Super Bowl PSA airs with help from the MGH

As an elite football player, New York Jets quarterback Mark Sanchez is one of the fittest athletes in the game. Because of his combination of great health and wide audience appeal, CBS Television recently unveiled a CBS Cares public service announcement (PSA) featuring Sanchez that aired during the most watched television program in U.S. history—the 2010 Super Bowl. The spot, which was seen by an estimated 106 million viewers, promoted life-saving women's heart health information from Malissa J. Wood, MD, FACC, co-director of the MGH Heart Center Corrigan Women's Heart Health Program.

In the PSA, accessible at www.cbs.com/cbs_cares/superbowl, Sanchez speaks directly into the camera to women watching the Super Bowl. The sound of a heart thumps in the background. Revealing that the heartbeat is his, Sanchez says that he is “sharing his heart” to stress the important message that the symptoms of women's heart attacks can be different from men's. He ends

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Heartache and Hope

MGH nurse shares volunteer experience in Haiti

“I DON'T THINK ANYONE could ever be truly prepared for such devastation and chaos,” says Grace Deveney, BSN, MPH, of the aftermath following the Jan. 12 earthquake in Haiti. Deveney, who deployed with Partners in Health (PIH) only three days after the disaster struck, was one of the many MGHers to volunteer. She spent two weeks working at PIH's clinic in St. Marc, approximately 50 miles northwest of Port-au-Prince.

A member of The Norman Knight Nursing Center for Clinical and Professional Development at MGH, Deveney is no stranger to providing desperately needed care at international sites. Over the past 10 years, Deveney has worked in a number of developing countries, including Sudan as a 2005 Thomas S. Durant fellow, Niger, the Democratic Republic of the Congo and Bangladesh. Although the situation in Haiti was unlike any other she has seen before, she describes her experience as truly rewarding.

“My team with Partners in Health was amazing,” she says. “I didn't know anyone beforehand, but we all had the same values and vision, and that made it a productive experience. Everyone found a niche and took responsibility for something, even if it wasn't a role they were used to.” Deveney describes how her role was to focus on creating a system to keep track of patients and support staff more so than providing hands-on clinical care. When she first arrived, she says, the clinic was in complete disarray, overwhelmed by the number of patients in urgent need of care.

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**MAO residents and fellows rally together for Haiti**

WHEN HE SAW the tragic events unfold in Haiti, MGH Urology resident Audley Osbourne, MD, could not simply witness the devastation without doing something to help. As the community outreach officer for the MGH Organization of Minority Residents and Fellows (OMRF), a subcommittee of the hospital’s Multicultural Affairs Office (MAO), Osbourne approached his colleagues on the OMRF executive board – Karen Winkfield, MD, PhD, of Radiation-Oncology; Fola May, MD, MPhil, of Internal Medicine; and Andrea Jackson, MD, of Obstetrics and Gynecology – and proposed that the group rally together to assist relief efforts in Haiti.

"I saw many people both inside and outside the MGH scrambling to figure out where they could direct their efforts to help the people of Haiti," Osbourne says. "A lot of people wanted to donate their time and money and learn about what was happening there. So I had an idea to create an event to galvanize the OMRF’s collective resources and efforts."

Within three weeks, the OMRF – under the guidance of the MGH Development Office and MAO – coordinated what normally would require months to arrange: the Haitian Relief Gala. The event will take place at the Liberty Hotel Boston on Feb. 19 from 7 pm to 1 am, and all proceeds will benefit the MGH Haitian Relief Fund and Partners in Health, which is operating some of the few working health care facilities in the earthquake-devastated area.

Guests at the event will have the opportunity to enjoy not only the unique ambiance of the Liberty Hotel ballroom, which the hotel generously donated along with hors d’oeuvres, but also music by the Michelle Lewis Band and DJ Garfield of Hot 97.7 FM. A silent auction will be held throughout the evening and will feature a number of coveted items, such as a New England Patriots jersey signed by Tom Brady; a Bruins jersey and hockey stick signed by team members; several signed Celtics items; and a private airplane ride for two to Nantucket, including lunch on the island.

