



FOUNDATION

UNIVERSITY OF MEDICINE &  
DENTISTRY OF NEW JERSEY

# OUTLOOK

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## Aventis: Helping Children with Asthma

Desiree Rushdan had an asthma attack so severe on her first birthday that she was rushed to UMDNJ-University Hospital's Emergency Room for treatment.

In the 19 years since that day, Ms. Rushdan has been hospitalized more than 75 times, nearly dying twice. Her mother, Reverend Teresa Rushdan, credits the physicians and nurses at University Hospital for saving her life and teaching her how to live with asthma. Today, Ms. Rushdan is a student at Union County College, planning for a career in forensic science.

To help Ms. Rushdan and hundreds of other children in the Newark area, Aventis Pharmaceutical Foundation has donated a \$600,000 challenge gift to the Department of Pediatrics at UMDNJ-New Jersey Medical School to establish The Aventis Pediatric Asthma Program.

"We wanted to ensure that children and their families were educated about what they could do to prevent diseases like asthma and that they knew about the resources they needed to access for appropriate treatment if they had symptoms of the disease," explained Evelyn Self, director of corporate relations for Aventis Pharmaceuticals. "By increasing awareness of the disease and accessibility to care, we feel that we can help to provide a better quality of life for children and their families."

The gift enabled the medical school to launch a comprehensive pediatric asthma program on the Newark campus, which includes three pediatric pulmonologists. The funds will also be used to purchase specialized equipment for pediatric patients and to hire personnel to educate and treat pediatric asthma patients and their families.

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*(l-r) Desiree and Angela Fields of Newark with Felipe Giaffone and Robbie Buhl of Racing for Kids, a group that supports sick children through motorsports.*

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### The Foundation of UMDNJ

**George F. Heinrich, MD**  
Vice Chairman and CEO

**James Golubieski**  
President

**Dale R. Heffler**  
Director of Communications

**Debi Price**  
Writer

One Worlds Fair Drive  
Suite 2100  
Somerset, NJ 08873

65 Bergen Street  
Suite 1551  
Newark, NJ 07107

One Medical Center Drive  
Academic Center, Suite 146  
Stratford, NJ 08084

Toll-free (866) 44-UMDNJ

[www.umdj.edu/foundation](http://www.umdj.edu/foundation)

Please send comments:  
[d.heffler@umdj.edu](mailto:d.heffler@umdj.edu)

## A Message from George F. Heinrich, MD

Dear Friends:

It gives me great pleasure to send you our newly redesigned newsletter, *Outlook*. Because the last few years have been extraordinarily exciting for us, at this point in our Foundation's history we felt that our communications initiative needed to reflect all that the Foundation has become—a vibrant organization dedicated to advancing education, research, patient care and community service programs at the University of Medicine and Dentistry of New Jersey—**A Resource For Life**.



While our look may be different, our content will continue to focus on stories about the many friends who support us—friends like you who share the passion of bringing the highest quality research, education and health services to the people of New Jersey.

Our newsletter redesign is only the first step we are taking to let others know about how and why they should join us to help the University. In October and November, we embarked on our first awareness campaign, which includes magazine advertising, cable television spots and direct mail.

We are proud of our 30-year history of endowing excellence at UMDNJ and are very grateful to all those who have joined us. We hope you enjoy reading *Outlook* and as always, we welcome your comments and suggestions.

Sincerely,

George F. Heinrich, MD  
Vice Chair and CEO

# Foundation Celebrates 30 Years of Volunteer Leadership

Thirty years ago, **Franklyn P. Gerard, MD**, of the Thoracic and Cardiovascular Surgical Group; **Gustav O. Lienhard** of Johnson & Johnson and The Robert Wood Johnson Foundation; **Everett M. Scherer, Esq.**, of Riker, Danzig, Scherer, Hyland & Perretti; and **George F. Smith** of Johnson & Johnson volunteered their energy and their vision to establish the Foundation of UMDNJ.

The organization was formed as an independent, not-for-profit corporation to develop private sector support for the benefit of the University of Medicine and Dentistry of New Jersey. Thanks to the foresight of the original four founders, the Foundation has become a significant organization supporting UMDNJ.

Today we are governed by a volunteer Board of Trustees, a group of remarkable individuals who steer the Foundation's planning, fiscal management and grant making decisions.

