Brain Saving Treatments Coming to Bryn Mawr Hospital
Bryn Mawr Ranks Ahead

National healthcare ranking organizations continue to recognize Bryn Mawr Hospital as a leader in clinical excellence. Some recent achievements are highlighted below.

The Joint Commission’s *Annual Report on Quality and Safety 2011* listed Bryn Mawr Hospital as one of only 405 out of 5,795 US hospitals to make the list (along with sister hospitals Riddle and Lankenau). The report identifies hospitals as top performers in using evidence-based care processes closely linked to positive patient outcomes. An independent, not-for-profit organization, The Joint Commission accredits and certifies more than 19,000 healthcare organizations and programs in the United States. Joint Commission accreditation and certification is recognized nationwide as a symbol of quality that reflects an organization’s commitment to meeting certain performance standards.

Bryn Mawr Hospital was recently named a **Top 50 Cardiovascular Hospital** by Thomson Reuters, a leading, independent provider of information and solutions to improve the cost and quality of healthcare. The hospitals on this list have “achieved superior clinical outcomes” and “provided measurably better care and are more efficient than their peers.” To compile its list, Thomson Reuters examines the performance of more than 1,000 hospitals across the country by analyzing outcomes for patients with heart failure and heart attacks and for those who received coronary bypass surgery and percutaneous coronary interventions such as angioplasties.

Earlier this year, Thomson Reuters’ **100 Top Hospitals® 2011** report included Bryn Mawr Hospital in the Teaching Hospital category. The Thomson Reuters 100 Top Hospitals® study, conducted annually since 1993, evaluates performance in 10 areas: mortality; medical complications; patient safety; average patient stay; expenses; profitability; patient satisfaction; adherence to clinical standards of care; post-discharge mortality; and readmission rates for acute myocardial infarction (heart attack), heart failure, and pneumonia. Hospitals do not apply, and winners do not pay to market this honor.

We’d like to hear from you! Please send your feedback on Partners magazine to: Ann Killian, Development Assistant, at 484-337-3044 or killiana@mlhs.org.
Dear Friends,

Welcome to the new issue of Bryn Mawr Hospital Partners. I am delighted to introduce our latest edition which I hope you will find informative and enjoyable to read. The stories and pictures in this issue celebrate accomplishments, introduce new clinical partners, and draw attention to some of the donors, physicians, nurses, and volunteers who make Bryn Mawr Hospital such a special place to receive care, practice medicine and come to work each day.

Our cover story features a new strategic partnership with Thomas Jefferson University and Hospital (TJUH) to bring advanced neurovascular care to the Philadelphia suburbs. Bryn Mawr Hospital will be a satellite of TJUH’s comprehensive neurointerventional program and the hub within the Main Line Health system for minimally invasive treatment of stroke, cerebral aneurysms and other problems related to the brain.

Ask a member of our medical staff why he or she chose to practice at Bryn Mawr Hospital and the answer will most likely be “the nurses.” Ask patients to comment on their hospital experience and expect to hear, “the nurses were wonderful!” Meet one of our dedicated nurse managers whose “passion for compassionate care” has earned her the respect and admiration of her patients and colleagues. Kathleen’s story can be found on page 9.

I am frequently asked why patients are not always seen by their primary care doctor while they are in our hospital. The reason is a trend adopted nationally to address financial and time constraints on community based primary care physicians and the need for more specialized and coordinated care for hospital inpatients. Turn to page 10 to learn what it’s like to be a “hospitalist” at Bryn Mawr Hospital.

No issue of Partners would be complete without a salute to the donors and volunteers who give so generously of their time and resources to sustain and advance the mission of Bryn Mawr Hospital. While we remain focused on delivering advanced medicine to treat and cure disease, we have a role to play to help our community stay “well ahead” on the path of lifelong health. Look inside to learn how the Women’s Board is taking the lead in wellness efforts and so much more.

Someone once observed that the first three letters in fundraising are f-u-n. That was certainly true of the donor events you will read about on page 6 and 7. With so many worthy causes competing for charitable support, it continues to be an inspiration for all of us that Bryn Mawr Hospital receives such enthusiastic support from our community. On behalf of our physicians, nurses, staff, volunteers, and most especially, our patients who entrust us with their care, thank you for your generosity.

