robyn and Dylan Chase of the Iron Butterfly Health Club in Victor for hosting the 2nd annual 12 Hours of Fitness to benefit Golisano Children's Hospital and Gilda's Club.
 - Many thanks to the organizers of the 79th annual Genesee Valley Hunt for again selecting Golisano Children's Hospital as a beneficiary of this year's event, held Oct. 13.
 - Special thanks to Jesse Guido and the Pasta Villa family for hosting their annual golf outing which raised nearly \$10,000 for Golisano Children's Hospital since its inception. Our thoughts and prayers are with the entire Guido family.

Upcoming events

Jan. 12, Rochester RazorSharks home opener, Blue Cross Arena. Venture out for this home opener game against Chicago's Reading Railers to benefit kids at our region's only children's hospital. Game begins at 2:05 p.m. Ticket prices start at \$8 and can be purchased via www.ticketmaster.com. For more information, contact the Rochester RazorSharks at (585) 232-9190 or www.razorsharks.com.

Feb. 2, 3rd annual Cycle for Hope
This all-day sweat fest takes place as folks simultaneously pedal the day away on stationary cycles, 9 a.m. to 3 p.m., at various gyms and health clubs all across Rochester. For more information, call (585) 273-5948.

Feb 4., Paul Tessoni's 6th annual Ski Invitational, Bristol Mountain Ski Resort. For more information, call (585) 273-5948.

Ongoing

Panera Bread's Endless Coffee Mug
Caffeine junkies, heed this: your purchase of a Panera stainless steel coffee mug—only \$5—is your free pass to enjoying unlimited coffee refills at any of Rochester's area stores until December 31. \$3 from the sale of each mug is donated to Golisano Children's Hospital at Strong.

Caribbean Cruise Book your cabin for a seven-day cruise (departs May 3, 2008), and \$50 will be donated directly to Golisano Children's Hospital at Strong. For more information, call Aristocrat Travel at (585) 235-5770, or visit www.gchas.org.

Pediatric Expansion

Continued from cover

a total of 123 adult beds to the hospital, forms one of the cornerstones of the Medical Center’s proposed five-year strategic plan. Because of the severity of Strong Memorial’s space needs, URMC leaders have begun the application process for the PRISM even while working with the University trustees for final approval of the project and the full strategic plan.

“The need for this facility is compelling. Additional capacity allows us to provide more appropriate health care, and take advantage of Rochester’s opportunity to build its new economy on the pillars of higher education, health care and biotechnology,” said University

president Joel Seligman.

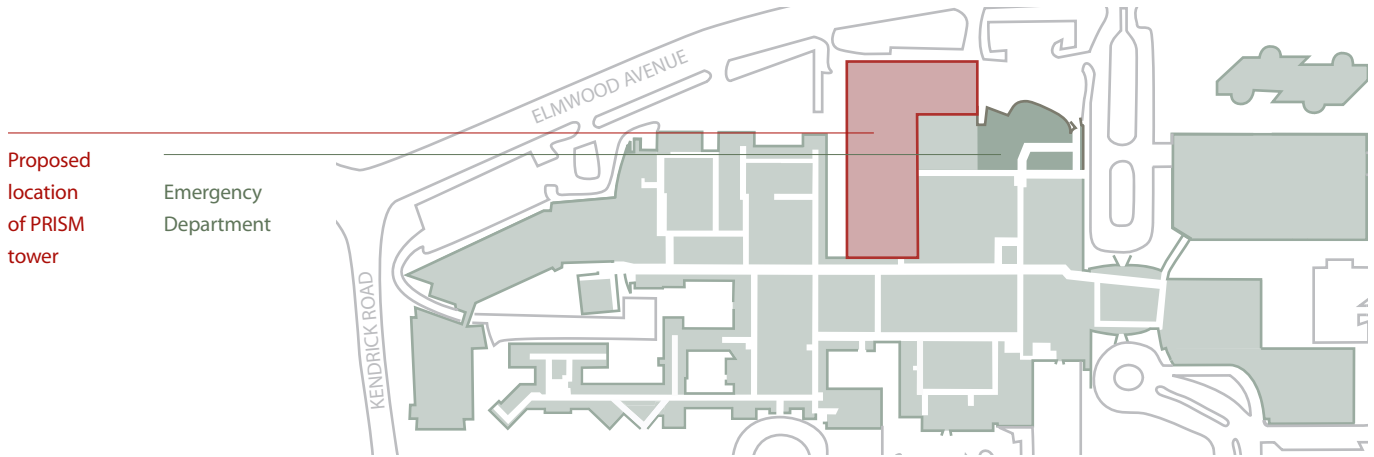
Patient-Focused Facilities

This expansion addresses what’s needed long term to manage the growing demand for care at Strong and to decompress space that must be renovated to meet current care standards. For instance, URMC is proposing that:

