

2,011 in 2011: What number will you be?

IN HONOR OF the MGH bicentennial, this year's United Way Campaign aims to encourage at least 2,011 employees to make a donation of any amount. The hospitalwide campaign, which will run Nov. 7 through 18, raises funds for the United Way of Massachusetts Bay and Merrimack Valley. The 2011 co-chairs are Jerrold Rosenbaum, MD, chief of Psychiatry, and Hilary Marshall, a senior director in the Development Office.

"Serving our community stands alongside clinical care, research and training as a core Mass General mission," says Rosenbaum. "By supporting the United Way, each of us can contribute and make a difference in support of that mission."

Pledges can be made in any amount via payroll deduction or as a one-time gift online at www.massgeneral.org/unitedway. In addition, donations can be directed to the community impact fund, a targeted fund or one of hundreds of Boston-area agencies. A list of agencies supported by the United Way is available on the MGH United Way Campaign site.

"The United Way helps fund so many local organizations – probably some that are right in your own neighborhood," says Marshall. "Because the United Way carefully researches, monitors and supports these agencies, you can be confident that your investment is being put to good use."

As a way to thank employees who donate, a number of prizes will be given away throughout the campaign – for example, a pair of tickets to the Dec. 4 Patriots game or
(Continued on page 4)

HE'S NUMBER 396:
Louis Jordan, of Materials Management, supports the United Way.



INNOVATION AT WORK: The gift to the MNCH Technology Initiative will support the development and testing of innovative devices like a neonatal resuscitator, shown here being evaluated by a team – including Olson, far right – in Aceh, Indonesia.

Life-saving potential

\$3 million gift supports Maternal, Newborn, and Child Health Technology Initiative

DESPITE GREAT STRIDES in global health, maternal and child mortality rates in poor regions of the world remain alarmingly high. Many of these deaths are preventable with simple, innovative medical technologies and devices.

A \$3 million gift from the Bacca Foundation to support the newly established MGH Maternal, Newborn, and Child Health (MNCH) Technology Initiative will enable the development and testing of such life-saving devices. The Bacca Foundation is founded and funded by Brett Berry and his wife, Winston. Brett Berry is vice chairman of the board of directors of Fresh Markets, a chain of specialty grocery stores started by his father in 1982.

The MNCH Technology Initiative, part of the MGH Center for Global Health, is led by a multidisciplinary team of MGH experts: David Bangsberg, MD, MPH, director of the Center for Global Health; Jessica Haberer, MD, MS, of the Infectious Disease Unit; Pat Hibberd, MD, PhD, chief of the Division of Global Health for MassGeneral Hospital for Children; Blair Wylie, MD, MPH, of the Vincent Department of Obstetrics & Gynecology; and Kristian Olson, MD, MPH, DTM&H, of the departments of Medicine and Pediatrics and Center for the Integration of Medicine and Innovative Technology (CIMIT) Global Health Initiative. The MNCH Technology Initiative will, in part, build upon the success of the CIMIT Global Health Initiative, which has received international acclaim under Olson's direction for creating and promoting life-saving technologies, including a neonatal incubator made from car parts and a hand-held neonatal resuscitator made from a plastic tube with a small mask fitted to one end.

"We are incredibly thankful for the generosity and vision of the Berry family and the
(Continued on page 2)

MGHfC patients treated to Halloween events

COSTUMED PEDIATRIC PATIENTS from MassGeneral Hospital for Children (MGHfC) paraded through the halls of the MGH Oct. 31 collecting treats – not tricks – during the annual MGHfC trick-or-treating event. Staff members passing out goodies also dressed up for the occasion, with costumes including the Cat in the Hat, Snow White and the Seven Dwarfs, and Fiona and Shrek. Some of the young patients' trick-or-treating pillowcases grew so heavy that they needed assistance to carry them back to their rooms.

The parade was the culmination of a month's worth of "spooktacular" events. ConKerr Cancer donated the material for the pillowcases and hosted a party to help the patients sew their own. Spirit Halloween Superstores also hosted a Halloween celebration Oct. 18 complete with free costumes, accessories, masks and pumpkin painting. The Pediatric Endocrinology Department hosted its annual Halloween party for children with diabetes and their families Oct. 22. The party featured a live animal demonstration by "Curious Creatures" and a guest appearance from former New England Patriot Patrick Pass. For more photos of these events, visit <http://intranet.massgeneral.org>.