As we enter our 30th year, we thank the following trustees who currently serve on our board:

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## Vox Medica Awards Grant to Help Low Literacy Patients

Vox Medica's newly created foundation, the Center for Patient Education and Health Literacy, awarded its first grant ever to the UMDNJ-School of Osteopathic Medicine's Department of Family Medicine.

goal of promoting health literacy by supporting research and programs that create greater availability of accurate and easily understandable health care information for patients. The foundation will award one grant annually.



“Our goal is to support programs that have a long-lasting impact on the community and that also serve as best practices in encouraging similar initiatives to take root,” said Eve Dryer, president, Vox Medica’s Health Care Public Relations Group. “This program will help train the next generation of doctors to better meet the needs of patients from special populations, helping them live longer, healthier lives.”

In addition to the grant money, Vox Medica’s Health Care Public Relations Group will provide in-kind services to support the production and promotion of the health literacy initiatives.

“Effective communications between students and patients from all cultural backgrounds translates to optimum healthcare,” said Carman Ciervo, DO, chair, department of family medicine. “We are very grateful to Vox Medica for their support of a program that adds immeasurable value to our students’ training.”

To learn more about the program or how to support it, contact June Hampson, PhD, vice president of development, at (856) 566-6300 or at [hampsoju@umdnj.edu](mailto:hampsoju@umdnj.edu).

*(l-r) Frank Filipetto, DO, vice chair, SOM department of family medicine; Hikmah Gardiner, trustee of the Center for Patient Education and Health Literacy; Carman Ciervo, DO, chair, SOM department of family medicine; Eve Dryer, president of public relations, Vox Medica; Claudia Switala and Sima Bennett, SOM department of family medicine.*

The \$25,000 grant award and its accompanying \$25,000 in marketing communications support services will be used to develop two standardized patient scenarios to help medical students learn how to communicate more effectively with patients who have low literacy levels. The program, which will be conducted as part of SOM’s new state-of-the-art Clinical and Education Assessment Center (CEAC), will give students the ability to better address the healthcare needs of an increasingly diverse U.S. population.

Vox Medica, a national healthcare communications group based in Philadelphia, is the third largest privately owned healthcare communications company in the country. It created the new foundation to mark its 50th anniversary, with the

## Aventis: Helping Children with Asthma

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In addition, this lead gift has facilitated the establishment of The Asthma Center of Excellence to serve pediatric and adult asthma patients living in the greater Newark area.

“Partnerships between companies like ours and organizations like yours are exactly what we need to find the best solutions to some of our most pressing healthcare problems,” Jerry Belle, Aventis North America, told a group gathered recently to celebrate the gift. “We hope others join the University in their efforts to combat this illness.”

For information about how you can help support The Asthma Center of Excellence, contact Inya Chehadé, senior director of development, at (973) 972-2127 or via e-mail at [chehadin@umdnj.edu](mailto:chehadin@umdnj.edu).



*Robert L. Johnson, MD, interim chair, the department of pediatrics at New Jersey Medical School; John J. Petillo, PhD, interim president, UMDNJ; Jerry Belle, Aventis North America.*

## Foundation News

**The Foundation is pleased to announce the following new appointments:**

**Joseph E. Stampe** has been named Vice President of Development. He will lead the fundraising efforts for the New Brunswick/Piscataway campus, which includes the School of Public Health and the Robert Wood Johnson Medical School and its centers and institutes, including the Child Health Institute of New Jersey and the Cardiovascular Institute of New Jersey. In addition, he will work closely with development officers at the medical school's Cancer Institute of New Jersey in their fundraising efforts.

Mr. Stampe was most recently with Rutgers University as the Assistant Vice President for Development. He has a Master's Degree in corporate and organizational communications from Fairleigh Dickinson University and a Bachelor's Degree in political science from Drew University.

He can be reached at (732) 743-3277 or via e-mail at [stampeje@umdnj.edu](mailto:stampeje@umdnj.edu).

**Peter Sobel** is the new Director of Corporate and Foundation Relations for the New Brunswick/Piscataway campus and is responsible for managing relationships with corporate and foundation

donors. Mr. Sobel was previously a Director of Development at Rutgers University. He started in development at Yale University and has held corporate philanthropy positions at MCI and KPMG. He is a graduate of Rutgers College. Mr. Sobel can be reached at (732) 743-3203 or via e-mail at [sobelpa@umdnj.edu](mailto:sobelpa@umdnj.edu).

