

# JGH NEWS

SIR MORTIMER B. DAVIS  
JEWISH GENERAL HOSPITAL

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## Best Foot Forward The Weekend to End Breast Cancer



[www.endcancer.ca](http://www.endcancer.ca)

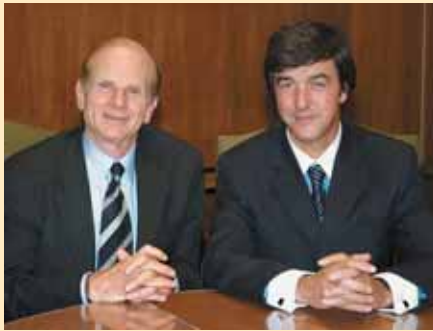


Also inside:

**Leo Goldfarb remembered for dedication to JGH**  
**"Care for All" highlighted at Annual General Meeting**  
**Bringing treatment to Inuit of northern Quebec**

# On the road to ending breast cancer

**O**n Aug. 27 and 28, thousands of determined Montrealers will lace up their running shoes and take to the streets for a challenging 60-kilometre walk in the Weekend to End Breast Cancer. The importance of this imaginative fundraising event is clear: It will give a major boost to the Jewish General Hospital's Segal Comprehensive Cancer Centre, a focal point for treatment and research into breast cancer.



The financial groundwork for this exceptional facility—which will be the primary occupant of the new floors now under construction atop Cummings Pavilion E—was laid by Alvin and Leonor Segal and their family with a gift of extraordinary generosity.

But look a little closer at the Weekend to End Breast Cancer and you'll find another reason for its significance: It clearly demonstrates that our hospital not only provides care for all, it receives the support of all. The types of patients whom the JGH treats on a day-to-day basis—people of all ages and from a diverse array of racial, religious, linguistic and cultural backgrounds—are precisely the ones who will be making such an outstanding effort on the hospital's behalf in August.

This fact is hardly surprising to those of us who come into regular contact with donors and volunteers. However, it takes an event like the Weekend to End Breast Cancer to illustrate so graphically the true extent of this amazing outpouring of help. It is this ongoing relationship of mutual support—whether in the form of financial donations or as voluntary acts of kindness—that sustains both the JGH and the community that it has served for more than seven decades.

As you'll see in this issue of *JGH News*, the Weekend to End Breast Cancer has become an inspiring call to action, with teams of walkers formed within the JGH and throughout the city. Sadly, many of the participants will be out in the streets to pay tribute to mothers, daughters, wives and sisters who lost their lives to breast cancer. But a great number of them will also be there as victors and survivors, celebrating a hard-won gift of life that owes as much to their enormous strength of will as it does to the marvels of modern medicine.

Thanks to the walkers in the Weekend to End Breast Cancer, the Jewish General Hospital will be there to deliver the latest treatments, the most compassionate care, and cutting-edge research that, we hope, will one day erase this scourge from our lives. By holding each other's hands, we'll reach the finish line together.

Stanley K. Plotnick  
President

Henri Elbaz  
Executive Director

## Leo Goldfarb remembered for integrity and dedication to JGH

**A**t a memorial service for Leo Goldfarb on Dec. 16, the former President of the Jewish General Hospital was praised for his strength of character, his business acumen, his willingness to serve the community and his determination to see the JGH flourish for the sake of its patients.



When friends learned of Mr. Goldfarb's death on Nov. 23, they were united by what Myer Bick, Chairman and CEO of the JGH Foundation, called "a sense of profound loss—not only for what he did and accomplished within these walls but, more important, for the love and respect that we had for his character, his principles, his cheerfulness, his values, his enthusiasm and his style."

Stanley K. Plotnick, President of the hospital, reminded those attending the service in the hospital's Block Amphitheatre that only six weeks earlier in that same hall, Mr. Goldfarb had made a great effort to attend the JGH's Annual Meeting despite the declining state of his health.

"It would have been perfectly understandable if he hadn't shown up," Mr. Plotnick said. "But there he was, as always, making an extraordinary effort to do everything in his power to demonstrate his deep and enduring commitment to this hospital. Judging from the warm welcome he received, it was obvious how much everyone appreciated his presence, and how much admiration we felt—and will always feel—for him."

Executive Director Henri Elbaz noted that Mr. Goldfarb was an outstanding President of the Corporation and Centre Boards, because "he understood that a successful future depends on the solid foundation we build today. However, Leo went one step further by adding the crucial element of compassion. In everything he did, his objective was to help our patients and to ease their pain."

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**Montreal's first Weekend to End Breast Cancer, Aug. 26 to 28, will be a major fund-raising event, with thousands of participants walking 60 kilometres to support the Segal Comprehensive Cancer Centre at the Jewish General Hospital.**



Cover: Felipe Argaez, Karyn Dupuis, Jean Marcotte

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## JGH NEWS

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A McGill University  
Teaching Hospital

# The Weekend to End Breast Cancer

## In a nutshell

**T**he Weekend to End Breast Cancer, an extraordinarily successful method of raising funds for breast cancer treatment and research, will take place in Montreal from Aug. 26 to 28. Each participant pays a \$75 registration fee and makes a commitment to raise at least \$2,000, with all funds benefitting breast cancer treatment, research and prevention at the Jewish General Hospital's Segal Comprehensive Cancer Centre.

Each person who raises the minimum amount is entitled to walk the 60-kilometre route on Saturday and Sunday, rain or shine (with registration on Friday). At the half-way point on Saturday, participants arrive at a camping area where they enjoy entertainment and sleep overnight in tents. The walk resumes on Sunday morning. All meals, drinks, snacks, tents, washroom facilities and entertainment are provided.

The concept for the event originated several years ago in the United States. So far, the Weekend to End Breast Cancer has been held twice in Toronto and once in Vancouver, with overwhelming results. Montreal and Calgary are staging the event for the first time this year.

## Go, team!

Although you can walk the route as an individual, it's usually more exciting and inspiring to be part of a team. Most often, teams consist of relatives, friends or co-workers. In many cases, all of the team members share a connection to a person who has beaten, is fighting or has died of breast cancer.

Teams can choose their own names—for example, the Soul Sisters, Friends for Life and Y-Not are walking this year. If team members wish, they can wear personalized T-shirts or dress in a distinctive way. However, each team member is still obligated to pay the registration fee and raise at least \$2,000. For more information about teams, visit the website at [www.end-cancer.ca](http://www.end-cancer.ca) or phone (514) 393-WALK (9255).



## Show me the money

Raising \$2,000 may seem like a daunting task, but thousands of walkers have found it easier than they expected. In many cases, participants receive donations without even making an outright request; all they do is speak casually but enthusiastically to relatives, friends and colleagues about their intention to walk. Participants also raise funds through events such as car washes, bake sales, golf tournaments and yard sales.

Organizers say the \$2,000 minimum helps to guarantee that each participant will make a serious commitment to the Weekend to End Breast Cancer. It's also a way of ensuring that the amount of money raised is appropriate for an event of such magnitude. Advice on fund-raising is available on the website at [www.end-cancer.ca](http://www.end-cancer.ca) or over the phone at (514) 393-WALK (9255).



## Let's get physical

Walking 60 kilometres (about 37 miles) in two days is a major undertaking, but it's not as tough as you might expect. Your steps will probably feel lighter because of motivation (raising money for an important cause), surroundings (the scenic route), amenities (refreshments and encouragement along the way), camaraderie (walking with thousands of like-minded participants) and pace (a relaxing rate in an event that's not a race or marathon).

Still, it's a considerable distance, and if you're not in shape, you're advised to prepare. Your best bet is to join one of the training walks connected with the Weekend to End Breast Cancer. These non-strenuous walks, each lasting about 45 to 60 minutes, will begin in the spring. Several are likely to be based at the Jewish General Hospital, with some taking place at lunch hour. For further details, visit the website at [www.endcancer.ca](http://www.endcancer.ca) or phone (514) 393-WALK (9255).