ARTISTIC SPIDERMAN: Landen Hoesly, an MGHfC patient, at the Spirit Halloween Superstores event



WINNING SMILES: From left, Olson; Michael Watkins, MD, vascular surgeon; Marques; Johnson-Akeju; and Winfred Williams, MD, program director in Interventional Nephrology for the Transplantation Unit. Watkins and Williams oversee the selection committees for the awards.

MAO honors faculty award winners

LUANA MARQUES, PHD, of the Department of Psychiatry, beamed as she accepted the 2011 Clinician-Teacher Development Award from the MGH Multicultural Affairs Office (MAO). "This shows that this is an institution that really supports academia across all levels," she said. "Thank you very much. I am very honored."

During the fourth annual MAO Welcoming and Recognition event Oct. 13, more than 100 medical students, trainees and faculty learned about the work of the MAO and the projects funded by its signature Faculty Development Award Program through a poster session and the 2011 award winners' remarks.

Marques shared the spotlight with Seun Johnson-Akeju, MD, of the Department of Anesthesia, Critical Care and Pain Medicine, who received the 2011 Physician-Scientist Development Award. Marques was recognized for her abstract "Creating a Teaching Program for Evidence-Based Therapy for PTSD in Community Mental Health: Bridging the Science-Practice Gap" and Johnson-Akeju for an ongoing clinical research study using a selective alpha₂-adrenergic agent to induce natural sleep.

The MAO awards, which support research, education and clinical innovation projects of MGH faculty who are underrepresented in medicine, are funded by the President's Office, the Executive Committee on Research and the MGPO. Marques and Johnson-Akeju will each receive \$120,000 over the course of four years.

During the celebration, MGH President Peter L. Slavin, MD, welcomed attendees and introduced Elena Olson, executive director of the MAO, who noted that since 2004, the MAO has presented 14 physician-scientist awards and 10 clinical-teacher awards. "It is really exciting that this program has grown so much and is helping advance the careers of underrepresented faculty at MGH," Olson said.

While accepting his award, Johnson-Akeju joked with those in attendance that his decision to come to the MGH in 2006 was not because he enjoyed winter. "It was because this is a place that fosters and embraces innovation," he said. "I am grateful and honored to receive this award."

For more information about current and past award winners, visit www.massgeneral.org/mao. ■

– Potential

(Continued from page 1)

Bacca Foundation," says Bangsberg. "Their gift is supporting work that has the potential to save the lives of hundreds of thousands of

mothers and children around the world."

In the coming months, clinicians will begin trials of several novel medical devices in Uganda, India and Ethiopia in collaboration with scientists from the Massachusetts Institute of Technology – one of many

international partners. These devices will better connect women and children in remote rural settings with life-saving interventions, offer decision support to identify who needs treatment first and provide new modes of treatment. ■

Improving care for limited-English proficient patients

APPROXIMATELY 25 MILLION PEOPLE in the United States are described as having limited-English proficiency (LEP) and are at risk for adverse events because of barriers associated with language ability. To encourage staff to think carefully about how they communicate with and care for such patients, the Center for Quality and Safety and the Mongan Institute for Health Policy's Disparities Solutions Center (DSC) held an Oct. 19 Quality and Safety Forum, "Improving Care for Limited-English Proficient Patients at MGH." Gregg Meyer, MD, senior vice president for the Center for Quality and Safety, welcomed attendees, and Joseph Betancourt, MD, MPH, director of the DSC, offered background information about health care disparities among LEP patients.

"Communication is such an incredibly important part of the care process," said Betancourt. "We know, from some initial research, that adverse events affect limited-English proficient patients more frequently and severely than their English-speaking counterparts."

