

# GIVING

ISSUE 2 2012

Give where care matters most.™

Steve and Bonnie Johnston.  
*Bonnie is a patient, nurse  
and donor.*

## Helping Piece Together the IBD Puzzle



THE FOUNDATION FOR

**BARNES**  **JEWISH**  
*Hospital*  
BJC HealthCare

A MESSAGE FROM THE BARNES-JEWISH HOSPITAL PRESIDENT

## A Year of Inspiration

I'm always awed by people's resiliency, generosity and compassion. These characteristics inspire them to rally behind a cause and find creative ways to make a significant difference in the lives of others.

Pedal the Cause is a wonderful example of the impact people can make by getting involved. Bill Koman's experience with cancer led him to launch this community-wide cycling event that supports cancer research right here in St. Louis. In three years, Pedal the Cause has grown to more than 1,800 riders, supported by thousands more family and friends. The result was more than \$2 million raised for cancer research in 2012 alone. Those dollars go immediately to research projects at the Siteman Cancer Center and St. Louis Children's Hospital, which will fast-track new vaccines, drugs and personalized treatments based on a patient's genetic profile or the biology of that patient's disease. The bottom line: faster breakthroughs in this new realm of personalized medicine.

Another inspired person touched by cancer started the St. Louis Show Stoppers, a musical revue group. Babe Rosenberg and her enthusiastic volunteers have committed their time and talent for more than 15 years to raise funds specifically for cancer research at Siteman.

Still others, like Steve and Bonnie Johnston and the Richard Crowder family, direct their passions to further research in a variety of diseases by creating funds through The Foundation for Barnes-Jewish Hospital.



Rich Liekweg

Inspired people also use their professional drive and experience to help others. People like Sandy Moore, who works tirelessly to improve communities around the country, but also channels her experience as a Foundation board member to benefit our hospital and local community. Or people like Michael Bleich, PhD, RN, the new dean of the Goldfarb School of Nursing at Barnes-Jewish College, who brings passion and personal commitment to better educating the nurses who care for our patients.

You'll learn more about these amazing people in this issue of *Giving*. As the year comes to a close, I'm happy to say the spirit of giving has been alive and well throughout 2012. We wish you a happy and healthy 2013 as we look forward to another year of inspiration, hope and opportunities.

Sincerely,

Richard J. Liekweg

President, Barnes-Jewish Hospital &  
Barnes-Jewish West County Hospital  
Group President, BJC HealthCare

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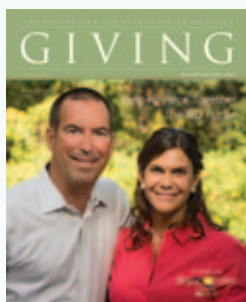
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### ABOUT THE COVER

Bonnie Johnston has battled irritable bowel disease for nearly 20 years. Now she and her husband, Steve, have started a fund to support research in the disease for a brighter future for others, including their children.

### Why give to The Foundation for Barnes-Jewish Hospital?

*The Foundation helps donors enrich lives, save lives, and transform patient care through charitable gifts.*

## BY THE NUMBERS



In 2012,

**1807**  
riders,

**43**  
spinners,

**369**  
virtual riders,

**142**  
Kids Challenge riders,

**800**  
volunteers

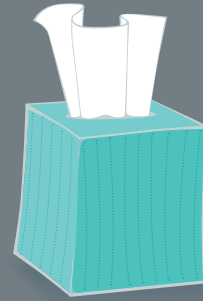
and

more than **15,000** donors  
worked together to raise more than

**\$2 MILLION**

for lifesaving cancer research at the Siteman  
Cancer Center and St. Louis Children's Hospital.

Thank you!



More than

**32,000**

free flu shots given to the  
community in 2012, an effort funded by  
The Foundation for Barnes-Jewish Hospital.

Patients, friends and family at Pedal the Cause  
expressed sentiments, hopes and dreams on

**289**

colorful ribbons to create a community weave,  
now displayed at Siteman.







# Making a Difference as a Patient, Nurse, Mom and Donor

Bonnie and Steve Johnston are like many busy working parents. With four daughters, ages 11 to 15, they're often in the carpool shuffle between two schools, dance lessons, soccer, field hockey and cheerleading.