Sincerely,

Andrea F. Gilbert
President
Bryn Mawr Hospital
“Time is brain.”

It’s a phrase often used by medical professionals when they talk about stroke, the nation’s third leading cause of death and the number one cause of disability. The phrase emphasizes the importance of seeking out rapid medical attention when a stroke occurs. In most cases, faster care means a better recovery.

In the spring of 2012, Bryn Mawr Hospital will enhance its already strong stroke and neurological programs when it opens a state-of-the-art Neurointerventional Laboratory in partnership with Thomas Jefferson University and Hospital. The new lab will offer the most advanced minimally invasive treatments for critical vascular problems related to the brain, including stroke, cerebral aneurysms and other malformations.

“Neurointerventional services at this high level are typically only found at large academic medical centers and rarely at community hospitals,” says Henry Mayer, MD, Vice President of Medical Affairs at Bryn Mawr Hospital. “We have made a nearly $4 million investment to bring these services for the first time to the Main Line region.”

When the lab becomes operational, Bryn Mawr Hospital will serve as the hub for the advanced care of stroke and aneurysm within Main Line Health.

“The hospitals in our health system see nearly 1,000 stroke patients annually and Bryn Mawr’s central location and strong neurosurgical foundation made us the natural location for these cutting-edge treatment options,” says Claire Baldwin, RN, Vice President of Patient Services at Bryn Mawr Hospital.

In the new lab, neurosurgeons from the renowned Jefferson Hospital for Neuroscience and staff from Bryn Mawr Hospital will use extremely thin catheters to access clots or other abnormalities in the brain. Once there, the physicians can employ clot-buster medications, small inflatable balloons, stents or coils to break up clots or make repairs.

“Similar to the advances we saw 15 or 20 years ago in the field of heart care, treatment for cerebrovascular disease has evolved from medical management and open surgery to minimally invasive endovascular procedures using catheters,” says Dr. Mayer. “Just as cardiac catheterization is now the gold standard for opening blocked arteries to the heart,

Benefactor Pledges Support for BMH Neurovascular Lab

In October 2011, long-time philanthropist Dorrance H. Hamilton pledged $1 million to help fund Bryn Mawr Hospital’s Neurointerventional Laboratory.

“We are overwhelmed by the incredible generosity of this gift from Mrs. Hamilton,” says Andrea Gilbert, president of Bryn Mawr Hospital. “Given her past support of the hospital and her knowledge of the healthcare field, we couldn’t ask for a more fitting donor to partner with us in building this state-of-the-art facility.”

Added Main Line Health CEO, Jack Lynch, “Mrs. Hamilton’s generosity will have no less than a profound effect on the ability of our physicians and nurses to provide superior care to victims of stroke and other cerebrovascular conditions. We are so deeply grateful to Mrs. Hamilton for her generous support of Bryn Mawr Hospital.”
it is expected that the standard of care for stroke will follow a comparable path."

The clinical collaboration between Jefferson and Bryn Mawr Hospital is a partnership that makes sense, according to Robert Rosenwasser, MD, Chair of Neurological Surgery and Director of the Division of Cerebrovascular Surgery and Interventional Neuroradiology at Jefferson.

“Most stroke patients are first seen in community hospital ERs, so it’s important to have these services as close to them as possible because time is of the essence,” says Dr. Rosenwasser.

“Fifteen years ago,” he continues, “most of these treatments were investigational, but today they have matured to the point where they can be delivered to the broader community. Putting an advanced Neurointerventional Lab at Bryn Mawr makes sense because the Hospital has the high level of care and infrastructure needed to support these services.”

Dr. Mayer says that the neurointerventional services at Bryn Mawr will bring a new level of care to the community. “As our area’s population continues to age, there will naturally be an increase in stroke and other neurovascular disorders,” he says. “The closer you can bring advanced treatments to patients the better. That’s what we’re doing here at Bryn Mawr Hospital.”

