



OUTLOOK

A Publication of The Foundation of The University of Medicine and Dentistry of New Jersey

Parker Home Joins Forces with RWJMS to Strengthen Elder Care



*Roberto Muñiz,
president of Parker Home*

The Francis E. Parker Memorial Home in New Brunswick and Piscataway has provided skilled nursing care to seniors for the past 100 years. During the past 20 years, they have had a strong affiliation with Robert Wood Johnson Medical School (RWJMS) as family medicine residents from the Department of Family Medicine rotate through the home, providing healthcare to Parker Homes' residents.

To expand this affiliation, the Francis E. Parker Memorial Home has donated \$1.6 million to establish the Center for Healthy Aging at Parker.

"This affiliation with the medical school validates our current programs while allowing us to increase awareness of our philosophy on how to care for our elderly population," explained Roberto Muñiz, president of Parker Home. "But best of all, it will enhance the services we provide to Parker residents."

In addition to expanding patient services, the gift provides additional educational opportunities for physicians, nurses and allied health professionals affiliated with the medical school, as well as training for Parker's healthcare staff. Community programs on issues such as health maintenance, wellness and successful aging will be a third educational component of the program.

The gift also allows for clinically focused, collaborative research projects to be initiated and completed, thus strengthening knowledge of the elderly and how to best care for them.

"This outstanding gift from Parker will allow us to play an important role in training the next generation of family medicine physicians and geriatricians," explained Alfred Tallia, MD, acting chair of the department of family medicine at RWJMS.

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Gifts Help Fight Asthma

Because asthma rates are increasing in New Jersey at a staggering rate—13 percent of children under the age of 18 are affected—a number of organizations have recently lent financial support to the Asthma Center of Excellence at New Jersey Medical School in Newark to help treat adults and children with this devastating illness.

The Healthcare Foundation of New Jersey granted more than \$332,000 for the Children’s RESPIRA Program to develop a bilingual educational program for Latino families whose children have asthma. Through RESPIRA, an adult and child education program developed in both English and Spanish is available to teach families about asthma triggers and treatment. In addition, a Q&A line staffed by a Spanish-speaking staff member has been established so people can call about their general asthma needs. The program is a collaborative effort with community partners ACORN and Programs for Parents.



UMDNJ representatives (standing) attended a Nets game to accept a check for \$11,200 from Joumana Kidd (center standing) to support the Asthma Center of Excellence at New Jersey Medical School.

Recently, Joumana Kidd presented more than \$11,000 to the Center on behalf of Nets Home Court, a fundraising and volunteer group made up of the wives and significant others of Nets players, coaches and management.

“We are excited about our new relationship with the Nets, which will play an important role in improving the health of our community and our children,” said Deborah Johnson, MD, a pediatrician and associate dean for clinical enterprise at New Jersey Medical School.

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Generous Gifts Touch Hurricane Katrina Victims

Thanks to a generous gift of \$90,000 from The ShopRite Disaster Relief Fund, a component fund of the Community Foundation of New Jersey, and nearly \$6,000 from physicians who participated in the School of Osteopathic Medicine Family Review Board and donated their honoraria, the most vulnerable victims of Hurricane Katrina, the children of New Orleans and other Gulf Coast areas, will benefit from critical mental health support.

Because research suggests that five percent of all children in the impacted areas will suffer Post-Traumatic Stress (PTSD) and other mental health disorders, one of the many issues facing Katrina-affected areas is the increased demand for therapists to meet this growing need. However, many therapists in these areas feel unprepared to help children with Post-Traumatic Stress, a disorder that can become chronic and have life long negative effects. These generous gifts will allow staff at the CARES Institute to organize and lead a multi-day conference to train therapists in the Gulf Coast region of Mississippi about the best methods to treat PTSD and other disorders.

“ShopRite is pleased to provide a gift with a dual purpose: allowing the work of CARES professionals to be shared with others across the country while positively touching the lives of those affected by this tragic disaster,” said Mary Ellen Gowin, vice president, consumer and corporate communications of Wakefern Food Corporation.

The specific treatment model that will be used, developed by Esther Deblinger, PhD, co-director of the CARES Institute, and her colleagues Drs. Judith Cohen and Anthony Mannarino, has been recognized by the U.S. Department of Health and Human Services as a model behavioral therapy program to help children who have suffered abuse and other traumas.

“Thanks to these generous gifts, we can share our knowledge and training with our peers in the Gulf Coast region. Not only will we provide intensive skill training, but we will offer consultation conference calls for eight months afterwards to support the newly-trained program leaders,” said Dr. Deblinger.

For more information on the Katrina Relief Fund or how to support the CARES training program, contact June Hampson, PhD, vice president of development, at (856) 566-6300 or at hampsoju@umdnj.edu.