Betancourt shared ways the MGH is addressing this problem, including collaborations between the DSC, Center for Quality and Safety and Interpreter Services on new initiatives – such as training caregivers on LEP patient safety issues and how to use an interpreter; quality and safety rounds with interpreters; and interpreter training on how to better identify and address patient safety concerns. In



GIVING A VOICE TO LEP PATIENTS: From left, Ring, Meyer, Nunes and Betancourt

partnership with Abt Associates and with funding from the U.S. Agency for Healthcare Research and Quality, the DSC also is finalizing a hospital guide with recommendations on how to prevent errors in caring for LEP patients.

David Ring, MD, PhD, an orthopaedic surgeon and director of research for the Hand and Upper Extremity Service, discussed a surgical error in which the inability of team members to communicate with a Spanish-speaking patient and the misuse of staff as translators played a significant role. Ring has been applauded by colleagues for sharing his experience and publishing an article about the case in the *New England Journal of Medicine*.

Ring's story helped emphasize the message of Anabela Nunes, manager of Interpreter Services, who provided information about the crucial role of medical interpreters in reducing errors. "I want to stress that a medical interpreter is not just anyone who is bilingual," said Nunes. "I can be a native speaker, but I might not know medical terminology, and there are specific professional standards and ethics that I need to be trained in."

Nunes said MGH policy strongly discourages use of bilingual staff or family members to interpret information to patients. She asked attendees to instead utilize the resources available through Interpreter Services. For more information, visit www.massgeneral.org/interpreters. ■

Storybook Ball raises \$1.1M for MGHfC

NEARLY 500 GUESTS attended the annual Storybook Ball Oct. 15 at the Park Plaza Castle in Boston, raising \$1.1 million this year in support of MassGeneral Hospital for Children (MGHfC). The Batman-themed evening featured dining, dancing, luxury booths and a live auction.



DARK KNIGHT: From left, Joseph Vacanti, MD, surgeon-in-chief at MGHfC; event co-chairs Alli Achtmeyer and Alyson Lindsey; and Kleinman

"It was an incredible and very exciting evening," says Ronald Kleinman, MD, chief of pediatrics at MGHfC. "This year marked our 12th annual event, and over this time we've raised approximately \$15 million to support a full spectrum of pediatric programs."

Proceeds from the evening will help further MGHfC's mission and support its Child Life Program, designed to promote a more child-friendly hospital environment, as well as help to fund the Newborn Follow-Up Clinic, a program to care for premature newborns.

During the evening, guests bid on several live auction items, ranging from an opportunity for 50 people to skate on Fenway Park when it is transformed into a hockey rink this winter to a trip to Florence. Event sponsors included Barneys New York, Bloomingdale's, Chanel, Citation Air, Dorfman Jewelers, DW Beauty, Fresh, Gucci, KAUFMANFRANCO, Mario Russo Salons, MAX Ultimate Foods, Neiman Marcus, Rafanelli Events, Ralph Lauren, Serenella and Winston Flowers.

WHAT'S HAPPENING**Blood Donor Center promotions**

During November, all blood donors at the MGH Blood Donor Center will receive a long-sleeve T-shirt and be entered to win two round-trip airline tickets on JetBlue Airways for anywhere the airline flies in the continental United States. For more information, visit the center's Facebook page at www.facebook.com/#!/MGHBloodDonor or call 617-726-8177.

2012 benefits open enrollment

The deadline for 2012 open enrollment is Nov. 22. Open enrollment is the only time of the year when MGH and MGPO employees can enroll in or change their benefits, unless they experience a qualified life event. Open enrollment materials are available on the MGH Benefits Home Page, and employees can enroll using PeopleSoft eBenefits. Changes are effective Jan. 1. For more information, call the

Benefits Office at 617-726-8133 or email ibenefits@partners.org. Monthly paid professional staff (MDs and PhDs) should contact the Professional Staff Benefits Office at 617-726-9267 or email prostafbenef@partners.org.

MGH Senior HealthWISE

MGH Senior HealthWISE will offer free hypertension screenings for seniors age 60 years and older Nov. 7 from 1:30 to 2:30 at the Hill House, 127 Mt. Vernon St. For more information, call 617-724-6756.