A Recognized Center for Stroke Care

The addition of the Neurointerventional Laboratory strengthens Bryn Mawr Hospital’s already strong stroke and neurological programs. The hospital recently received the American Heart Association’s Stroke Gold Plus Performance Achievement Award, which recognizes the hospital’s dedication to evidence-based stroke guidelines that are associated with increased survival rates and better quality of life for stroke patients. Since 2010, Bryn Mawr Hospital’s Emergency Department has been certified as a Primary Stroke Center by the Joint Commission, the nation’s premier hospital accrediting organization.

Are You STROKE SMART?

Know the common signs and symptoms of stroke….  
• Sudden numbness or weakness of face, arm, or leg, especially on one side of the body  
• Sudden confusion, trouble speaking or understanding  
• Sudden trouble seeing in one or both eyes  
• Sudden trouble walking, dizziness, loss of balance or coordination  
• Sudden severe headache with no known cause

....then ACT F.A.S.T.

F = FACE:  Ask the person to smile. Does one side of the face droop?  
A = ARM:  Ask the person to raise both arms. Does one arm drift downward?  
S = SPEECH:  Ask the person to repeat a simple phrase. Does the speech sound slurred or strange?  
T = TIME:  If you observe any of these signs, it’s time to call 911.
Recognizing Legacy Gifts and Loyal Donors

Members of Bryn Mawr Hospital’s Legacy and 1893 Societies were honored at an early evening reception held September 22 at Fleming’s Prime Steakhouse and Wine Bar in Radnor.

On hand to welcome and thank guests were Edward C. (Ted) Rorer, chairman of the hospital’s Foundation Board, and hospital Vice President, Brenda DeFeo. “Bryn Mawr Hospital is fortunate to partner with loyal supporters like all of you who believe in our mission,” said DeFeo. “Thank you for helping us provide the most advanced medicine to treat illness and disease.” She added, “We are equally committed to wellness and preventive care to support lifelong health.”

Also on the program were Sam Caldwell, president of The Planned Giving Company, and Bryn Mawr Hospital cardiologist, Henry S. Mayer, M.D. While guests sampled a fine selection of wine and food pairings, Mr. Caldwell, a professional gift planner, shared some practical advice on deferred giving. Dr. Mayer delighted his audience with an aptly chosen presentation entitled “In Vino Veritas — A Physician’s Guide to Wine and Heart Health.”

The Legacy Society recognizes individuals who have included Bryn Mawr Hospital in their long term financial and estate plans — through a bequest in their will, a life-income gift, or through another form of deferred gift. There are currently 78 members of the Legacy Society. For more information about deferred giving at Bryn Mawr Hospital, visit PlannedGiving.BrynMawrHospital.org

Created in 2010 to honor loyal donors who have supported Bryn Mawr Hospital for 20 or more consecutive years, the 1893 Society currently comprises more than 100 members. The name of this new recognition society refers to the year that Bryn Mawr Hospital was founded. In 1894, the hospital’s first Annual Report listed contributors of cash and subscriptions totaling less than $40,000 to purchase a two acre lot on the corner of Bryn Mawr Avenue and County Line Road, erect and equip the original hospital building and create an endowment fund. To learn more about the history of Bryn Mawr Hospital, visit www.brynmawr100.org and click “Bryn Mawr Hospital”.

Donor Societies Host Fall Events
Gerhard Society Hosts Fall Friendraiser

Few people think cancer is something to laugh about. Dr. Philip Pearson, a Bryn Mawr Hospital colorectal surgeon, knows otherwise. Guests who attended a Gerhard Society event on October 13 know too. Dr. Pearson was the guest speaker that evening.

“Laughter is the Best Medicine” was the topic of Dr. Pearson’s fascinating presentation to Gerhard Society Committee volunteers and the guests they invited to a wine tasting and dinner at the home of Bryn Mawr Hospital Foundation trustee, Julie Alexandre and her husband, Jim.

An extrovert with the ease of the Broadway performer he might have become if he hadn’t chosen a medical career, Dr. Pearson deployed his engaging personality to demonstrate how humor can reduce patients’ stress, strengthen the doctor-patient relationship and promote healing.