## Hit the road

The route of the 60-kilometre walk will be revealed on the day the walk begins. This allows organizers to avoid confusion among walkers in case last-minute changes must be made to the route. Experience has also shown that participants enjoy the sense of discovery in learning about the route as the Weekend begins. On the route, everyone stays on the sidewalk, and no streets will be closed to traffic.



## Special situations

**Jewish observance:** Being part of the Weekend to End Breast Cancer means you're entitled, but not obligated, to walk the route. If you can't participate on Saturday (the Jewish Sabbath), you can join the other walkers at the half-way point on Sunday. Kosher food will be available.

**Inability to walk the route:** You can still make a valuable contribution, even if you can't walk at all for any reason. Just sign up as a crew volunteer to serve meals, provide snacks to walkers, drive a patrol vehicle or perform other necessary jobs. Crew volunteers pay the same \$75 registration fee as walkers, but are asked to raise only \$500.

## Details, details

For more details about all aspects of the Weekend to End Breast Cancer, visit the website at [www.endcancer.ca](http://www.endcancer.ca) or phone the Montreal office at (514) 393-WALK (9255). These are your prime sources of information about registration, fund-raising, training walks and forming a team.

[www.endcancer.ca](http://www.endcancer.ca)  
(514) 393-WALK (9255)

# Hoping for the future by coping with the past

**F**or Debbie Bridgman, the irony in being a breast cancer survivor—and feeling so healthy, enthusiastic and optimistic about life—is her occasional tendency to forget the ordeal of diagnosis, mastectomy and chemotherapy that she endured.

“When I feel this good and there’s so much going on, the past sometimes gets hazy, even after what I’ve been through,” says Ms. Bridgman, 41, a Bell Canada project team member in payroll and employee services. “That’s why I’ll be walking in the Weekend to End Breast Cancer, and it’s why I volunteer at Hope & Cope. I want to remember the reality I faced. I want that—absolutely!”

It was 10 years ago that Ms. Bridgman was first diagnosed with breast cancer and began receiving treatment. Six years ago, the disease returned and she underwent a mastectomy at the Jewish General Hospital. “To this day, I can’t bring myself to plan too far ahead, because it’s been ingrained in me that that day may not come. So I live for today and do everything I can right now, for myself and for others. I just don’t want to wait.”

On a personal level, this outlook



**Debbie Bridgman, a Hope & Cope volunteer and breast cancer survivor, will be walking with the Hope & Cope team in the Weekend to End Breast Cancer.**

has motivated Ms. Bridgman, a single mother with two teenage daughters, to earn her brown belt in karate and to complete a demanding aerobics

workout three to four times a week.

As a volunteer, she stepped forward even in the earliest weeks of her illness to help at Hope & Cope, the JGH’s support system for patients and their families who are dealing with cancer of all types. In Ms. Bridgman’s case, this has included providing companionship to people with cancer, becoming an occasional media spokeswoman for Hope & Cope, and taking a role in the gala Denim and Diamonds fund-raising event.

“Walking in August with the Hope & Cope team is something I’m really looking forward to,” she says. “I’m not in the habit of planning for anything too far in advance, which is why I’m making a point of getting active right now by training for the walk and speaking out about it. Being involved in this way is what really makes me feel alive.”

## “I’m walking because ...”



**Here’s why Montrealers are registering to walk in the Weekend to End Breast Cancer on Aug. 26 to 28:**

“I’m walking for all those who have fought, who continue to fight and for those who have lost the fight. I’ve lost two very good friends over the past two years, both with children. I’m walking so that more children don’t have to cry themselves to sleep at night asking why mommy isn’t coming home.”

— Francesca D’Angelo

“I want to beat breast cancer and all types of cancer.”

— Mario Santoni

“I’m hoping to raise money for research. More money equals finding a cure for breast cancer.”

— Shari An Fleming

“I’m walking for my late friend, Joan Allan.”

— Marlene Donegan

# Cancer Centre: At the forefront in the war against breast cancer

**T**hanks to participants in the Weekend to End Breast Cancer, the Jewish General Hospital's Segal Comprehensive Cancer Centre is a step closer—actually, millions of footsteps closer—to reality.

Treatment and research into breast cancer will be among the activities based at the Segal Comprehensive Cancer Centre, one the new occupants of the 6½ floors now being added to Cummings Pavilion E. When the facilities open next year on Légaré St. north of Côte Ste-Catherine Rd., three of the new floors will be used for clinical care (including cancer-related activities), two for research and 1½ for mechanical purposes.

As the Centre's name suggests, a major push to get the project off the ground has come from Alvin and Leonor Segal and their family. In fact, their exceptionally generous gift, announced in late 2003, is the largest contribution from a private donor in the hospital's history. It will be used to recruit and retain outstanding clinician-scientists and other top-level professionals, a significant component in a partnership that includes the JGH,

the government, and fund-raising and granting agencies.

The "Comprehensive" aspect of the Centre means that a wide range of new and existing cancer-related services will be brought together in one centralized location in order to speed diagnosis, accelerate treatment and strengthen the crucial link between clinical activity and medical research.

Patients will also be under less stress as a result of the convenient grouping of services such as cancer screening and prevention, psychosocial support, symptom management, nutrition and rehabilitation, and patient and public information. This integrated



Alvin and Leonor Segal (standing), major donors to the Segal Comprehensive Cancer Centre, were honoured at a reception attended by Mrs. Segal's mother, Sarah Midvidy.

approach is considered to be one of the most effective and promising strategies in fighting cancer, with the potential to lead to new and exciting breakthroughs.

"I'm walking in memory of my niece, Marla."  
— Connie Gelber

"I'm walking for my aunt who passed away from cancer and for my sister who was diagnosed with cancer just before Christmas."  
— Hélène Campeau

"I'm walking for all the people who have come to Hope & Cope looking for our help in their struggle with cancer and for all the people who love them and want to see them well."  
— Suzanne O'Brien

"I'm walking because I can! I'm a survivor and I want everyone to beat this disease."  
— Linny Blauer

"I'm walking for a 29-year-old new mommy who was diagnosed right after her son was born."  
— Cynthia Sabetti

"I'd like to help any way I can."  
— Maureen Morganstein

"I'm walking for the cause and my daughter is urging me to do it!"  
— Marcelle Kecman

# Surgical team takes varied approach to breast cancer

In the Jewish General Hospital's Breast Cancer Surgical Team, there's strength not only in numbers but in diversity. In addition to surgical skills, each of the team's five surgeons brings a special degree of expertise and experience to ensure that patients have access to the latest and most effective treatment.

Dr. Richard Margoese, the JGH's Chief of Oncology and leader of the team, meets with his colleagues on a weekly basis to discuss new cases and advances in the field of breast cancer. Of particular interest to Dr. Margoese is the hospital's involvement in clinical trials, which give patients a head-start in benefiting from new surgical techniques, new drugs and new types of therapy.

Joining Dr. Margoese in the Breast Cancer Surgical Team are:

- **Dr. Harvey Sigman**, Chief of the Division of General Surgery, who devotes about half of his practice to breast cancer surgery
- **Dr. Anna Derossis**, Director of Surgical Education at the JGH and Assistant Professor of Surgery and Assistant Professor of Oncology at McGill University
- **Dr. Mark Basik**, who complements his surgical work with research into genetics and cancer at the JGH's Lady Davis Institute for Medical Research
- **Dr. Roger Fenster**, who has offices outside the hospital and performs general surgery as well as breast cancer surgery



(From left) Dr. Mark Basik, Dr. Anna Derossis, Dr. Richard Margoese and Dr. Harvey Sigman.

“What this team gives us is the big picture,” says Dr. Sigman. “There’s also a lot of informal consultation and communication among us. But since we approach breast cancer mainly from a surgical perspective, getting the job done properly means working closely with specialists such as pathologists, radiologists and oncologists.”