Despite being diagnosed with ulcerative colitis at age 24, Bonnie, now 43 and a nurse at Barnes-Jewish Hospital, has never let health challenges slow her down. Instead, she and Steve decided to do something to pick up the pace of finding the causes and cures for ulcerative colitis and Crohn's disease—they established a fund through The Foundation for Barnes-Jewish Hospital to support research in these areas.

Ulcerative colitis and Crohn's disease are two of the most severe forms of inflammatory bowel disease (IBD). These diseases can cause debilitating symptoms that may require long-term medications and often major surgery. Symptoms, which flare periodically, range from mild to severe and may include chronic diarrhea, stomach pain, fever, fatigue, weight loss, joint pain, infections and rectal bleeding.

Bonnie and Steve Johnston find a rare moment to relax at home. Between work and an active family life, the Johnstons are raising funds to find causes and cures for irritable bowel disease.



*“I promised I would do whatever it took and take whatever came my way if we could be blessed with healthy children.”*

– Bonnie Johnston

### Knocked Down in the Prime of Life

“I was just 24 when I was diagnosed—not an age when you expect to be sick,” Bonnie says. “It was very shocking to spend six weeks in the hospital when you’re supposed to be in your prime. I went from an active runner to a person who couldn’t even make her bed. I lost 40 pounds in six weeks.”

When hospitalization and medication failed to improve her health, Bonnie required a total colectomy, a surgical procedure that brings the small intestine out through the abdominal wall, requiring a patient to wear a bag. Nine months later, Bonnie had surgery to create a continent pouch inside her abdomen, called a J pouch. Due to complications, she was transferred to Barnes-Jewish Hospital for treatment. There she met James Fleshman, MD, a colorectal surgeon, who would change the track of Bonnie’s life.

“On a day when I was worn out, Dr. Fleshman looked me in the eyes after surgery and assured me everything had gone well,” Bonnie says. “I knew then that he was committed to making me better, and I committed to working just as hard as he was. There are very few things I haven’t been able to do because of my disease; you just need to adjust as you go and be patient.”

Patients with inflammatory bowel disease are never completely free of the disease. Since 1993, Bonnie has had dozens of diagnostic and surgical procedures related to IBD.

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*“We’re so fortunate to have the resources and support of the doctors and nurses at Barnes-Jewish Hospital in our backyard.”*

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### Finding Hope for Her Family Through Research

In honor of the commitment to patients by Dr. Fleshman and the Department of Colon/Rectal Surgery, the Johnstons set up a research fund for ulcerative colitis and Crohn’s disease.

“When Bonnie was diagnosed with IBD, she and I were newlyweds just starting our lives together,” Steve says. “When you see someone you love so sick, it’s very unsettling and stressful. The good news is we found the right doctors at the right hospital. The care we have received has been unbelievable. We’re so fortunate to have the resources and support of the doctors and nurses at Barnes-Jewish Hospital in our backyard. My parents taught me at a young age to give back to our community, and with this cause close to our hearts, this is where we decided to make a difference.”

The Johnston’s fund supports research conducted by Steven Hunt, MD, a Washington University colorectal surgeon at Barnes-Jewish Hospital. “We hope our support helps Dr. Hunt find causes and cures for these diseases,” Bonnie says. “The night before my colectomy, I promised I would do whatever it took and take whatever came my way if we could be blessed with healthy children. We now have four beautiful, healthy daughters. This fund helps me fulfill my promise for future patients.”

Dr. Hunt is collecting tissue and blood samples from patients with Crohn’s and ulcerative colitis. In seven years, he and his team have collected nearly 2,000 samples to study. “Few tissue banks have so many samples and none have the extensive clinical and health backgrounds associated with the patient samples,” he says. “The Johnston’s support allowed us to expand our efforts and accelerate the pace of research.”



Bonnie Johnston (right) with co-worker Steven Hunt, MD, a colorectal surgeon studying IBD.

Dr. Hunt and his colleagues study the genetic makeup of each sample. “More than 30 genes, inherited from parents, are associated with Crohn’s disease,” he explains. “But no single gene causes Crohn’s or ulcerative colitis; it’s a combination of genes and environment. Every day, we’re taking small steps in research that help us fill in pieces of the puzzle. The more pieces we fill in, the easier and faster it goes on our path to find causes and cures for Crohn’s and ulcerative colitis.”