Hospital President, Andrea Gilbert, preceded Dr. Pearson on the program to share the latest news from Bryn Mawr Hospital. Gilbert thanked the Alexandres for opening up their beautiful home for the event. She also thanked the committee for reaching out to friends and inviting them to become more familiar with Bryn Mawr Hospital and its role in the community. “You are fantastic ambassadors for us and I cannot thank you enough for your great work on behalf of the Hospital,” said Gilbert, adding, “As a not-for-profit hospital, we count on donations from the community to support us and the work we are doing.”

The October 13 event is one of two Gerhard Society cultivation events held each year. The other, Spring Thing, will take place in May 2012. Guests appreciate the opportunity to connect with hospital leaders, “Top Docs,” and one another in a relaxed, social environment. Most come away impressed by the enthusiasm and pride of association that Gerhard members exhibit. They also gain awareness of the “value proposition” of belonging to The Gerhard Society. Many choose to become members.

For more information about The Gerhard Society, visit www.mainlinehealth.org/gerhardsociety.
The Green Room Ambassador

No matter how minor or complex, surgery brings many questions and concerns. At Bryn Mawr Hospital, there is one woman who makes it her mission to ease these anxieties.

Meet long-time volunteer Alice Stengel.

“I work in the Green Room, the area on the third floor where patients go when they’re having surgery and where visitors wait,” says Stengel, who has volunteered at the hospital in a variety of capacities for over 25 years, including eight as a trustee of the hospital’s Foundation Board and over two decades as a member of Women’s Board, serving as its President from 1996 to 1998.

Stengel is on duty in the Green Room every Wednesday morning, interacting with up to 40 patients and visitors during her shift. Her responsibilities range from greeting patients, answering phones, fielding questions, and acting as a liaison between patients, families and the medical staff.

“Patients and family members are understandably anxious when they come in,” she says. “I’m here to let them know how everything is going and help reduce their anxiety. For many visitors I’m the face of the hospital while they’re here so I work my hardest to make them feel comfortable.”

Her work has earned appreciation from visitors and staff members alike.

“I feel very useful volunteering at Bryn Mawr Hospital and that is very gratifying,” says Stengel. “I get to help so many people and every day is different.”

Pausing, she amends that statement.

“Well, one thing hasn’t changed,” she says. “Dr. Zappacosta has told the same one or two jokes every day...they haven’t changed in 20 years!”

Ever the ambassador, Stengel chuckles every time.

For more information about volunteering at Bryn Mawr Hospital, call Joanne Marcianite, Director of Volunteer Services, at 484-337-3059 or email marcianitej@mlhs.org.

Women’s Board Promotes Wellness

Ask anyone to describe the purpose of a hospital and the response will most likely be, “a place to go when you’re sick.” The Bryn Mawr Hospital Women’s Board is doing its part to change that perception.

“Bryn Mawr Hospital is a wonderful place of healing, but it is also very involved with helping people stay healthy and out of the hospital,” says Cackie Rogers, Chair of the 29-member Board.

To help promote this message of wellness, the Women’s Board held its first healthy living “friendraiser” in the spring of 2010 at the Viking Culinary Center in Bryn Mawr. The sold-out event brought together more than 100 women who enjoyed a heart-healthy cooking demonstration and cocktails. Funds raised at this year’s event supported the hospital’s Pediatric Unit.

“While these events raise money for Bryn Mawr Hospital, they’re more than that,” says Debbie Cassidy, Vice Chair of the Women’s Board. “We are a liaison to the community for the hospital, and it’s our mission to spread the word about the great services offered here. These events help us do that.”

Ever committed to that mission, the Women’s Board last year raised over $220,000 to purchase a new computer system for the hospital’s Thrift Shop and to fund key priorities in the Pediatric and Neonatal Intensive Care units. The gift also included the Board’s annual contribution to the Comprehensive Breast Center, the Halloween Candy Exchange for diabetic children and the Women’s Health Source Wig Program.

In addition to the roles they fulfill as good will ambassadors and fundraisers, Women’s Board members contribute thousands of hours as hospital volunteers. Their blue coats can be spotted in the Green Room (see story at left), the Gift and Thrift Shops, on the patient floors, at the Information Desk—in short, everywhere there is a patient, visitor or staff member who needs a helping hand, a willing spirit and a friendly smile!