*Dr. Esther Deblinger
with her award from
the U.S. Department of
Health & Human Services*

Foundation News

Kathy Mori has been appointed Database Manager at the Foundation. In her new position, Mrs. Mori will be responsible for managing the donor/prospect database as well as overseeing the processing and acknowledgements of donations. Mrs. Mori can be reached at (732) 235-7317 or at morikm@umdnj.edu.

Jill Nandor has been appointed the Administrative Assistant for Research. In her new position, Ms. Nandor will be responsible for departmental records, the Foundation's central files & archive and assisting the research staff with clerical duties and light research. Ms. Nandor can be reached at (732) 235-6469 or at nandorjm@umdnj.edu.

Parker Home

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The Center for Healthy Aging will be located in the Parker facility currently being built in Highland Park, adjacent to the Piscataway home. It is expected to open this fall.

To learn more about how you can support similar programs through Robert Wood Johnson Medical School, contact Joe Stampe, vice president of development, at (732) 235-3315 or at stampeje@umdnj.edu.

Gifts Help Fight Asthma

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Mrs. Kidd and Ellen Carter organized this activity that raised money through the sale of gift baskets to support the center. They have also embarked on the next fundraiser, the sale of specially designed tee shirts that feature their husbands, Jason and Vince. The tee shirts, which sell for \$20 each, were sold at the last few Nets home games.

The Asthma Center of Excellence at New Jersey Medical School, which is based on the UMDNJ campus in Newark, provides holistic care to adults and children suffering from asthma. It was initially funded with a gift of \$600,000 from the Aventis Pharmaceutical Foundation.

"We are so grateful to all who have recognized this growing need in our community and have taken it upon themselves to help find better treatments and cures," said George F. Heinrich, MD, vice chair and CEO of the Foundation of UMDNJ. "These gifts will make a tremendous difference in the lives of so many who have asthma."

For more information about how you can help fund programs at the center, contact Inya Chehadé, senior director of development at the Foundation of UMDNJ, at (973) 972-2127 or at chehadin@umdnj.edu.

Supporting Research and Scholarships



New Endowed Chair Holder Named at NJMS

Andrew Thomas, PhD, chair of the department of pharmacology and physiology (r), has been named the first holder of the Thomas P. Infusino Endowed Chair at New Jersey Medical School. The chair was established by colleagues of Mr. Infusino (l) as a tribute to his 34 years of service as the chairman and CEO of Wakefern Food Corporation.



Healthcare Foundation Advances Programs in Newark

“True to its mission, the Healthcare Foundation of New Jersey has directed significant funding to support three projects that together address some of the most egregious health disparities in the Newark community,” said Lisa Block, senior program officer. “Each one of these programs has the potential to impact disease management and prevention in critical areas and overall to improve area residents’ access to care.”

To support its mission, the Foundation has recently given more than \$800,000 to the University to fund programs to help advance healthcare for Newark residents. Projects include:

- the creation and support of The Children’s RESPIRA Education Program, a bilingual medical and educational services program for Latino families in Essex County who have children with asthma. (see story on page 2)
- support for the School of Nursing’s Mobile Healthcare Project, a nurse-managed healthcare van that will deliver primary care and health screenings to uninsured and underserved patients in neighborhoods throughout Newark.
- support of a research project conducted by Dr. Abraham Aviv, director of New Jersey Medical School’s Hypertension Research Center, to explore possible links between impaired in-utero growth and predisposition for developing aging-related disease in later life. Results from his investigation may help clarify a connection between low birth weight, which is more common among various minority groups, and a higher incidence of diabetes and cardiovascular disease in adulthood.

“We are proud to get behind innovative projects that not only show strength as clinical models, but are culturally sensitive and responsive,” Ms. Block said.

Donors and Students Meet At Scholarship Reception

(l-r) Interim Dean Peter Amenta and his wife Edna joined Elda and Joseph Coccia recently at Robert Wood Johnson Medical School’s second Annual Scholarship Reception, hosted by the Foundation of UMDNJ, which gave donors and scholarship recipients the chance to meet. The Coccias donated \$25,000 to establish the Joseph & Elda Coccia Foundation Italian American Student Physician Scholarship at RWJMS.



To Celebrate Their Marriage

(l-r) Interim Dean Peter Amenta, Ruth and Dr. Norman Rosenberg and Dr. Alan M. Graham recently attended a luncheon to celebrate the completion of the Rosenberg’s contribution to fund the Norman and Ruth H. Rosenberg Chair in Vascular Surgery to advance basic and clinical studies in vascular surgery at RWJMS. The Rosenbergs endowed the Chair in 2002 as a celebration of their accomplishments during their 61 years of marriage. Dr. Graham, professor of surgery and chief of the division of vascular surgery at RWJMS, is the first chair holder.

Family and Friends Honor Loved One by Supporting MS Research



(l-r) Dr. Stephen Kamin with Susan and Jay Zwickel

According to her mother Susan, even as a young child, Erica Zwickel always wanted to help others.