He continues: “This research project has enormous scope. The amount of work we could do with patient populations and the tissue bank is limitless. We just need the funding to complete them.”

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*“Every day, we’re taking small steps in research that help us fill in pieces of the puzzle to find causes and cures.”*

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Bonnie now translates her personal experience with inflammatory bowel disease to caring for patients as a nurse on Barnes-Jewish Hospital’s specialized colorectal surgery floor. “When I turned 40, I was in the hospital again as a patient, alone with my thoughts,” she says. “I realized it was time to go for it and become a nurse, a career I considered 20 years earlier in college. Now I use experience-based empathy with patients because I know what it feels like to be sick. There is no better reward than caring for and educating patients.”

In fact, Bonnie says she almost appreciates having IBD. “It has taught me so much, piqued my interest in nursing, and it taught Steve, the girls and me the importance of family, friends and faith. Throughout the last several years, I always felt confident that I was receiving the best possible care and that even when things were difficult, I would be OK. I know that I have everything I need to get through whatever comes my way. I’m a stronger person because of this experience.”

## Party with a PURPOSE

Bonnie recognizes the stresses her illness puts on her family. “The hardest part is that IBD is a very unpredictable disease, one where you have periods of wellness and then it knocks you off your feet. It’s frustrating for me, but more difficult on my family.”

To celebrate Bonnie getting through some major health issues this past year, the Johnstons’ four girls decided to have a party. But it was a “Party with a Purpose” to raise money for a cause. “We asked the kids what they wanted to raise money for and they said, ‘Your disease,’” Bonnie says.

The Johnston girls put their party in motion, complete with a DJ, and asked their friends to bring \$10 to support research. “Everyone had fun, it raised awareness and we raised some money,” Steve says. “We hope that others see their example and realize we all have the ability to do a little, and together, make a big difference. We’re hoping others will give in honor of those suffering from ulcerative colitis and Crohn’s. This research will help patients not just in St. Louis, but everywhere.”

Please support IBD research by making a gift to the Bonnie and Steven Johnston Research Fund for Ulcerative Colitis and Crohn’s Disease (#7636) at The Foundation for Barnes-Jewish Hospital. Use the enclosed envelope or give at [www.GivingBarnesJewish.org](http://www.GivingBarnesJewish.org). If you have questions, please call 314-362-3499 or email [GivingBarnesJewish@bjc.org](mailto:GivingBarnesJewish@bjc.org).

# New Dean Advances Role of Nurses in Health Care



*"I think of all nurses as leaders."*

With nearly 40 years of nursing leadership experience and an impressive array of credentials and certifications, Michael Bleich (pronounced "Bly"), PhD, RN, is the new Maxine Clark and Bob Fox Dean of Goldfarb School of Nursing at Barnes-Jewish College.

Before coming to Goldfarb, Michael held several positions in health care leadership and education, most notably serving as dean of the Oregon Health & Science University School of Nursing and as associate dean at the University of Kansas School of Nursing, in addition to hospital executive positions.

But no matter what position he has held, he always considers himself a nurse first.

"I think of all nurses as leaders," he says. "I've always tried to actively practice nursing even while in leadership positions. When I'm not at the bedside, I've focused on what I can do administratively to impact patients. I'm a systems thinker and enjoy working with people on multiple levels. This has allowed me to put better patient care systems together that influence nurse training and their ability to provide better care."

On the national front, Michael was the only dean of nursing to serve on the Institute of Medicine (IOM) Committee that issued the 2011 IOM Report on nursing and health care. "This report created a blueprint for bringing *health* back into health care and embracing the wellness aspect."

He continues: "As dean, I hope to advance nursing's role in implementing the report's recommendations. This includes expanding the scope of advanced nurse practitioner capabilities in Missouri. Some people inaccurately believe that nurse practitioners are practicing medicine because they have the capacity to address disease and treatment. But they are practicing nursing—wellness strategies, health promotion techniques to keep disease from progressing, coordinating care with other providers and agencies, and ensuring that the patient's family is supported. So while there is some overlap with physicians, the model is different. By allowing advanced nurse practitioners to practice a broader scope of care, we can better meet health care disparities, improve access and improve health overall in our state and beyond."