From left: Women’s Board members Karin Foxman, Mary Smith, Hilary Maner (outgoing President), Cammy Wagner, and Jeanie Fischer at the Board’s closing luncheon last May.
Most people shrink from pain. Kathleen McDevitt’s job is to tackle it head on. As the manager of Bryn Mawr Hospital’s Palliative Care/Pain Management Program, McDevitt and her team develop strategies to help patients combat pain.

McDevitt’s work led to her being honored in October 2010 with the Pennsylvania Nightingale Award, the Commonwealth’s most prestigious nursing honor. The Nightingale Award recognizes nurses for outstanding patient care, superior clinical skills and extraordinary compassion. McDevitt was chosen out of a pool of 100 nominees.

“I was completely humbled to receive the award,” says McDevitt, an advanced practice nurse who has worked at Bryn Mawr for four years. “I was the first nurse in the field of palliative care honored with this award, but I stand on the shoulders of the professionals who paved the way in this specialty.”

Maintaining the highest quality of life for patients with pain is the goal of the Palliative Care/Pain Management Program at Bryn Mawr Hospital. When physicians request a pain consultation, McDevitt coordinates an interdisciplinary team of nurses and other medical specialists, social workers, a pharmacist, physical therapist, nutritionist and, if needed, a chaplain. This team handled just under 2,000 consults last year alone.

“Each patient consultation is directed toward holistic pain relief,” explains McDevitt. “Many times, pain is perceived as a physical phenomenon. But there are also psychological and social dimensions. We assess all of these factors in order to get a person’s pain under control.”

Part of McDevitt’s role as manager of the program involves educating and mentoring hospital staff about pain management. Recently, she developed a highly successful two-year training program at the hospital for nurses who want to become board certified in pain management/palliative care.

In addition to her role with the Palliative Care/Pain Management Program, McDevitt also serves as the facilitator of the hospital’s Schwartz Center Rounds. Every month, more than 100 caregivers and staff come together to discuss social and emotional issues that arise on the job. McDevitt guides the discussion as participants openly share their experiences and feelings on topics drawn from actual patient cases.

“Today’s caregivers are under more pressure than ever,” says McDevitt, “and this gives them the opportunity to debrief about stressful situations in a supportive atmosphere.

“I joke that I’m the Oprah of the Schwartz Rounds.”

Learn more about Schwartz Center Rounds® at www.theschwartzcenter.org. Here’s a preview.

“The stresses of today’s healthcare system threaten the delivery of compassionate care. Financial pressures and administrative demands mean less face-to-face time with the patient and a focus on diagnosis and treatment rather than the impact of illness on the patient and family. Many caregivers today are anxious, frustrated and under pressure – with no structured outlet for expressing their feelings and little preparation for the difficult communication issues that are an inevitable part of patient care.

Schwartz Center Rounds, now taking place at more than 240 healthcare facilities in 35 states, offer healthcare providers a regularly scheduled time during their fast-paced work lives to openly and honestly discuss social and emotional issues that arise in caring for patients. In contrast to traditional medical rounds, the focus is on the human dimension of medicine. Caregivers have an opportunity to share their experiences, thoughts and feelings on thought-provoking topics drawn from actual patient cases. The premise is that caregivers are better able to make personal connections with patients and colleagues when they have greater insight into their own responses and feelings.”
Dr. Richard Oyelewu strides briskly into Room 468 at Bryn Mawr Hospital. He kneels beside patient Joanne Dantlzer, looks her in the eyes and greets her in a comforting voice tinged with an English accent.

“Good afternoon Mrs. Dantlzer, how are you feeling?”

Dantlzer, who was admitted to the hospital a few days ago with pneumonia, responds with an “excellent.” Dr. Oyelewu asks her a few routine questions – Are you coughing? Any chest tightness? Are you eating and drinking? He checks her legs for swelling and listens to her breathing. Then, with a reassuring smile, he gently pats her on the back, says goodbye and tells her he’ll be back to see her soon.

Welcome to the world of a Bryn Mawr hospitalist.

A relatively new profession, hospitalists are physicians who care exclusively for hospitalized patients. Typically board certified in internal medicine, they have quickly become an integral part of hospital medical teams across the United States.