Dr. Derossis says that Dr. Margoese and the JGH deserve a great deal of credit for looking to the future by making education such an integral part of the team’s activities. For example, when she joined the hospital in 2001, she began training others in Sentinel Lymph Node Biopsy, a new and minimally invasive procedure to determine whether the cancer patient’s axillary lymph nodes need to be removed.

This has led to Dr. Derossis overseeing a broad range of educational affairs for undergraduates, graduates and even surgical oncology fellows. She’s also planning to develop programs that will better educate patients about breast cancer.

Dr. Margoese, 69, says a significant benefit of the Breast Cancer Surgical Team is that the JGH will have a solid and highly respected

“... getting the job done properly means working closely with specialists such as pathologists, radiologists and oncologists.”

core of breast cancer experts who can lead the way when he retires. Since he is so closely associated with breast cancer surgery at the hospital, he says he wants to be sure that when he retires, the JGH is not mistakenly perceived as lacking surgical expertise related to breast

cancer.

Dr. Margoese notes that his retirement is not imminent, “but it’s always wise to plan ahead in everything we do. That way, we’re sure there’s no lapse in the continuity of care and the high quality of treatment that patients have come to rely upon at this hospital.”

[www.endcancer.ca](http://www.endcancer.ca)  
(514) 393-WALK (9255)

# Out of the boardroom and into the street

**E**ven now, Nancy Rosenfeld can hardly believe the grim coincidence: Last August, the same week she was asked to take a leadership role with the Weekend to End Breast Cancer, her sister was diagnosed with breast cancer.

“That just clinched my decision to get involved,” says Ms. Rosenfeld, who sits on the Board of the Jewish General Hospital’s Foundation. “It reinforced my determination to do something, because it made me realize on a personal level that no one is exempt from being touched by the disease.”

Today Ms. Rosenfeld is the Board’s champion for the Weekend to End Breast Cancer. In person or by letter, she has been in touch with the Foundation’s 150 board members, trustees and honorary trustees to get them to walk the 60-kilometre route, sponsor a walker or arrange for other forms of financial support.

Ms. Rosenfeld saw the event staged last year in Toronto on the first weekend after Labour Day. She was joined by Beverly Kravitz, the Foundation’s Director of Planned Giving, and by Francine Levi, the Foundation’s Director of Donor Relations. Ms. Kravitz has since taken on an additional role as the Foundation’s Co-ordinator for the Weekend to End Breast Cancer.

“We watched the registration, went through the orientation process and attended the opening ceremonies,” Ms. Rosenfeld says. “We came away really impressed by the professionalism, the level of organization and the logistics. We even walked the route on the first day and we found it very do-able. That’s because it’s not a race. It’s an event of empowerment to help put



**Nancy Rosenfeld is championing the Weekend to End Breast Cancer among her colleagues on the Board of the JGH’s Foundation.**

an end to breast cancer.

“The walkers were spirited, happy and taking the time to enjoy the camaraderie and the late-summer weather. We saw people of every shape and size, and even some who were at various stages of treatment for cancer. But they all felt motivated to be out there making a difference. It was very inspiring, and before we knew it, the day was over.”

In fact, Ms. Rosenfeld was so fired up about the event that she took time last fall to help set up the Montreal office. “I pulled out all the stops to make sure that administrative costs were kept low and as much money as possible would end up going to fight breast cancer at the Segal Comprehensive Cancer Centre.”

This August, she’ll be on the Montreal route as part of the Foundation’s “Power to Heal” team. And, she says, after walking for one day in Toronto last year, the prospect of two days this summer doesn’t seem daunting. “I plan to train for it like everybody else, but it’s comforting to know that you don’t need to be in fabulous shape. This is an event for the average person, because it’s the average people who can make all the difference.”

## IT ALL ADDS UP

The following are Canada-wide figures for 2003, the most recent year for which data is available:

**New cases of breast cancer in women:**  
**21,060**

**New cases of breast cancer in men:**  
**140**

**Rank of breast cancer among new cases of all types of cancer in men and women:**  
**1**  
*(breast, lung, prostate, colorectal)*

**Rank of breast cancer’s mortality rate among mortality rates for all types of cancer in women:**  
**2**  
*(lung, breast, colorectal)*

**Rank of breast cancer’s mortality rate among mortality rates for all types of cancer in men and women:**  
**3**  
*(lung, colorectal, breast, prostate)*

**Odds that a woman is at risk of developing breast cancer in her lifetime:**  
**1 in 9**

*Source: National Cancer Institute of Canada, Canadian Cancer Statistics, 2003*

## Drug research may yield vaccine against breast cancer

If only breast cancer cells could be wiped out by a simple vaccine. It's a form of treatment that's still a long way from the marketplace, but the concept has enough potential to warrant serious research by the Jewish General Hospital's Dr. Gerald Batist.

Dr. Batist, Director of the Montreal Centre for Experimental Therapeutics in Cancer and Chairman of the Department of Oncology at McGill University, says trials for the vaccine are expected to begin in March and will form the basis for a year-long study.

"This is just one example of studies involving novel therapeutics that are up and running in the hospital," he says. "It means we're guiding the evolution of breast cancer treatment, not as followers, but right out there as leaders."

Trials for the vaccine, which are funded by the Canadian Breast Cancer Research Alliance, involve a partnership between Dr. Batist and Dr. Ronan Foley of McMaster University in Hamilton. Their objective is to overcome the immune system's tendency to see HER-2—a protein manufactured by breast cancer cells—as having a rightful place in the body.

In an attempt to change this misperception, a patient is injected with a rat's HER-2. Although the rat's protein is 95% identical to a human's, it's different enough that the body may see it as foreign substance. With any luck, this may prod the immune system into attacking the cancer cells.

Dr. Batist has also been involved in developing Myocet, an anti-breast cancer drug that will be launched this spring. Since Myocet is a liposome (a drug encased in an oil droplet), there is less risk of heart damage as a side effect. In this respect, it is superior to another widely used anti-cancer drug whose use raises the risk of heart damage.

In addition, Myocet will come under scrutiny this spring, as Dr. Batist initiates a study to determine whether it can increase the effectiveness of Herceptin, a drug that is already being used to combat the HER-2 protein generated by cancer cells.



Dr. Gerald Batist

## Fund-raising: Easier than you think

Eager to help wage war on breast cancer? Check! Ready to walk 60 kilometres in the Weekend to End Breast Cancer? Check! Willing and able to raise at least \$2,000 to participate in the Weekend? Uh-oh. Willing, yes. But able...? That's the part that really bothered Julie Faucher when she registered last fall.

Like most people, Ms. Faucher has had little experience as a fund-raiser. So she felt uneasy about having to collect the \$2,000 minimum that would entitle her to walk on Aug. 27 and 28.

She needn't have worried. In only her first 10 days of activity in late November and early December, she raised an amazing \$1,340—two-thirds of her goal. By mid-December, she hit the magic mark of \$2,000, and as of early January, the total stood at \$2,442. Now the sky is the limit.

"It's just not in me to knock on doors and ask for money," says Ms. Faucher, 40, a physical rehabilitation therapist at the Jewish General Hospital. "But I realized I'm not asking for myself. It's for a cause I believe in."

Her strategy was to compose a low-key letter (in English and French) that began by explaining the need for additional breast cancer prevention, treatment and research at the JGH. After announcing her intention to walk in the Weekend to End Breast Cancer, she described the success of the Weekend in other cities.

Finally, Ms. Faucher stated, simply and without tugging on the heart-strings, that she herself had been diagnosed with breast cancer at the age of 30. "The walk would be extremely symbolic for me as a celebration of life and of the past 10 years, cancer free!" she wrote. "I want to walk to support colleagues and other women I know who are presently undergoing treatment and are fighting breast cancer. And I want to raise funds for women who will, in the future, receive this diagnosis."