Michael believes Goldfarb is uniquely poised to help influence these changes and more in the nursing field because of the school's strong faculty and leadership.

### Sharing Experience and Wisdom One-on-One

In his leadership role, Michael spends considerable time working directly with nursing students. "I want students to benefit from the faculty's collective wisdom by sharing our experiences and knowledge with them," he says. "We coach and encourage them. I want them to know us personally and know we advocate for them. And I want students to see early in their education that they can do many things and that they can reinvent themselves in new ways throughout their careers in the nursing field."

He emphasizes the value of the nurse's role in patient care. "My goal is to teach nurses how to be a nurse, not just to 'do nursing.' It's all about the human connection. Nurses focus on patients, the family, and the community and their quality of life. Nurses must realize that simply their presence is an instrument of healing when, for instance, medical therapies fail at the end of life."

### Preparing Nurses for Every Setting, Every Patient

As the new dean, Michael plans to further develop the school's growing graduate and doctoral programs and strengthen the nursing science component at Goldfarb. He defines nursing science as the human response to disease and its impact on individuals, families and communities. It's the perfect complement to medical science, he says, which studies the human body, its disease and cures.

"By expanding nursing science through Goldfarb, we'll carve a stronger role in patient care delivery. Through exemplary clinical experiences, our student nurses are exposed to a full range of acute, long-term, community and primary care, complemented by outstanding faculty to lead them. We'll prepare nurses with a diverse portfolio of competencies to match the multiple patient care settings where nurses practice."

In addition, Michael's goal is to expose students to the larger world around us. "My mantra is 'global is local,'" he says. "We have a broad array of global communities here in St. Louis. It's important that our student nurses are exposed to this diversity because nursing as a discipline is committed to dealing with all people to advance health."

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*"My goal is to teach nurses how to be a nurse, not just to 'do nursing.' It's all about the human connection."*

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More than ever, nursing scholarships are critical to meet the increasing nationwide demand for nurses, he adds. "Many adults are rethinking their careers. While higher education is a good investment, it's also expensive and daunting to many people. Supporting nursing scholarships offers a tremendous return on investment. Nurses help everyone from your neighbors to your family to yourself. And with an aging population, we'll need many more competent nurses to meet the demand and to offer patients a better quality of life."

### Maximizing the Impact of Gifts

In his first few months on the job, Michael has developed a full plate of initiatives to improve nursing education, and ultimately patient care. Yet he is still carefully considering some steps. He recognizes the magnitude of responsibility in stewarding the endowed position he holds as the Maxine Clark and Bob Fox dean and professor. "I deeply appreciate the gift and the accountability that goes with it," he says. "I'm still developing a strategic plan and am looking at the best ways to use the endowed support to meet our goals."

He says he will likely direct support toward student programming and faculty development. "But I'm in the process of drilling down to specifics to maximize the impact of the generous gift."

## Continuing a Family Tradition to Support Nurses



Harold Seidel, 82, has always had an appreciation for the work nurses do. "I admire how nurses give of themselves in caring for people," he says. "It takes a special person and a true humanitarian to be a nurse."

He follows in his parents' footsteps. In 1984, Martin and Minnette Seidel established a scholarship fund through a gift to Jewish Hospital College of Nursing. Long after they passed away, Harold discovered the fund was still active through The Foundation for Barnes-Jewish Hospital. So in 2010, he began contributing to the same fund his parents started nearly 30 years earlier.

*"It's the way I was brought up," Harold says. "You take some and you give some back. We all have a responsibility to give."*

Today, the Foundation's Seidel fund supports nursing scholarships at Goldfarb School of Nursing at Barnes-Jewish College. "I like the idea that the fund has my parents' name on it," Harold says. "I loved my parents and want the scholarship fund to continue in their name to help more nurses go to school. Scholarships are a worthy cause and I'm proud to support nurses in achieving their goals of helping others."

Please support scholarships at Goldfarb School of Nursing by making a gift to the Goldfarb School of Nursing Scholarship Fund (#0374) at The Foundation for Barnes-Jewish Hospital. Use the enclosed envelope or give at [www.GivingBarnesJewish.org](http://www.GivingBarnesJewish.org). If you have questions, please call 314-362-3499 or email [GivingBarnesJewish@bjc.org](mailto:GivingBarnesJewish@bjc.org).