Hospitalists were successfully introduced at Bryn Mawr about 15 years ago. Today, the hospital has 14 hospitalists who cover patients 24 hours a day, seven days a week.

According to Dr. Oyelewu, the profession arose due to the growing demands that have been placed on physicians and the need to improve patient safety in hospitals.

“There has been a steady increase in pressure on community-based primary care physicians,” says Dr. Oyelewu, who joined Bryn Mawr Hospital in 2002. “Today they are pulled in so many directions and they may not be able to visit their hospitalized patients as often as they did in the past. In many cases, hospitalists now cover this role.”

“Hospitalists also help keep things moving while a patient is in the hospital,” he continues. “For example, because we are based right here in the hospital, we can respond immediately to a change in a patient’s condition. Tests can be ordered more quickly and patients can be discharged in a more timely manner. In short, we help ensure that care is being delivered as efficiently and effectively as possible.”

As he walks down the hall away from Room 468, Dr. Oyelewu says that his goal is to get patients healthy and out of the hospital as quickly as possible and return them to their home. He says that Dantlzer will be ready to be discharged and returned to the care of her primary physician in a couple of days.

Before moving on to his next patient, Dr. Oyelewu makes a bee line to a computer at the nurse’s station to update Dantlzer’s medical chart and order her some additional medication. Documenting a patient’s care is an important part of his day.

“A patient’s chart is the central point of reference for all caregivers, and it’s important that it be continually updated with the latest information,” he says.

As his 12-hour day rolls on, Dr. Oyelewu will see more patients, speak with numerous colleagues, respond to a “code blue” alert, answer his always chirping pager, and walk – very quickly – “at least the length of a couple of golf courses.”
One of those walks is to the hospital’s Emergency Department to help evaluate an elderly patient with a high fever who may need to be admitted. The patient is unable to speak due to Parkinson’s disease so Dr. Oyelewu primarily focuses his attention on the patient’s wife.

“Tell us what happened,” he asks her.

As the wife explains what brought them to the ER, Dr. Oyelewu asks the periodic question. Is he coughing a lot? Has he taken his medications that day? At the end of the conversation he examines the patient, listening to his breathing and checking for swelling of the legs. He explains to the patient’s wife that more tests will likely be ordered by the Emergency Department staff to help determine whether her husband needs to be admitted. A minute later and he is headed back to the patient floors.

“There is a lot of variety in this job and your day is all about multi-tasking,” he says. “I also do a lot of talking with patients, family members and other medical professionals both inside and outside the hospital.”

While his daily activities may vary, Dr. Oyelewu says there is one thing that remains constant when you are a hospitalist: building patient rapport.

“While a patient is staying in our hospital, we represent their family physician,” says Dr. Oyelewu. “As soon as I walk into a patient’s room, the most important thing is making sure he or she is comfortable with me and trusts me. I want them to know that I’m entirely dedicated to their care.”

To learn more about hospitalists and hospital medicine, visit the Society of Hospital Medicine at www.hospitalmedicine.org.
A 50-Year Legacy of Support

It doesn’t take a lot to make a difference. Just ask Bob and Jean Parsons, who more than 50 years ago set aside a couple of dollars and started a personal tradition that has continued to this day.

“We began donating money – a small amount at first – to Bryn Mawr Hospital in 1959,” says Bob. “We have continued to contribute to the hospital ever since, gradually upping the amount over the years.”

The Parsons say their decision to donate to the hospital was a “no-brainer.”

“When we moved to the area in 1956 we had three young children under the age of five. Not surprisingly, we quickly became familiar with Bryn Mawr’s ER,” laughs Jean.

Over the years, not only have they continued to donate, but they have also spent their fair share of time at the hospital. Jean had her mammograms there, Bob had surgery in the early 1990s and there have been several more – not serious – visits to the Emergency Department. They’ve also watched the hospital grow into what it is today.

“The Parsons’ appreciation for the hospital and its staff quickly grew. It was soon decided by both that Bryn Mawr was a facility worth supporting financially.

“Even though our first contributions were small, we thought it was important to give back somehow,” says Bob. “We felt very fortunate to have a quality hospital close by.”

While their early donations to the hospital may not have seemed like a great amount to the Parsons, their contributions over the last 50 years have certainly added up.