Then letter went out to relatives, friends, neighbours



Julie Faucher, a physical rehabilitation therapist at the JGH, was surprised to discover she's a better fund-raiser than she imagined.

# Y?

## Because they want to help

**T**he mood is upbeat, even jovial, as volunteers at the West Island YMCA gather to chat about the team they've formed to walk in the Weekend to End Breast Cancer. They smile at the mention of the team's catchy name ("Y-Not") and laugh while brainstorming ideas to raise funds (a comedy night, an eBay auction, a shave-a-thon).

But behind the high spirits is the quiet hope that their efforts will make a difference in the lives of women touched by breast cancer. Soon, the tone becomes sombre and reflective, as they talk about loved ones who were stricken with the disease.

"A friend," says Trevor Hall with a sigh and a nod. "A friend is recovering from breast cancer."

"A special woman, a friend of mine, had a double mastectomy at the age of 32," says Brent Holland. "That was 2½ years ago and today she looks fantastic. People like her are a huge, huge inspiration."

"My good friend and next-door neighbour got cancer," adds Ora Alberton. "I told her I'm walking for her. And another friend has ovarian cancer. I'm a nurse in psycho-geriatrics, so this issue is front-row-centre in my life, personally and professionally."

Pauline Khoderian hesitates for a moment, then says, "I lost a sister in January of 2004. She was diagnosed with breast cancer at the age of 46

and she fought to the end, for seven long years. I've seen what cancer did to her relatives and friends. It left a lot of scars. So I'll be walking in her memory—and not just for her, but for anybody who's lost somebody."

Members of "Y-Not" are proud of their efforts for the Weekend to End Breast Cancer, because it's yet another indication of their success in making the Pointe-Claire branch a vibrant focal point for fund-raising, volunteering and community involvement.

Ms. Khoderian says she first became excited about the concept of the Weekend to End Breast Cancer after she made a financial contribution to a friend who was participating in the Toronto walk in 2003. Then, last fall, after hearing that the 2005 walk would be held in Montreal, she approached the Y's Health Action Council and won approval for the Y to officially



**Y-Not walkers: (Top) Trevor Hall, (second row, from left) Adele Weightman, Brent Holland, (bottom row, from left) Lory Boudjikian, Pauline Khoderian, Ora Alberton.**

support the event.

Now interest is snowballing, as "Y-Not" attracts people like Adele Weightman who cancelled a summer trip to Scotland, because participating in the Weekend strikes her as a better way to celebrate her 70<sup>th</sup> birthday. And there's Lory Boudjikian, whose previous work for the Y has included accompanying 12 young Scouts to Armenia to volunteer at a hospital for mentally and physically handicapped children.

"I don't know how big our team will get," says Mr. Hall, "but we're welcoming anyone who wants to pitch in. It's not just the right thing to do, but something we're happy to do."

and co-workers, with the suggestion that donors give whatever sum they felt was appropriate. And the money began rolling in. Now, Ms. Faucher says, she's "even more motivated than ever."

Organizers of the event say participants will succeed at fund-raising if they settle on a method they truly feel comfortable with—anything from literally knocking on

doors to holding bake sales, yard sales or car washes. More advice is available on the website at [www.endcancer.ca](http://www.endcancer.ca) or over the phone at (514) 393-WALK (9255).

When the Weekend arrives, Ms. Faucher says she'll be counting for moral support on her partner, Yvon Blondeau, Chief Technician of Nuclear Medicine at the JGH, whom she met after returning from

sick leave 10 years ago. "He'll be looking after our two kids while I walk, but I'm looking forward to seeing him at the finish line.

"It's no small thing to cover 60 kilometres in two days, but I'll be ready for it, especially now that the part that I thought would be the hardest—the fund-raising—turned out not to be such an obstacle after all."

# Dynamic expansion and "Care for All" highlighted at 70<sup>th</sup> Annual General Meeting

**A**s expansion of the Jewish General Hospital shifts into high gear, its new facilities will rest on a solid foundation of seven decades of compassionate "Care for All", JGH President Stanley K. Plotnick said on Nov. 2 at the hospital's 70<sup>th</sup> Annual General Meeting.

Reviewing the highlights of 2003-04, Mr. Plotnick said the JGH's dynamic growth is possible because the hospital is widely recognized for its long and respected tradition of putting the patients' needs first. Equally important, he said, the hospital upholds its Jewish heritage while welcoming patients and employees from all religious, cultural, ethnic and linguistic backgrounds. Approximately 75 per cent of patients are from outside the Jewish community, Mr. Plotnick noted, using the occasion to officially unveil the JGH's motto, "Care for All", which celebrates the hospital's multicultural character.

Mr. Plotnick's remarks coincided with the first phase of construction of 6½ new floors atop Cummings Pavilion E on Légaré St. Nearly half of the \$53 million construction cost will be supported by the provincial government, with the rest coming from the hospital's Foundation and private donors. Scheduled for completion by the end of 2005, the expansion will devote three floors to clinical care, two to research and 1½ to mechanical purposes. Included will be the new Segal Comprehensive Cancer Centre, offering a wide range of centralized, cancer-related services. Its development was made possible by a major gift from Leanor and Alvin Segal and their family, the largest private donation in the hospital's history.

Also among the year's highlights mentioned by Mr. Plotnick:

- A press conference where Philippe Couillard, Quebec's Health and Social Services Minister, officially announced

government support for the expansion of Cummings Pavilion E

- The addition of 12 haemodialysis stations to the 18 existing units
- Accreditation of the JGH, with high praise from the Canadian Council on Health Services Accreditation
- A press conference announcing that the JGH had become the first North American hospital to perform a new type of surgery as an improved alternative to conventional forms of total hip replacement

The climax of the meeting was presentation of the Distinguished Service Award to Jonathan Wener, C.M., the hospital's Immediate Past President. This is the JGH's highest honour, given each year to an individual who has had a profound impact on the hospital's development. Mr. Plotnick also presented a surprise award to the hospital's Executive Director, Henri Elbaz, in appreciation for his strong leadership and valuable guidance.

Honoured with Awards of Excellence, in recognition of their outstanding work at the JGH, were:

- **Dr. Martin Black**, Surgeon-in-Chief—Medical Excellence
- **Valerie Frunchak**, Nursing Director, Hospital Training and Staff Development & Maternal-Child Health—Excellence in Nursing
- **Dr. Jacques Galipeau**, JGH Haematologist and Project Director at the JGH's Lady Davis Institute for Medical Research—Excellence in Medical Research
- **Marisa Carnevale**, Head Nurse, Post-Anaesthesia Care Unit, One-Day Surgery and other areas—Excellence among Management Staff
- **Fran Marzinotto**, Medical Secretary, Department of General Surgery—Excellence in Administrative Support
- **Judith Ubani**, Assistant Chief Physiotherapist and Out-Patient Coordinator—Excellence among Allied Health Professionals
- **Phyllis Waxman**, Q.C., Co-Founder Hope & Cope—Outstanding Volunteer

## Jonathan Wener receives Distinguished Service Award



Jonathan Wener (left), Immediate Past President of the JGH and recipient of the hospital's 2004 Distinguished Service Award, is congratulated by the Hon. E. Leo Kolber, who received the award in 2003.



Executive Director Henri Elbaz (left) was the surprise recipient of a special award from President Stanley K. Plotnick in recognition of his strong leadership.

Many thanks to the following sponsors for helping to make the Annual General Meeting a success:

Arnold Isaacson,  
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"Faces of the JGH"

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Marco Piergiovanni  
and Murray Genis,  
Impeccable Printing

Danielle Bitton,  
Souffir Décor

JGH  
Flower Corner

# NEWSMAKERS

## Dr. Jacques Galipeau

JGH hematologist and clinician-scientist at the Lady Davis Institute for Medical Research, is among the recipients of special funding from the federal government and the Canadian Institutes of Health Research for research into regenerative medicine and nanomedicine. Dr. Galipeau and his team will form CARE-NET, a large group of scientists and physician-scientists from across Canada, who will assess the potential of adult stem cells to repair and regenerate critical organ function in heart and lung disease. CARE-NET is also supported by the Heart and Stroke Foundation of Canada and the Stem Cell Network.