# Recognizing the Exceptional Impact of the *Exceptional Care Society*

On a rainy Wednesday evening in October, spirits were high as more than 200 people gathered to celebrate giving to Barnes-Jewish Hospital.

The Foundation for Barnes-Jewish Hospital's 2012 Exceptional Care Society dinner honored the generous support of annual donors and recognized key individuals for their outstanding efforts and contributions to benefit patient care at Barnes-Jewish Hospital.

## **Honoring the Heart of Patient Care**

Douglas Mann, MD, cardiologist-in-chief at Barnes-Jewish Hospital, received the President's Achievement Award for excellence in patient care. Dr. Mann is director of the Heart and Vascular Center at Barnes-Jewish Hospital and Washington University, and the Lewin Chair and Chief, Cardiovascular Division at Washington University School of Medicine.

Richard Sullivan, one of Dr. Mann's patients, introduced Dr. Mann and thanked him for helping him regain an active lifestyle after receiving innovative treatment for atrial fibrillation. Dr. Mann was emotional as he thanked Richard for the privilege of caring for him.



Cardiologist and researcher Douglas Mann, MD, received the President's Achievement Award for excellence in patient care from Rich Liekweg, Barnes-Jewish Hospital president.

"Other awards I have received focus on academics or leadership, but this is the first award I've received for doing what I love the most—caring for patients," Dr. Mann says. "Seeing Mr. Sullivan doing so well inspires me and reminds me that the patient is the most important part of my job."

Since Dr. Mann arrived at Barnes-Jewish Hospital three years ago, he and his colleagues have been aggressively researching new treatments and medications for heart disease with support from The Foundation. Some of these projects have included breakthrough research in imaging for abnormal heart rhythms, aortic valve disease, the role of genetics in sudden cardiac death, and the creation of a heart tissue repository (biobank). The research is expected to lead to new discoveries and better treatments for patients with heart disease.

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*"This funding allows us to test new and creative ideas, accelerate the pace of research, write grants for additional funding and attract bright young scientists."*

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"Donor support through The Foundation has made a huge impact," he says. "This funding allows us to test new and creative ideas, accelerate the pace of research, write grants for additional funding and attract bright young scientists. We're on the cusp of major discoveries. I'm very excited about clinical trials that we are launching to test a new drug to stabilize aortic stenosis, a narrowing of the heart's main artery, which obstructs blood flow to the rest of the body."

## **Mom is the Motivation**

This year, Our M.O.M. (Our Mark on Melanoma) Inc. received the Foundation's newly established Exceptional Donor Award. Eight Schellhardt siblings created Our M.O.M. Inc. in memory of their mother, Patricia Schellhardt Malone, who passed away from melanoma, an aggressive form of skin cancer. Our M.O.M. Inc. raises awareness about melanoma prevention and detection through educational programs and also raises charitable donations for the fund the family started at The Foundation for Barnes-Jewish Hospital to support melanoma research. Sisters Elizabeth Shocklee and Maria Schellhardt accepted the Exceptional Donor Award at the dinner on behalf of their entire family.



Seven of the eight Schellhardt siblings who received the Exceptional Donor Award.

Elizabeth says the family was fortunate to have the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University so close to home to care for their mother. “After my mom passed, we put Our M.O.M. Inc. into motion and we all agreed to support Dr. Linette’s melanoma research at Siteman. To do this, we contacted The Foundation and were met with overwhelming support of our efforts and ideas.”

*“We’re simply trying to make a difference, so when you’re recognized with such a great award, you feel like maybe you’re making that difference.”*

As the organization continues its successful fundraising, the family is able to increase funding for research and education. “We hope to take our loss and turn it into a win for others facing melanoma,” Elizabeth says.

The research support is paying off. Dr. Linette recently made progress in cancer genomics by sequencing the genomes of melanoma tumors. Melanoma has the most mutations of any solid tumor, which allows it to spread quickly and makes it difficult to treat. “We’re excited to watch Dr. Linette’s progress and are hopeful that in five to 10 years, an advanced stage melanoma diagnosis won’t be as fatal,” Elizabeth says.