“The lesson we learn from the Parsons’ yearly donations is that no matter how big or small, every gift makes a difference,” says Russell Bullitt, Executive Director of the Bryn Mawr Hospital Foundation.

The Parsons agree that every little bit helps.

“It’s important to support a place like Bryn Mawr Hospital because it’s an anchor in the community,” says Bob. “It has an extraordinary staff, wide ranging capabilities...you can’t ask for anything more than what we have here at Bryn Mawr.”

Loyal donors like the Parsons inspired Bryn Mawr Hospital to create The 1893 Society to recognize its long-time supporters. The name refers to the year that the hospital was founded. The Development Office was humbled to discover how many grateful patients, staff, volunteers and friends have remained committed to Bryn Mawr Hospital year after year.

The Parsons were among an initial 125 “loyals” to receive a letter from hospital President Andrea Gilbert welcoming them to The 1893 Society. As donors reach 20 or more consecutive years of giving they are automatically enrolled.

Current members of The 1893 Society were invited to a recognition reception on September 22. Story and pictures can be found on page 6.
It’s hard enough keeping young children occupied on a good day. Now imagine those children cooped up in a hospital ER or patient room.

As the mother of three children under the age of five, Jennifer McGowan has been there. Her experience, coupled with some generous birthday guests, sparked a simple idea that led to a fast-growing phenomenon – Busy Boxes.

“Earlier this year my son received a lot of gifts for his birthday... more than we had room for to be honest,” says McGowan, of Wayne, Pa. “I wanted to rechannel the generosity of his party guests and give back somehow. That’s how Busy Boxes were born.”

Busy Boxes are shoebox-size plastic containers filled with small toys, crafts, books and other age-appropriate materials designed to keep children entertained while at the hospital.

Boxes are customized for four age groups – infants, toddlers, school-age children and teenagers. The boxes are distributed in the hospital’s Emergency Department as well as on the inpatient pediatric unit. Everything in the self-contained boxes is brand new and is the child’s to take home upon discharge.

The project started slowly but has very quickly grown, according to McGowan. Since the first Busy Box was handed out in June 2011 more than 300 have helped brighten a child’s day.

“It’s really become a pay-it-forward phenomenon,” says McGowan. “I’ve had Girl Scout troops, churches, schools and other organizations contact me saying they want to get involved. I’ve had moms call me after their child has received one saying they have already created 10 boxes they want to donate – it’s been amazing.”

McGowan says her children have even received birthday invitations that request guests bring a Busy Box in lieu of a gift.

“It’s wonderful because not only are we helping out, but we’re also passing on a great message to our kids,” she says. “That’s one of the things that make Busy Boxes so special – it involves kids helping kids.”

McGowan says the feedback has been nothing but positive.

For more information about getting involved with the Busy Box movement, visit www.facebook.com/TheToyClosetatBrynMawrHospital
In Memoriam

J. Mahlon Buck, Jr.

A longtime advocate for Bryn Mawr Hospital, J. Mahlon (Jim) Buck, Jr. was in every sense a “member of the family.” His remarkable imprint on the hospital and Main Line Health began in 1973 when he joined the Bryn Mawr Hospital board. He served in many leadership roles over the years, including chairing the Executive Committee and participating in the planning to establish the Main Line Health System in 1985.

Bryn Mawr Hospital will forever be grateful for Mr. Buck’s leadership and generous philanthropy. He was a gentle man of principle and conviction who had an indelible impact on the Bryn Mawr community and on the wider Philadelphia region.

Jim and Elia Buck’s leadership support has literally transformed the hospital campus. Plaques honoring lead donors of every major capital campaign of the past three decades bear witness to their generosity. From the New Century of Service campaign of 1986 to the Emergency Department and Comprehensive Breast Center campaigns of 1993, 2003 and 2006, the name of Buck will forever hold a place of honor among Bryn Mawr Hospital’s most loyal and generous benefactors.

In 2009, the board of trustees bestowed the Gerhard Award on Jim Buck in recognition of his many contributions of time and resources on behalf of Bryn Mawr Hospital.