## Dr. Jaswant Guzder

has been appointed Director of Child Psychiatry Services at the JGH's Institute of Community and Family Psychiatry (ICFP). Since joining the JGH in 1986, Dr. Guzder has operated day treatment programs for 7- to 12-year-olds and has conducted research in child psychiatry among high-risk children. She was founding Co-director of the ICFP's Cultural Consultation Services, for which she continues to serve as a consultant.



Congratulations to **Dr. Arthur Propst** of the Department of Psychiatry on receiving the 2004 Award for Excellence in Education from the Association of Chairs of Psychiatry of Canada. Dr. Propst was recognized for his career-long contributions to undergraduate and resident education in psychiatry, having previously received honours as best teacher and best clinical supervisor from the McGill Psychiatry Residents

Association. Dr. Propst has also served as the Chair of the Examination Board in Psychiatry for the Royal College of Physicians and Surgeons of Canada.

Condolences to **Boris S. Levine, C.M.**, Honourary Governor of the JGH Hospital Corporation and Honourary Trustee of the JGH Foundation, on the passing of his beloved wife, Gertrude (Gertie) Levine, on Dec. 22, 2004. Earlier in the year, Mr. Levine, who also serves as advisor to the JGH Campaign, was appointed to the Order of Canada. In announcing the honour, Governor General Adrienne Clarkson praised Mr. Levine as "a legend in Montreal's Jewish community", and commended him on his long service with the Allied Jewish Community Services of Montreal (now Federation CJA), including his position as President. Mr. Levine has also been active with the Canadian Jewish Congress (Quebec region) and Centraide, and he was named "Man of the Year" in 2001 by Montreal's Jewish Community Foundation.

Three JGH doctors are among the scientists in the Group in Medical Genetics, the longest running research group in the history of the Canadian Institutes of Health Research. The doctors achieved this status in December, following an announcement that support had been renewed for another five years for the Group in Medical Genetics. The JGH recipients are **Dr. David Rosenblatt**, Chief of the Division of Medical Genetics, and **Dr. Andrew Karaplis** and **Dr. Mark Trifiro** of the Division of Endocrinology.

**Dr. Morrie M. Gelfand**, of the Department of Obstetrics and Gynecology, participated in a panel on the use of estrogen and progesterone in peri- and post-menopausal women at a meeting of the North American Menopause Society in Washington, D.C., last October.

## APPOINTMENT

### Energizing the Auxiliary

After spending her career working closely with and for community organizations, **Susan Puritz** thought nothing could surprise her.



Then she came to the Jewish General Hospital's Auxiliary and discovered, to her delight, that she was mistaken.

"The degree of dedication that I've encountered among staff and volunteers is really something rare," says Ms. Puritz, who joined the Auxiliary as Director last summer, after nearly six years as Coordinator of Fundraising at the Cummings Jewish Centre for Seniors. "And I can't say enough about our Co-Presidents, Hela Boro and Eileen Fleischer. I've been really impressed at how much time they devote to the Auxiliary, sometimes spending entire days here in the office."

Ms. Puritz says the Auxiliary is already well known for special events such as its fall fair, book sale, bridge tournament and Casino Royale. It also generates substantial revenue through the flower shop, Atrium cafeteria, Link coffee shop and the hospital's outlets of Maison de la Presse and Second Cup. Funds are used to buy equipment and support various programs at the JGH.

"Even so, we're always looking for new ideas, such as the cookbook we're publishing this spring," she says. "That's the kind of thing I'm hoping to generate more of. Ultimately, we're on the lookout for new ways of raising money to improve the patients' level of comfort and enhance the humanization of care."

Ms. Puritz adds that the Auxiliary is to be commended for ensuring that money from specific events or

Continued... please turn to page 18.

# Fashion Fantasy XV simply fantastic!

**A**nother record-breaking year! Fashion Fantasy XV, organized by the Friends of Hope & Cope, brought in an amazing \$812,000 and attracted more than 500 people last Aug. 24 at Congregation Shaar Hashomayim. The gala event, which honoured Harriet and Abe Gold, featured the fashion collection of St. John at Holt Renfrew. The Jewish General Hospital is deeply grateful to the Friends for their steadfast support and to the 450 patrons—another record number—whose participation was so invaluable. Proceeds from the event will help support the Segal Comprehensive Cancer Centre, Hope & Cope and the JGH's Palliative Care services.





# Getting to the heart of the matter at the JGH Mini-Med School

**M**any women neglect their hearts, even though the average woman is roughly three times as likely to be hit by heart disease as by breast cancer in her lifetime. That sobering message was delivered by Dr. Ann Walling of the JGH Division of Cardiology at the most recent JGH Mini-Med School series last fall.

Dr. Walling told members of the audience that women are usually so busy being caregivers that they don't take the time to look after themselves. A further complication is the fact that the chest pains of angina are often harder to recognize in women. But, she noted, women and men alike can reduce the risk of heart disease by eating nutritiously, exercising and quitting smoking.

Dr. Walling was among six medical professionals participating in the third JGH Mini-Med (the first in French), featuring weekly lectures in September and October. Using clear, non-technical language, the six experts offered insights into current issues, plus practical advice on staying healthy. Also among the highlights:

- **Dr. David Zukor**, Chief of the Department of Orthopedic Surgery, explained how a wide variety of treatments—everything from lifestyle modification to the latest implants—can relieve the pain caused by arthritis and other injuries to the skeletal system.
- **Dr. Jacques Galipeau**, a hematologist in the Division of Hematology-Oncology, discussed the advances that medical research is making in treating cancer, hemophilia, anemia and cardiovascular disease.



(From left) JGH President Stanley K. Plotnick, Connie Fanelli and Michael Rubin of Pfizer, Glenn J. Nashen (Director, Public Affairs & Communications), and Mini-Med emcee André Poitras (Head Nurse, Nephrology).

- **Eva Cohen**, Chief of the Department of Pharmacy, noted that 50% of patients do not take their prescription drugs correctly and that nearly half of all authorized repeat prescriptions go unfilled.
- **Dr. Marc Afilalo**, Chief of Emergency Services, said that while there has been improvement the efficiency of hospital emergency rooms, these services are still being overused by patients who should be seeking other sources of care for relatively minor ailments.
- **Dr. Walter Gotlieb** of the Department of Obstetrics & Gynecology emphasized the need for early detection in preventing the spread of diseases such as breast cancer and ovarian cancer.

## "Enjoyable, educational, inspiring"

May 11, 2004

*The spring series of Mini-Med lectures was enormously enjoyable, educational, and even inspiring. It was also motivating in showing us how we can help ourselves by adopting a healthier lifestyle. Congratulations to the excellent speakers, to the JGH organizing team and to Pfizer for making Mini-Med possible. As a first-time participant, I would very much like to register for the next series.*

— Jane Litwick  
Montreal

## Register now for spring series

Want 2005 to be a year of fitness, health and informed medical decisions? Then enrol in the next series of weekly lectures at the JGH Mini-Med School, from April 26 to May 31. You'll get straight facts from hospital experts about the latest medical headlines, plus a better understanding of how pressing medical challenges are being met through research and clinical practice at the JGH. You can sign up for sessions in English or French.

So satisfy your curiosity and become a more savvy health care consumer! Register now by visiting [www.jgh.ca](http://www.jgh.ca) or calling 514-340-8222 ext. 3337.