**Donna Ricks** is the new Executive Assistant for the New Brunswick/Piscataway development staff. She has more than 12 years of administrative support experience at USAA, a Fortune 500 company headquartered in Texas. Ms. Ricks can be reached at (732) 743-3296 or via e-mail at [ricksdm@umdnj.edu](mailto:ricksdm@umdnj.edu).

### In Memoriam

The Foundation of UMDNJ would like to extend its condolences to the family of Mae Joan Islami, RN. For many years, Mrs. Islami and her children provided philanthropic support to UMDNJ through the Abdol H. Islami, MD, Foundation which she established in 1990 to honor her late husband. The Foundation, which supports the advancement of medical education, grants annual scholarships to UMDNJ students. Since 1995, the Islami Foundation has contributed more than \$350,000 to the Foundation of UMDNJ to provide scholarships for more than 50 medical, dental and nursing students. The generosity and spirit of giving to others by Mrs. Islami will truly be missed by many.



*(l-r) Joseph Stampe,  
Donna Ricks and  
Peter Sobel*

## NJMS Physicians Fund Annual Lecture on the History of Medicine

“We can’t really appreciate where we are or where we are going until we see where we’ve been,” explained Allen B. Weisse, MD, professor of medicine at UMDNJ-New Jersey Medical School.

With that philosophy in mind, Dr. Weisse and his wife, Laura Weisse, MD, have, through the Foundation of UMDNJ, established an annual **Weisse Lecture on the History of Medicine**. According to Dr. Weisse, it is the first endowed lecture at UMDNJ focused on the history of medicine.

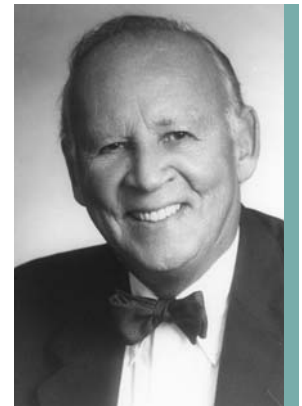
The series began with “*On First Looking Into Jarcho’s Leibowitz. The Small Joys and Great Satisfactions of Medical Sleuthing*” as part of medical grand rounds for physicians, residents and medical students and will continue in years to come. This informational and entertaining lecture was delivered by Dr. Allen Weisse himself and followed by a complimentary luncheon for all in attendance.

Dr. Weisse joined the faculty of Seton Hall College of Medicine, now New Jersey Medical School, more than 40 years ago, where he has been actively engaged in teaching, patient care, medical research and community service.

He has combined his successful career in academic medicine with his abiding interest in the history of medicine and medicine’s current place in society. These interests led to his first book, *Medicine: State of the Art*, in 1984. His study of American medical history produced the award-winning book, *Conversations in Medicine* that same year.

His other writings include *Medical Odysseys: The Different and Sometimes Unexpected Pathways of 20th Century Medical Discoveries*; *The Man’s Guide to Good Health*; *The Staff and the Serpent: Pertinent and Impertinent Observations on the World of Medicine* and his latest, *Heart to Heart: The Twentieth Century Battle Against Cardiac Disease* in 2002.

Dr. Laura Weisse is a graduate of Seton Hall/New Jersey Medical School (1968) and is a practicing radiologist in Summit and Westfield.



“We can’t really appreciate where we are or where we are going until we see where we’ve been.”

Allen B. Weisse, MD

# Have You Seen Our Awareness Campaign?

The first awareness campaign conducted by the Foundation of UMDNJ to acquaint people throughout the State with the advantages of partnering with the Foundation to benefit the University is currently underway.

Based on the theme *Imagine The Difference You Can Make*, the campaign includes ads running in the October and November issues of *Business Week*, *Fast Company, Inc.*, *Forbes*, *Fortune*, *Money* and *Fortune-Small Business* magazines.

In addition, a 30-second television spot aired for three weeks on cable stations throughout the State on A&E, AMC, The History Channel, The Weather Channel, MSNBC, CNBC, CNN, Fox News and News 12 New Jersey.

For more information about the campaign, or how you can join thousands of other New Jersey residents who want to endow excellence through research, education, patient care and community service programs at UMDNJ—**Resource For Life**, contact Dale R. Heffler, director of communications, at (732) 743-3294 or by e-mail at [d.heffler@umdnj.edu](mailto:d.heffler@umdnj.edu).

*Imagine the difference you can make.*



One Worlds Fair Drive  
Suite 2100  
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