The Buck family’s involvement at Bryn Mawr Hospital lives on through Jim and Elia Buck’s son and daughter, James M. (Jim) Buck, III and Caroline Buck (Cackie) Rogers, who currently hold leadership positions on both the Bryn Mawr Hospital and the Main Line Health Boards.

Like their father, their uncles Bill and Whip Buck, and their late sister, Sissy, Jim and Cackie and all 6 of their children were born at Bryn Mawr Hospital. “Not only that,” notes Jim, “Dad received virtually all his healthcare throughout his lifetime at Bryn Mawr Hospital or from its affiliated physicians.”

Bryn Mawr Hospital mourns the loss of its esteemed friend and benefactor, J. Mahlon Buck, Jr., while drawing comfort in the knowledge that his influence will endure forever.

Esther Ann McFarland

Bryn Mawr Hospital mourns the loss of Esther Ann McFarland, a loyal friend and benefactor who will long be remembered for her unwavering support of “her hospital.” A donor since 1960, Mrs. McFarland and her late husband, George, were staunch contributors to the hospital’s Nursing Excellence and Physician Leadership funds, vital sources of support for the recruitment of the best and brightest young doctors and nurses, as well as retention and continuing education programs for the seasoned professional staff. Mrs. McFarland was also a founding supporter of the Comprehensive Breast Center and a major donor to the Emergency Department capital campaign.

Involvement with Bryn Mawr Hospital is a family affair for the McFarlands. Son George is a past chairman of the Bryn Mawr Hospital Foundation Board. He and his wife, Betsy, who volunteers on both the Women’s Board and Cancer Advisory Committee, are themselves longtime Bryn Mawr Hospital supporters.

For her more than three decades of loyal support of Bryn Mawr Hospital, Mrs. McFarland was honored in 2009 as one of the first recipients of The Gerhard Award. For her long and remarkable life, which she shared so generously with so many, we thank her in spirit.

About The Gerhard Award

Established in 2009, The Gerhard Award is conferred from time to time upon current members of The Gerhard Society who, by virtue of their long-standing dedication to Bryn Mawr Hospital through advocacy, philanthropy, leadership or volunteer service, exemplify the spirit of Hospital founder, Dr. George S. Gerhard, and advance his vision of an enduring Hospital-community partnership.
There are many ways you can create a legacy at Bryn Mawr Hospital. Call us to find out the right way for you. Or visit us online at www.plannedgiving.brynmawrhospital.org to compare gift plans or try out our “plan-a-gift” calculator. All inquiries are held in the strictest confidence and entail absolutely no obligation.

Of course, if you have already included Bryn Mawr Hospital in your estate plans in some way, please let us know. We would like to thank you!

For more information, contact Russell T. Bullitt
Executive Director of Development | 484-337-8177 | BullittR@mlhs.org

Hazel Kavle with her grandchildren in Ocean City, NJ.

G O A L S & B E N E F I T S

Your Goals
Make a gift for the Hospital’s future that costs you nothing now.
Leave more of your estate to your heirs.
Continue to receive benefits back from the assets you give to the Hospital — and thus make a larger gift.

Your Strategy
Include a gift from your will or trust (cash, specific property, or a share of the estate).
Name the Hospital as beneficiary of your retirement plan, and leave less-taxed assets to family.
Create a life-income plan like a charitable gift annuity or a charitable remainder annuity trust or charitable remainder unitrust.

Your Benefits
A great way to help the Hospital build financial strength and provide resources that maintain our traditions.
Eliminate income tax on retirement plan assets, and free up other property to pass to your heirs.
Receive income for your lifetime, receive a charitable deduction, and diversify your holdings.

• Make a gift that actually increases your income and reduces your taxes.
• Make a gift that provides you a stream of income when you retire.
• Donate your house, take a deduction, and live in it for the rest of your life.
• Name the Bryn Mawr Hospital Foundation the beneficiary of your IRA and avoid double-taxation.
• Make a gift that costs you nothing now by including the Bryn Mawr Hospital Foundation in your will.

“We expect Bryn Mawr Hospital to be there for the community, as it was for our family.”
Hazel S. Kavle, Legacy Society member since 2008

Hazel Kavle with her grandchildren in Ocean City, NJ.