#### Awarding Excellence in Care for the Aging

At the dinner, James Williams, MPA, received the 2012 Dorismae and Harvey Friedman Research on Aging Award for his work supporting “at-risk” populations in the memory and aging areas. Tanya M. Wildes, MD, received the 2012 Alene and Meyer Kopolow Award for Geriatrics, Psychiatry and Neurology. The award recognizes her work incorporating geriatric assessment into the evaluation of older cancer patients to help physicians make better treatment decisions.

“We’re simply trying to make a difference, so when you’re recognized with such a great award, you feel like maybe you’re making that difference,” Elizabeth says. “The exceptional donors are really all our supporters, which includes The Foundation, Dr. (Gerald) Linette, the physicians who work with melanoma patients, the researchers and every single person and company that has stepped up and helped us in our efforts.”

The family’s experience watching their mother suffer and ultimately succumb to melanoma drew the family closer and drives them to never give up. “During the height of my mom’s fight, she specifically asked us to do something to help people who suffer from this disease,” Elizabeth says. “My mom would be very proud of our efforts so far, but would also say, ‘You can do better—cure this disease.’ That’s why we started Our M.O.M.”

## HOW TO JOIN THE EXCEPTIONAL CARE SOCIETY

Your support plays a critical role in providing the best patient care, innovative research and medical education at Barnes-Jewish Hospital. The Exceptional Care Society is The Foundation for Barnes-Jewish Hospital’s recognition program for donors whose annual giving totals \$1,000 or more. Contributions are recognized at several levels, and donors receive a variety of benefits.

### Annual gifts to The Foundation support:

Promising research projects, such as cancer genetics

Academic teaching programs for nurses, pharmacists and physicians


Essential care items and medications for low-income patients

Clinical trials, such as the PARTNER trial that resulted in new treatment options for heart patients

GIVE WHERE CARE MATTERS MOST. <sup>SM</sup>

To learn more about the Exceptional Care Society, call 314-362-3499, or email [GivingBarnesJewish@bjc.org](mailto:GivingBarnesJewish@bjc.org). To make a gift to the area of your choice, use the enclosed envelope or donate online at [www.GivingBarnesJewish.org](http://www.GivingBarnesJewish.org).





*“As a donor, I feel good about contributing to something bigger that results in longstanding change. Nothing is more important than preserving the health of our community.”*

*– Sandy Moore*

# YOUNG VOLUNTEER *Grows Into Driven Leader*

**A**s a 10-year-old girl, Sandy Moore had her first experience with Barnes-Jewish Hospital when her father had a heart attack at age 51. “In my young mind, Barnes-Jewish Hospital was a savior for my dad,” she says. “I remember the staff was so genuine and caring as they let a scared little girl visit her father.”

A few decades later, Sandy joined The Foundation for Barnes-Jewish Hospital board. “I was asked to join by a person I greatly admired,” she says. “I knew his deep commitment to civic engagement and to making our city better.”

That person was the late S. Lee Kling. Before Lee passed away in 2008, he had held leadership roles in the military, government and politics and served on countless corporate and charitable boards, including as chair of The Foundation for Barnes-Jewish Hospital.

“I looked at The Foundation’s work and reflected on what the hospital and Washington University School of Medicine have meant to me, my husband and my children,” Sandy says. “I felt I owed it to the hospital to put my shoulder to the wheel, and I wanted to go out into the community to tell the good story of the hospital. I’m not wealthy—my largest contributions are my willingness to work hard and to stand up for what’s right.”

## **Closing the Health Care Gaps**

Even as a child, Sandy was driven to help others. “At age 11, I started volunteering in a nursing home every Saturday,” she says. “My mom thought all moments should be filled with a purpose. Growing up, I knew I wanted to work on things that would make the world better. My goal has since been to work on transformative projects that have a broad impact.”

Sandy’s drive led her to a career in public interest law. She later served as director of the Missouri Department of Labor and Industrial Relations, and as senior vice president of St. Louis 2004, an initiative to improve St. Louis’ long-term quality of life that included better access to health care. In 2000, Sandy became president of Urban Strategies Inc., the not-for-profit partner of the nationally recognized community redeveloper, McCormack Baron Salazar. Urban Strategies sets up social and educational services and programs in communities across the country where McCormack Baron has projects.