### SPRING SERIES IN ENGLISH

- April 26: **Dr. Michael Kapusta** (Ophthalmology)  
"Focus on Eyesight"
- May 3: **Dr. Albert Cohen** (Gastroenterology)  
"Inside Out: The Digestive System"
- May 10: **Dr. Howard Bergman** (Geriatrics)  
"The Fountain of Youth: Promoting Healthy Aging and Preventing Frailty"
- May 17: **Dr. Cleve Ziegler** (Obstetrics & Gynecology)  
"Private Parts"
- May 24: **Dr. Ian Shrier** (Sports Medicine)  
"Truths, Myths and Madness of Exercise and Injury"
- May 31: **Dr. Jamie Rappaport** (Otolaryngology)  
"All You Need to Hear About Your Ears"

## Thanks to our sponsors



The Jewish General Hospital would like to express its gratitude to **Pfizer Canada Inc.** for the ongoing support and encouragement that it has provided to the JGH Mini-Med School since the program was launched at the JGH in 2003. Through its generosity, Pfizer has been instrumental in making the JGH Mini-Med School a reality, thereby acknowledging the importance of education as a critical factor in maintaining health and preventing illness.

Thanks also to sponsors of individual Mini-Med sessions—**Amgen**, **DePuy** and **Hoffman-LaRoche**—as well as to **Impeccable Printing** for the series' program booklet and signage.

# Surveys' numbers add up to solid improvements

**A**s every business owner knows, there's an essential step on the road to success: Ask customers what they like and dislike, and then fix what doesn't work while supplying what's in demand. That principle can even yield valuable results in a health-care setting, as the Jewish General Hospital has found after more than seven years of patient satisfaction surveys.

Since 1998, over 6,000 patients have provided praise, criticism, suggestions and advice in 22 surveys focusing on departments such as Intensive Care, Radiation Oncology, Maternal-Child Health, Emergency Services, Palliative Care, In-patient Psychiatry and Social Services.

Last fall, the JGH also conducted its first hospital-wide survey, with a total of 1,343 bilingual questionnaires sent to every patient discharged between Sept. 21 and Oct. 18. Under scrutiny was a full range of hospital services, including quality of care, cleanliness and confidentiality. To ensure a high rate of response, patients had the option of submitting their answers over the Internet.

"These surveys are really useful because they open up a major channel of communication," says Paula Calestagne, Co-ordinator of the Patient Satisfaction Program. "Letters and other forms of feedback that the hospital receives are very much appreciated and are good, general indicators of our performance. But only surveys can give us detailed data about areas where we excel or need improvement."

Ms. Calestagne cites examples of how three of the surveys triggered change:

- In their questionnaires, Oncology patients complained about a specific washroom whose condition was unsatisfactory. As a result, the Housekeeping Department was promptly notified and the washroom was cleaned, retiled and regouted.
- Respondents in In-patient Psychiatry said they wanted additional information about medications and side-effects. This led to creation of a weekly medication group staffed by a doctor and a

nurse. Patients can drop in as needed for clarification about the drugs they've been prescribed.

- After patients in Palliative Care criticized the occasionally high levels of noise in the corridors, an innovative solution was devised involving photographs of children on a pair of easels (see accompanying article).

Ms. Calestagne says the questionnaires are worded so that patients can not only identify their likes and

dislikes, but describe how much each item matters to them. Thus, even if many people mention a specific problem that doesn't bother them much, the hospital will give a low priority to rectifying the situation. But if only a few people say that a particular problem caused them great distress, a higher priority will be assigned to finding a solution.

In fact, Ms. Calestagne adds, the surveys have proved to be so informative that three papers have been written by JGH staffers and published in professional journals. "We're letting our colleagues know that surveys can be a practical way of ensuring our patients are really satisfied with the services they get from us."

## A picture-perfect solution



When a survey found that noise levels in Palliative Care were too high, art therapist Mona Rutenberg helped to lower the volume with innovative portraits of her son Rory and daughter Jessy.

**A**s the elevator doors slide open, your eye is immediately drawn to a silver easel holding a photograph framed in black. In the picture, a young boy with a playful, almost impish face presses an upraised finger to his lips. The message is unmistakable—"Shhhh!"

This may seem like a fairly simple way of requesting silence in Palliative Care on 4 Main (Pavilion B, fourth floor). But hardly anyone even realized that noise levels were too high until a patient satisfaction survey revealed how much patients were bothered by loud voices and

intercom announcements.

Josina Van Den Nieuwenhof, interim Head Nurse of Palliative Care, says the noise tended to be loudest during shift changes at the nursing station and whenever several people gathered to wait for an elevator. At night, even when staff spoke in a normal tone of voice at the nursing station, patients sometimes were disturbed.

In hindsight, the solution appears obvious. But that's not how it looked last year, as Dr. Bernard Lapointe, the Chief of Palliative Care, and members of his department pored over the results of the



## Finding peace of mind at the JGH

*Just as the Jewish General Hospital heals the body, it nourishes the spirit. After discovering this aspect of the JGH, Dorothy Lipovenko, a Montreal resident and former journalist, contributed a guest column to the Canadian Jewish News on Oct. 6, 2004. This edited version of her article is reprinted by permission.*

**W**e have the only synagogue in Canada that does not seek members, and hopes that our worshippers will leave in good health and never return.” That’s chaplain Rabbi Myer Schecter’s thumbnail description of services—daily and otherwise at the Jewish General Hospital—which was posted recently on the Internet. The rabbi’s sentiment is understandable, but as one of those worshippers on Rosh Hashanah and Yom Kippur, I believe that once you discover this hidden treasure, you’ll want to return.

I didn’t know what to expect when my husband, who works at the JGH, learned the hospital would be holding Yom Tov services. I found it difficult to imagine what the setting would be like. Sad? Depressing? With so many choices in this city, who would voluntarily go to a hospital for the High Holy Days?

We found ourselves in the main auditorium, a bright, airy space with a wheelchair-accessible *bimah* (stage), an ark for the Torah scrolls, and flowers bursting with autumn colours. All was quiet except for the low hum of *davening* (prayer), the melodic voice of the *ba’al t’fillah* (cantor) Dr. Eugene Edelstein—a 44-year veteran of these services, who took the reins from our *shacharit* (morning service) man, Yosef Schecter—and the seamless shofar blowing of Dr. Gilbert Miller.

Some patients came in on their own, while others arrived in wheelchairs or moveable beds. Family members, who needed the strength of prayer as much as they needed to stay close to a loved one in a bed upstairs, were satisfied on both counts. This is so important for the patients’ families, Dr. Joseph Portnoy, the hospital’s Director of Professional Services, would later tell me.

This was *davening* as it was meant to be—with the deepest of reverence, with gratitude (“Health is wealth,” Rabbi Schecter reminded us on Yom Kippur), and with heartfelt appeals for a good year, underscored by an appreciation of our surroundings. Here, as my husband noted, you really are aware of your mortality.

Yes, there was the occasional sob, soothed by one of several non-Jewish caregivers who sat respectfully among us. But there were many uplifting moments, too. Out of the corner of my eye, I saw many small acts of kindness—an antidote to the dark times we live in—that made the atmosphere all the more special: the attentiveness of seniors’ entertainer Albert Weiner, who ferried patients to and from their rooms and kept *tallitot* (prayer shawls) from slipping off frail shoulders; or JGH music therapist Bryan Highbloom, murmuring words of encouragement to those who asked to be returned early to their rooms. Were my prayers a match for such selflessness?

As we broke the Yom Kippur fast, I realized this may have been the first time I did not dwell on what’s in store for me. Rather, I came away with the peace of mind the rabbi had urged us to pray for. And I wondered: Is there any better place than a hospital for the Almighty to linger on the Days of Awe, perhaps with a little extra mercy and compassion?