Employee Eldercare Monthly Discussion Group

The Employee Assistance Program (EAP) will host its Eldercare Monthly Discussion Group Nov. 8 from noon to 1 pm in the Yawkey Center, Maynard Conference Room 7-950. Facilitators will be Janet T. Loughlin, LICSW, CEAP of Partners EAP, and Barbara Moscovitz, LICSW, MGH geriatric social worker. For more information, call 617-726-6976 or visit www.eap.partners.org.

Veterans Day events

On Nov. 11, the Home Base Program is collaborating with Human Resources, the Chaplaincy, the Employee Assistance Program and other departments to honor veterans and their families with several events. Highlights include a veteran and family appreciation breakfast; a panel discussion for MGH veterans and family members; a clinical panel for health professionals; and a prayer service. Commemorative ribbons and information will be available all day in the Main Lobby. To read the full list of events and details, access http://lis.partners.org/hr/New_Web/mgh/VeteransDay2011.pdf.

MGH Weight Center orientation

The MGH Weight Center has a new patient orientation schedule designed to ease the referral process and decrease waiting time for initiating care. Sessions will be held in the Potts Conference Room on Bigelow 8 Nov. 14 at 9:30 am, Nov. 28 at 6 pm, Dec. 15 at 2:30 pm, Dec. 19 at 6 pm, Jan. 5 at 2:30 pm, Jan. 9 at 6 pm and Jan. 23 at 6 pm. The new patient orientation sessions are open to all interested in learning more about the Weight Center, with no appointment

necessary. Patients interested in obtaining an appointment at the center should contact their primary care physician or referring physician for a consult request. Forms are available at www.weightcenter.org. For more information, contact the MGH Weight Center at 617-726-0373.

Parking garage changes

The MGH Parking Department has made several changes to its parking garages. The Parkman Street Garage cashier's office will no longer be staffed between 1 and 6 am. The Yawkey Garage cashier also will close during these hours Sunday through Wednesday. Customer payments or questions during this time will be handled by staff in the Fruit Street Garage cashier's office, which will be linked to exits by intercoms. The Charlestown Navy Yard Building 199 Garage will not be staffed between 10 pm and 5:30 am on weekdays and 10 pm and 6 am weekends and holidays. Authorized users will still have access to the garage during these times. Public parking transactions will be processed by MGH Police and Security at the Charlestown Navy Yard Building 149 East Desk.

– United Way

(Continued from page 1)

a weekend night stay in a city-view guest room at the Liberty Hotel. Drawings will be held Nov. 10, 14 and 18, so the earlier a donation is made, the better the chances of winning a prize. While on campus, employees who donate should don their United Way pins – available at the Employee Access Center in Bulfinch 107 – to win special spot prizes, such as movie tickets. Employees who donate at least \$3 a week, \$13 a month or \$156 annually also are eligible to join the United Way Caring Club, a program that offers discounts at local restaurants and stores.

To learn more about the campaign and make a donation, visit www.massgeneral.org/unitedway.

**EDITOR**

Emily Lemiska
617-724-2753

ASSISTANT EDITOR

Colleen Marshall
617-726-0275

DESIGNER

Aldona Charlton
617-726-7539

FAX

617-726-7475

EMAIL

Hotline@partners.org

MAIL

Public Affairs Office
50 Staniford Street, Suite 830
Boston, MA 02114

MGH Hotline is published weekly by the MGH Public Affairs Office and is available online at www.massgeneral.org/news/hotline.

MGHers are encouraged to submit news tips and story ideas.



MGH Hotline is printed on recycled paper. Please recycle in any white paper box.



INFECTION PREVENTION: As part of Infection Prevention Week in October, members of the Infection Control Unit, the STOP (Stop the Transmission of Pathogens) Task Force and the infection control "tiger team" – made up of MGHers focused on regulatory compliance – staffed an information table in the Main Lobby. Joined by unit service associates Ronald Denejuste and Rosa Coreia, they distributed educational materials about hand hygiene, influenza, the correct use of gowns and gloves for contact precautions, and the importance of a clean environment of care. The display also included information about the "Wet is the New Clean" campaign. Above, Coreia talks with Patricio Gonzalez, medical interpreter in Interpreter Services, as Janet Hutchison, supervisor of Materials management, center, and Judy Tarselli, RN, Infection Control Unit, far right, look on.