- all new rooms created in the new PRISM tower would be private rooms, reflecting new standards for managing contagion and privacy, of particular concern for pediatric patients;
- pediatric rooms would be considerably larger than present rooms,

enabling families to stay comfortably with their children;

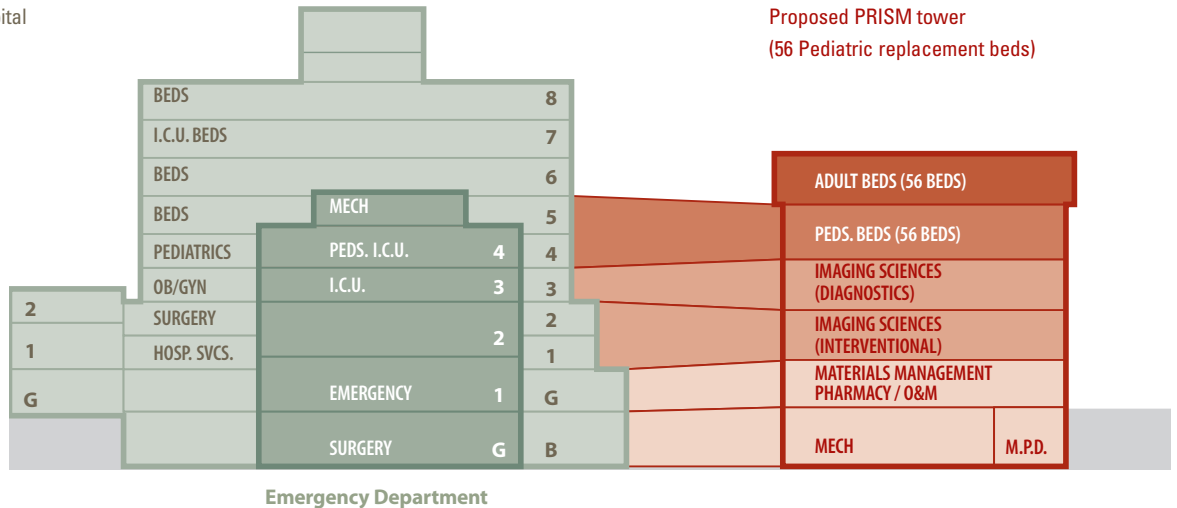
- each floor is designed with higher ceiling-to-floor heights to accommodate high-tech equipment needs;
- two dedicated imaging floors, which includes special child-friendly areas for pediatric imaging and treatment;
- the pediatric floor would connect directly to the Pediatric Intensive Care Unit which opened in December of 2004;
- future plans include enlarging and relocating the neonatal intensive care unit (NICU), which is a cornerstone of the perinatal center serving the Finger Lakes region.



Side view of proposed expansion as seen from Elmwood Avenue

Strong Memorial Hospital
(67 adult beds)

Proposed PRISM tower
(56 Pediatric replacement beds)



This relocation and expansion is being designed to optimize post-natal care for newborns and their mothers;

- the PRISM's foundation will be constructed to support the possible addition of three more stories, creating the flexibility to renovate other aging patient care areas.

URMC will begin planning of the proposed \$250 million facility as it is being approved by the New York State Department of Health and the University Trustees. If approved, construction will begin around July of 2009, with completion of the new building in 2012 and renovation of the space formerly occupied for the children's hospital in 2014.

Preliminary estimates by the Center for Governmental Research show that the proposed expansion would create roughly 530 construction jobs per year, plus 300 permanent jobs for nurses, social workers, imaging staff and other support workers.

The expansion would be financed by a combination of philanthropy, borrowing, and reinvestment of hospital equity.

For more information on how you can help, contact Scott Rasmussen at 585-273-5932.

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Strong Kids News is published quarterly by the Department of Public Relations and Communications. Info.: 585-273-5948.

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New Home for Golisano Children's Hospital A cornerstone of the new PRISM tower is 56 private pediatric rooms. Now, the majority of pediatric patients share a room, like Jemell Tyson Jr., who recently underwent heart surgery.



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