## Healing with a masterful touch

November 22, 2004

*I’m a 31-year-old woman, and because I’ve had myotonic muscular dystrophy and fibromyalgia, I used to have a lot of difficulty feeding myself because of the poor condition of my teeth. During the past few years, I visited eight dentists, none of whom was willing to try to restore my teeth. They all told me my condition required a level of medical treatment that they weren’t in a position to give me. I went from dentist to dentist until I finally came to Dr. Mel Schwartz [Chief of Dentistry at the JGH].*

*If only I had met Dr. Schwartz earlier. Without a doubt, he would have helped me avoid the surgery that forced me to use a feeding tube and have five teeth extracted. This further aggravated my illness, because my nutritional deficiencies were related to the condition of my teeth.*

*Since my first appointment with Dr. Schwartz, my teeth have improved greatly and I’m regaining the ability to taste food. What a pleasure! In fact, Dr. Schwartz met this challenge with a masterful touch, and I thank him from the bottom of my heart. He was even able to restore several teeth, which all of the other dentists wanted to extract.*

*In the marketing world, they say that on average, a satisfied client will talk about you with three other people, while a dissatisfied client will talk about you with 11 others. Rest assured that I’ll be the exception to this rule, because I’ve already praised you to more than three people, and I’ll keep on doing so. Please accept my most sincere thanks and my profound gratitude.*

— Nancy Petrin  
Maniwaki, Quebec

**Susan Puritz...** continued from page 13.

activities is earmarked for particular medical purposes. “I know of organizations where the proceeds just go into a bottomless pit. Here, there’s a pre-determined use for the funds, with departments designated as beneficiaries. That makes a big difference to donors who want to know where their money is going.”

As Director, Ms. Puritz says she also hopes to give the Auxiliary a higher profile. “A lot of people still call us the Women’s Auxiliary. But we’re not. We’re *the* Auxiliary, which includes everyone. My goal is to get the word out about how much we’ve done and still plan to contribute to this hospital.”

# AUXILIARY NEWS

## Music to their ears



From left: Auxiliary Co-President Hela Boro, NFB director Beverly Shaffer, Robyn Krane, pianist Xin Ben Yu, Sari Sacks, music professor Alexander Solopov, Auxiliary Co-President Eileen Fleischer, and Karen Forman.

In an event hosted by The Auxiliary, the JGH's Block Amphitheatre was site of a rare concert on Dec. 9, as 11-year-old pianist Xin Ben Yu entertained an audience of 250 people who had just watched her in the documentary film, *Mr. Mergler's Gift*. The National Film Board of Canada production, by Oscar-winning director Beverly Shaffer, chronicles the friendship between Daniel Mergler, an elderly piano teacher, and Xin Ben, his last and most extraordinary pupil. Mr. Mergler spent his final days telling the story to Ms. Shaffer from his bed in Palliative Care at the JGH.

After the 30-minute screening, the audience watched in amazement as the young musician played two selections on a baby grand piano. Her new McGill teacher, Alexander Solopov, then played two selections, followed by both in a duet. "I was blown away by her poise, brilliance and maturity," said Auxiliary Director Susan Puritz. "She's a lovely, unassuming girl who is wise beyond her years."

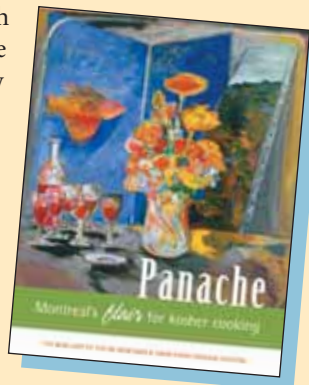
Proceeds of the event were directed to the Herzl Family Practice Centre's Pediatric Primary Care Centre, in conjunction with the Montreal Children's Hospital. A portion of the proceeds also was designated to the Daniel Mergler Scholarship Fund at McGill's Faculty of Music to benefit Xin Ben's musical education. Co-Chairs for the event were Robyn Krane, Karen Forman and Sari Sacks.

## A really big deal

The 25<sup>th</sup> Silver Anniversary Bridge Tournament and Luncheon will be held on May 4 at 11:30 a.m. at the Montefiore Club. The Co-Chairs are Karen Grossbaum and Bonnie Rothstein. Proceeds will be used to purchase two fetal monitors and accessories for the caserooms. For information call The Auxiliary at (514) 340-8216.

## Cooking with Panache

A mid-March launch is planned for the Auxiliary's new cookbook, **Panache: Montreal's Flair for Kosher Cooking**, published by Callawind Custom Cookbooks. Copies are available from The Auxiliary at (514) 340-8216 for \$45, tax included.



The recipes, submitted by some of Montreal's best cooks, were chosen to reflect the city's gastronomical diversity. Included are dishes for novice cooks, as well as tips for elegant entertaining for the experienced gourmet. Revenue from the sale of *Panache* will help support the JGH's Emergency Department. Chairs for this project are Shawna Goodman Sone and Leslie Spector Cons.

## Jeanne's journey at JGH

Columnist and author Jeanne Beker will be the featured speaker at the **Roslyn Liebling Memorial Lecture** on June 1 in the JGH's Samuel S. Cohen Auditorium, Pavilion A. Ms. Beker, Editor-in-Chief of FQ Magazine and a host on the Fashion Television channel, will speak about "My Journey". The event begins with a light supper at 5:30 p.m., followed by the lecture. The program Chair is Rona Small. For information call The Auxiliary at (514) 340-8216.



The Auxiliary presents its Annual Fundraising Event

### *Casino and Auction*

Date: April 14 – 6:30 p.m.

Place: Congregation Shaar Hashomayim

Proceeds will be used to purchase specialized equipment for the Department of Ophthalmology

Chairs: Annette Goldman and Beatrice Kantor

For tickets and information, call The Auxiliary at (514) 340-8216

# JGH doctor hears call of the North

**A simple request nearly nine years ago has blossomed into a vital medical program by a JGH doctor to bring specialized treatment to the Inuit of an Arctic village in northern Quebec.**

Dr. Jamie Rappaport, currently Associate Chief of Otolaryngology at the Jewish General Hospital, had just returned to Montreal in 1996 from Harvard University, where he received training in ear surgery. Within days, he was approached by Dr. James Baxter, Chairman of the the Ear Nose & Throat program at McGill University and a pioneer in providing care to the Inuit across Canada.

The request: Would Dr. Rappaport consider taking a brief trip to examine the residents of Kuujuaq (population 2,000) on the shore of Ungava Bay? Intrigued, he agreed, never dreaming that his first journey in February 1997 would lay the groundwork for the twice-yearly visits that have continued ever since.

After a 2½-hour flight by cargo plane, Dr. Rappaport arrived to find brutal temperatures (-30° C on average) and a desperate need for ear care, particularly among children and young adults. Among the records at the local hospital were recommendations for treatment that had been issued as much as four years earlier.

Without delay, Dr. Rappaport set to work patching eardrums and draining pus from infected ears, thus becoming, he says proudly, “the first person to perform sterile surgery of any type in that hospital?”

Ear problems, he explains, are disproportionately high among the Inuit because of a combination of genetics, heightened vulnerability to the bacteria of Western society, and crowded living conditions that exacerbate medical problems, especially in children. To nip these problems in the bud, Dr. Rappaport has been



**Kuujuaq medical team, including Dr. Jamie Rappaport (far right).**

developing an immunization program, as well as looking into noise-induced hearing loss caused by snowmobiles and jobs in mines.

As a result of the week-long trips (the most recent in late November, the next in mid-April), additional medical personnel have copied Dr. Rappaport’s example and lent their expertise to residents in various regions of northern Quebec. They include Dr. Robert Sweet, a consultant to the JGH; several physicians affiliated with the hospital—Dr. Anthony Zeitouni, Dr. Karen Kost and Dr. Mindy Black; and Hannah Ayukawa, an audiologist at the Montreal Children’s Hospital.

In addition, Dr. Rappaport always asks a resident from McGill’s Ear Nose & Throat program to join him, because “they get to see a unique aspect of health care. It’s a wonderful learning environment, where they’re involved in surgeries they wouldn’t usually do in an urban area.”