In that same spirit, in a room filled with love and emotion, Chairwoman Susan Zwickel, representatives from the Erica Zwickel Foundation of Pine Brook, NJ, and Erica's family, presented a check for \$5,000 to Erica's doctor, Stephen Kamin, MD, acting chair of the department of neurology at New Jersey Medical School, so that he could continue his research into new treatments for patients with multiple sclerosis.

Erica Zwickel was diagnosed with MS when she was 28 years old. She died a short three years later during a routine surgery unrelated to the disease. The life she led

in the years following her diagnosis was remarkable, according to those who knew and loved her.

"Erica devoted her life to making sure everyone around her was happy," said Alan Zwickel, Erica's older brother and president of the Erica Zwickel Foundation. "She refused to let the diagnosis of MS slow her down. She had endless energy and a terrific attitude."

According to Mrs. Zwickel, MS inspired Erica to fight, to go back to school, to become very involved in fundraising for MS research and to immerse herself in a music career in which she promoted the New Jersey-based cover band, Dog Voices.

When Erica was diagnosed, she embarked on an exhaustive internet search to learn all that she could about the disease. One thing became clear... an organization not far from her home—UMDNJ-New Jersey Medical School—demonstrated a particular strength in the areas of research for and treatment of MS. That's how Erica found Dr. Kamin.

Erica's family and friends established the Erica Zwickel Foundation in 2003 to honor her memory and continue her efforts to support MS research and to contribute to students pursuing an education in the arts. A major aspect of its fundraising efforts is raising money to help Dr. Kamin find a cure for this debilitating disease.

"It means a lot for us to honor Erica, a person who gave so much to others, a person we all loved," said Richard Zwickel, Erica's brother and a member of the Foundation's board of directors, "It would have meant the world to her to know that we are continuing her efforts to find a cure that will someday help so many others."

To support Dr. Kamin's MS research, contact Liz Ketterlinus, vice president of development, at (973) 972-2486 or at ketterel@umdnj.edu.

Foundation Establishes New Medical Discovery Private Equity Venture Fund

To enhance an existing mission of the Foundation of UMDNJ—providing direct grants for University researchers—the Foundation Venture Capital Group was incorporated to invest exclusively in research at UMDNJ by helping to develop technologies that will change the face of healthcare in the future.

It will collaborate with the Office of Patents and Licensing at the University to identify the most promising research and provide greater support and opportunities for newly formed start-up companies.

“The faculty has been involved in breakthrough research projects for a number of years, many of them ready to successfully be considered for investment,” explained George F. Heinrich, MD, vice chair and CEO of Foundation Venture Capital Group, LLC.

According to Dr. Heinrich, a venture capital corporation supporting University efforts would provide a source of funding that fills a need by promoting the establishment of companies that would most likely not be formed otherwise. Once these companies are established with this seed funding, the Foundation Venture Capital Group will seek to work with traditional venture capital and others to partner in the effort to advance these technologies.

Jim Golubieski, president of Foundation Venture Capital Group, LLC, promoted the idea to complement his work as president of the Foundation of UMDNJ. Both the Foundation of UMDNJ and Foundation Venture Capital Group, LLC, were formed to support the growth and excellence at the University. The Foundation of UMDNJ was incorporated 32 years ago.

According to Mr. Golubieski, this forward-thinking concept can prove transformational for the mission of the Foundation of UMDNJ, for researchers at the University, and for patients who can take advantage of the newest products to be developed.

“We anticipate that early-stage businesses set up to advance University breakthroughs in research and technology will reap huge benefits, as will the University and the investors,” he said.

Vince Smeraglia, director of the office of patents & licensing, was enthusiastic.

“The benefits of this extra-early funding means that emerging medical breakthroughs in research and technology businesses can be sustained by sufficient venture capital to optimize their chances of success and ultimately provide revenue to UMDNJ and the groups that support these ventures,” explained Mr. Smeraglia.

For more information about partnering with Foundation Venture Capital Group, LLC, contact Jim Golubieski at (732) 235-5400 or at jgolubieski@foundationventure.com.

In Support of the CARES Institute



(l-r) CARES Board Member Steven A. Kantor, CARES Co-director Dr. Martin A. Finkel, Guests Mindy Kaufer and Timothy Parrotte and CARES Co-director Dr. Esther Deblinger

Approximately 50 local residents who care about children gathered recently to learn more about the CARES Institute at the School of Osteopathic Medicine, a nationally recognized model of excellence in providing state-of-the-art diagnostic and treatment services to children who have suffered sexual or physical abuse or neglect.

“There is no greater betrayal than to prey on the innocence of a child,” Donald Sico, chair of the CARES Advisory Board told attendees. “If you are motivated by empathy and compassion, you are in the right place tonight.”

Last year, Institute staff worked with 1,500 children, 40 percent of them under the age of six.

“This is a difficult topic to talk about,” said Martin A. Finkel, DO, co-director of the Institute. “But child sexual and physical abuse can no longer be tolerated. Increased awareness of the problem is an important step in helping to solve it.”



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