"We are really looking forward to this event, and we are especially grateful to the Liberty Hotel for donating the space and food," says Winkfield. "We thank in advance our guest speakers MGH President Peter L. Slavin, MD, and Malcolm Smith, MD, chief of the MGH Orthopaedic Trauma Service, who recently returned from serving in Haiti. We also thank our colleagues at BWH, Boston Medical Center and Beth Israel Deaconess Medical Center for joining our efforts to help those in Haiti."

Adds May, "While we understand that direct participation in relief efforts is not possible for everyone, we hope that raising donations through the gala will help provide a way for people – clinical and nonclinical – to come together to channel their deep desire to provide aid to those in need."

Tickets should be purchased by Feb. 16 at http://haitigala.eventbrite.com. To make a donation to the MGH Haitian Relief Fund, access www2.massgeneral.org/donate/haitirelief/. For more information about OMRF, access www2.massgeneral.org/mao/.

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**REACHING OUT TO HAITI**

From left, Winkfield, Jackson, May and Osbourne

A charting system came next. Everything was done with the approval of the Haitian nursing staff. "The Haitian nurses were amazing. They remained so strong and positive, despite having lost family members and being responsible for 60 or so patients, all of whom were in desperate need of attention," says Devaney, who also worked with the team to ensure supplies were properly stocked and wards were as well staffed as possible.

"I was always stopping to think, ‘Am I prioritizing correctly? Is this what needs to be done right now?’" she says. "The first week was pandemonium – every day was a challenge. But by the end of the second week, it was wonderful to see people who were once bedridden moving around on crutches. It was great to see people smiling."

The members of Deveney’s PIH team and other relief teams held a debriefing session at the MGH upon their return with David Bangsberg, MD, MPH, director of the MGH Center for Global Health. Despite their exhaustion, stress and the suffering they had witnessed, Devaney says she and other team members would go back tomorrow if they were asked.

For more information on MGH’s involvement in the Haiti relief effort, including a list of employees who are or were deployed, as well as commentary and photos from their experiences, visit www.massgeneral.org/haiti.
MGH Imaging Safety Champion retreat

**WITH THE THEME,** “Changing from Inside – You the Influencer,” MGH Imaging recently hosted its second annual Excellence Every Day Safety Champion retreat on Jan. 27 at the Richard B. Simches Research Center. More than 55 attendees from across MGH Imaging modalities and locations participated in the event.

The afternoon retreat featured an array of speakers, including Denise Palumbo, RN, executive director of MGH Imaging; Gregg Meyer, MD, senior vice president of the Edward P. Lawrence Center for Quality and Safety; Max Gomez, MPH, director of Quality Management and Education; and other quality and safety specialists from across the hospital.

For more information about the MGH Imaging Excellence Every Day Safety Champion program, contact Karen Miguel, patient safety officer, at kmiguel@partners.org.

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**Speed networking event connects faculty**

**SPEED NETWORKING** enables participants to meet as many contacts as possible in a short time span. It offers staff an opportunity to talk with other faculty and exchange ideas about professional accomplishments, challenges, work-life balance and career pathways – all in a fun and relaxed environment. The MGH Center for Faculty Development recently hosted this unique type of forum for Harvard Medical School faculty Feb. 1 in the Thier Conference Room.

“We have held similar events through the Office for Women’s Careers in collaboration with the Women in Medicine Initiative,” says Donna Lawton, senior program manager for the Center for Faculty Development. “We decided to bring the benefits of networking to even more staff.”

More than 35 faculty members participated, with department chairs and senior leaders from across the hospital offering a range of interdisciplinary expertise and talent. Special guests included Peter L. Slavin, MD, MGH president, and David Torchiana, MD, MGPO chairman and CEO.

“I had a chance to convey the most exciting details of my work and received several excellent suggestions for potential collaborative contacts,” says Amy Walker, PhD, a researcher at the MGH Cancer Center. “Events such as these are valuable experiences in developing research programs to their best advantage.”

For more information about the MGH Center for Faculty Development, access www2.massgeneral.org/facultydevelopment.
Heart Failure Awareness Week
In recognition of Heart Failure Awareness Week Feb. 14 through 20, an information table will be set up in the White Corridor Feb. 18 from 9:30 am to 2:30 pm to increase awareness of the risk factors and symptoms of heart failure. Cardiac nurses will be present to answer any questions, and informational materials will be available. For more information, contact Dottie Sullivan, NP, at dasullivan2@partners.org, or Anne Borden, MPH, RN, at amborden@partners.org.