Transportation costs for Dr. Rappaport’s trips are covered by the government, while the JGH pays for his accommodations in Kuujuaq. “It’s a very economical system,” he says, “because it allows me to examine and treat many people in one

place in a short period of time. The expensive alternative is for patients to travel individually to a hospital in a large city. Besides, patients respond better to medical care in familiar surroundings.”

Even after all these years, Dr. Rappaport says he still finds the terrain “relatively stark and bleak. It’s amazing to fly over nothing for a couple of hours and then land in a village.” How-

ever, sending doctors to Kuujuaq wouldn’t make much sense in the summer, because that’s when many people are away on hunting expeditions.

“The weather isn’t really a consideration any longer,” he says. “I’ve gotten to know the people and I’m eager to do what I can to help them. It’s also an opportunity to practice a type of medicine that most doctors don’t encounter. You need a strong sense of adventure, and I guess it’s pretty obvious that’s something I’ve got.”

## **Leo Goldfarb...** continued from page 2.

Dr. André Lisbona, the JGH’s Chief Radiologist, also recalled Mr. Goldfarb’s humility in never pulling rank while undergoing treatment, despite his status at the hospital. “He always said that if other patients could wait their turn, so could he.”

Mr. Goldfarb, 79, rose to the highest corporate levels at Steinberg’s and Trizec during the 1960s and ’70s, and later held positions as President and CEO of Place Bonaventure. He was JGH President from 1985 to 1987, as well as serving as President of the Foundation, Chairman of the Audit and Budget Control Committees, and a member of the President’s Advisory Committee.



## **Our thanks to the following benefactors for their generous support**



Larry Kendall and family pay tribute to the memory of Hyman Kendall, a loving father, grandfather and brother. A generous donation has been made to the Cardiac Catheterization Laboratory.



Rachel and Chris Brown, along with their son Lloyd, are honoured for their generous gift to Hope and Cope.



Liane and Danny Taran accept a plaque honouring their gift of limited-edition photographs, which are proudly displayed on the second floor of Pavilion B.



Oscar Luger is joined by his children and grandchildren to pay tribute to the memory of his dear wife, Judith Luger. In her honour, a generous donation was made to the Division of Pulmonary Diseases.



Trudy Weinstein, along with her sons Edward, Gerry, Jack, Kenny and their families, made a generous gift to the Cardiac Catheterization Laboratory in loving memory of Nathaniel Sonny Weinstein.



On the occasion of his bar mitzvah, Kevin Shustack made a generous gift to the Corey Adam Shustack Memorial Fund for the Department of Neonatology.



Mike, Mary and Mara De Simone are joined by family and friends to dedicate a plaque in loving memory of Alexandra Loredana De Simone, a loving daughter, sister, granddaughter, niece and friend.

## Beryl and Ralph Goldman



In their quiet and unassuming way, Beryl and Ralph Goldman have made significant contributions to the Jewish General Hospital without ever being solicited by the Foundation. Their extraordinary generosity has provided financial support to a variety of hospital departments and divisions including Urology, Cardiology, Cardiac Surgery, Hematology and Endocrinology.

The Goldmans have created endowment funds, purchased equipment and provided funds for departmental enhancement. Ralph is an Honorary Trustee of the JGH Foundation and an Honorary Director of JGH's Board of Governors. The hospital and Foundation are most grateful to the Goldmans for their immense generosity, thoughtfulness and valued support.

## It's a fundraising thing



Girl Thing girls: (from left) Tali Chemtob, Tina Abbey, Gail Karp, Chris-Ann Nakis and Christina Fegitis.

Breast cancer research at the new Segal Comprehensive Cancer Centre will benefit from nearly \$35,000 raised at Next Generation's "It's a Girl Thing" on Nov. 21, 2004, at Bâton Rouge, 1050 de la Montagne. Thanks to the generosity of proprietor Chris-Ann Nakis, more than 500 women from the French-speaking, Greek, Italian and Jewish communities enjoyed lunch, bingo with door prizes, a raffle and a fantastic fashion show by Jessie May.

Later, beautiful bracelets donated by *millie.d jewellery* (with keys attached) were sold, offering ladies a chance to unlock a box containing six incredible prizes. The grand prize was a \$15,000 diamond necklace courtesy of Stewart Diamant. Co-chairs for the event were Tina Abbey, Christina Bobotis and Lynne Wolf. Next Generation is comprised of a group of young leaders dedicated to fundraising on behalf of the JGH.

## HSBC Bank's Golf Tournament benefits Segal Comprehensive Cancer Centre



From left: Jon Hountalas, Senior VP, Quebec and Atlantic Regions, HSBC Bank Canada; Sean O'Sullivan, COO, HSBC Bank Canada; and Samuel Minzberg, Chairman, JGH Foundation.

A total of \$250,000 was raised at the third annual HSBC Golf Tournament, benefiting the JGH's Segal Comprehensive Cancer Centre. Held on Sept. 13, 2004, at Islesmere Golf Club in collaboration with the JGH Foundation, the tournament hosted 192 golfers who enjoyed a wonderful, sunny day of golf followed by cocktails and dinner. The tournament's Honorary President was Alvin Segal, C.M.

Jon Hountalas, Senior VP, Quebec and Atlantic Regions, HSBC Bank Canada and President of the tournament, told those in attendance, "Our ties to the JGH are so firm because HSBC recognizes a kindred spirit in an institution whose size and reputation have never overshadowed its personal touch." The hospital and Foundation greatly appreciate all of HSBC's efforts and look forward to the next tournament, slated for fall 2005.

## Evening in Athens — the sequel

**The second annual Evening in Athens will take place on May 28 at the Bonsecours Market Reception Hall.**

The event is chaired by Mrs. Mary Kounadis, with Dr. Apostolos Papageorgiou as Honorary Chair. Funds raised from this event will be used to renovate the JGH's Maternal Post-Partum Unit, complementing the newly renovated Birthing Centre and Neonatology Unit.

## Louis Engelberg, from generation to generation



**L**ouis Engelberg is a forward thinker, a man ahead of his time. He has always stood for equal rights and helped people in financial difficulty. Long before it became politically popular to do so, Louis helped those facing challenges and problems because of race, religion or colour. In short, Louis Engelberg gave not just financially, but of his time and effort.

When Louis' children, Frank and Rosanne, speak of their father, their pride in him is clearly visible. Also evident is that Louis has imparted valuable lessons for his children to follow: caring for and helping the community. Thanks to generous gifts from both generations of Engelbergs, for today and for the future, we can see these lessons have been well learned. The Engelbergs have chosen to support the JGH because it is a community hospital that provides excellent healthcare to all.

## Synagogues support JGH



Congregation Chevra Kadisha B'nai Jacob Beth Hazichoron purchased diagnostic equipment for the Division of Gastroenterology.



Congregation Shomrim Laboker Beth Yehuda Shaare Tefillah provided support to Neonatology.

Contact our Volunteer Coordinator, Morris Hoffman, at 340-8251 for information on how your synagogue can help.

## Up close and surgical



Dr. Jacob Garzon, Assistant Professor of Surgery, demonstrates surgical techniques to Bina Ellen.

**A** unique event, "The Future of Surgery at the JGH", was held at the hospital on Oct. 27, 2004, to highlight various facets of the Department of Surgery. The evening included cocktails, displays of important new surgical technologies, and brief addresses by Dr. Martin J. Black, Chief of Surgical Services, and Alison Milligan, Nursing Director for Surgery. The event culminated in tours of the operating room, with guests donning surgical caps for a hands-on experience.

## Passover cards

Passover is a perfect time to send warm wishes to family, friends and business associates. There's no better way to show your appreciation than by contributing to the Foundation and supporting the well-being of our community.



Passover card design.

For a minimum cost of \$10 per card, we will personalize the inscription and take care of the mailing. You can also purchase a package of 12 for \$100 and send out the cards yourself.

To order your cards,  
please call the Foundation  
at (514) 340-8251