MGH Senior HealthWISE
MGH Senior HealthWISE is offering the following free events for seniors ages 60 years and older: a seminar, “The Benefits of Pets,” Feb. 18

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from 11 am to noon in the Haber Conference Room with speaker Lori Palley, DVM, manager of the Human-Animal Relationship Program at the MGH Center for Comparative Medicine; a book club discussion of “Fahrenheit 451” by Ray Bradbury Feb. 18 from 3 to 4 pm at the West End Library, 151 Cambridge St.; and a hypertension screening Feb. 22 from 1:30 to 2:30 pm also at the West End Library. For more information, call 617-724-6756.

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Increased access for breast imaging
MGH Imaging has opened a new location in Chelmsford and is now offering evening and Saturday appointments for mammography screenings there and at its Boston and Waltham locations. To schedule an appointment at one of the locations, call the number listed or access www.massgeneralimaging.org/mymammo. Appointments also are available on Radiology Order Entry at http://mgh woes (internal access only).

Mass General Imaging – Chelmsford
43 Village Square, Suite B
978-256-3553

Mass General West Imaging – Waltham
40 Second Ave., Suite 130
781-290-5241

The Avon Breast Center – Boston
Wang Ambulatory Care Center, Suite 240
617-726-3093

Ash Wednesday services
The MGH Chaplaincy will offer Ash Wednesday services Feb. 17 in the MGH Chapel on Ellison 1. Roman Catholic Mass will be held at 11 am and 4 pm, and an ecumenical service will be held at 12:15 pm. All services will be broadcast on Channel 16 on the MGH in-house television system. Ashes will be distributed in the Chapel between 9 am and 5 pm and will be delivered to each patient floor between 8 am and 4 pm as time permits. Ashes also will be distributed at the following locations: CNY Building 149, West Wing, from noon to 1 pm; Charlestown HealthCare Center; basement conference room, from 11 am to noon; Chelsea HealthCare Center; the fourth floor Eleanor Clark Conference Room, from 8 to 9 am; and the new fourth floor conference room, from 12:15 to 1:15 pm; Revere HealthCare Center, administrative conference room, from 11:30 am to noon; Schrafft Center, fifth floor Finance Conference Room, from noon to 1 pm; and Massachusetts Eye and Ear Infirmary, 11th floor patient lounge, from 10 to 10:45 am and the sixth floor OR lounge, from 11 to 11:30 am. For more information, call 617-726-2220.

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– Super Bowl PSA
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by encouraging women to learn more by accessing the CBS Cares website. The PSA ends with a crimson CBS eye pulsating in rhythm to the heartbeat.

Wood helped the CBS crew filming the PSA record Sanchez’s heartbeat using a digital stethoscope. She also wrote an essay featured on the website that describes the ways heart disease symptoms in women are different from those in men and provides helpful ways for women to reduce their risk. As the number one killer of women in America, heart disease takes the lives of half a million females each year.

“It was very exciting to have the opportunity to help create a PSA that would ultimately reach so many people,” says Wood. “Even though the majority of the audience watching the Super Bowl are men, 40 percent are women who need to hear this important message. And the men in the audience include relatives, partners or friends of women with whom they will hopefully share the message.”

The MGH launched its relationship with CBS Cares several years ago with the help of Isaac Schiff, MD, chief of MGH Vincent Obstetrics and Gynecology, and CBS Cares Executive Producer Matthew Margo, when the hospital and the network partnered to create a PSA about menopause. Recently, Schiff and his MGH colleague Marcela G. del Carmen, MD, MPH, again worked with CBS Cares to promote the importance of women receiving an annual pap smear. The MGH and CBS Cares currently are creating another spot to promote the benefits of colonoscopy.

“The MGH’s resources and credibility have been essential to the success of our women’s health partnerships,” says Margo. “We are grateful that our viewers will benefit from Dr. Wood’s expertise on women’s heart disease and to Dr. Schiff for seeing this opportunity to expand the CBS/MGH partnership.”

For more information about the MGH Corrigan Women’s Heart Health Program, access www.massgeneral.org/heartcenter.