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*“I’m not wealthy—my largest contributions are my willingness to work hard and to stand up for what’s right.”*

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Sandy brings this valuable insight to the Foundation board. “I’m proud that I can lend my experience in the community to the board and can contribute to making things better,” Sandy says. “I see firsthand what the most vulnerable people in the community need. I see the impact of unhealthy lifestyles, and the lack of understanding about how to access health care. I can help close the gaps by encouraging that we put resources where they’re needed most.”

Barnes-Jewish Hospital faces many challenges today in meeting the community’s needs. However, the hospital strives to meet these challenges by reaching out to underserved community residents, helping patients better understand their medical care through health literacy programs, and other initiatives and programs.

About 17 percent of St. Louis city families use a primary language other than English in the home. Through the hospital’s interpreter

services, interpreters are available 24 hours a day at no charge for patients and family members who need help with spoken and sign language communication. The hospital can provide interpretation in 36 languages on campus and numerous other languages via telephone services.

The hospital also provides cross-cultural consultation for patients and staff and reaches out to the deaf, refugee and immigrant communities, providing health screenings and education. But Barnes-Jewish is always working to do more.

Sandy says her goal is to be a good translator between the community and the hospital. “I’m taking the message into the community of what the hospital and The Foundation can do. I want to break down fears, barriers and misconceptions and take back to the board the worries and concerns of the community.”

For example, low-income adults face two major barriers to successful employment: the lack of jobs and the lack of health, Sandy says. “In distressed areas of the community, illness is the norm. When a family member is chronically sick, it becomes difficult for the caregiver or the sick person to work. Helping them become healthier opens doors.”

## **Preserving the Health of the Community**

Sandy is proud that Barnes-Jewish Hospital is taking a leadership role in making the community better. “Barnes-Jewish Hospital and Washington University School of Medicine are two of our biggest assets in St. Louis,” she says. “As a donor, I feel good about contributing to something bigger that results in longstanding change. Nothing is more important than preserving the health of our community.”



# CHAMPIONING MELANOMA RESEARCH

A melanoma diagnosis was the last thing Richard Crowder and his family ever expected.

“My dad grew up on a farm in central Illinois and loved the outdoors,” says Ryan McMichael, Richard’s son. “And being very active he’d go outside every chance he got. Melanoma simply wasn’t anything we ever imagined could happen. But then, we didn’t really know anything about it.”

That was in early 2005. By Thanksgiving that same year, they not only knew more about melanoma, but had an action plan.

## Come Out Swinging

“Our family is very close. In fact, the four cousins are more like brothers,” says Ian Guthrie, one of Richard’s nephews. “Richard was always very special to us, so we knew we had to do something. We couldn’t do anything for him from a clinical standpoint, but we thought we could at least bring something positive out of a bad situation. A fund-raising golf tournament seemed the most natural thing for us to do.”

The event was a resounding success and it left the cousins asking themselves, “Why limit it to a golf tournament?” So in late 2007, they formed Come Out Swinging, a non-profit organization dedicated to

melanoma prevention and treatment advances. Today, it sponsors an annual golf tournament as well as other events. Come Out Swinging partners with St. Louis-based S.P.O.T.S. (Sun Protection Outreach Teaching by Students), which brings medical students into high school classrooms to teach melanoma awareness.


“We’re a nation of sun worshippers so melanoma impacts a lot of people,” Ian explains. “There is no cure, but it’s preventable if you protect yourself from the sun. And if melanoma is caught early, the treatment has a high success rate. That’s why we’re so passionate about education and research.”



**COME OUT  
SWINGING**

RESPECT THE SPOT.

Melanoma is the  
fastest growing form of  
all cancers in the U.S.



*“Thanks to support from the Crowder Fund and other research funds, we can continue working to develop more types of therapies to treat our patients.”*

## A Fitting Tribute

Richard Crowder passed away in August 2011. Soon afterward, his family established the Richard A. Crowder Memorial Research Fund through The Foundation for Barnes-Jewish Hospital in his honor. Funds are currently supporting groundbreaking melanoma research and clinical initiatives conducted by Lynn Cornelius, MD, chief of dermatology at the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine, and Gerald Linette, MD, PhD, an oncologist at Siteman. Both doctors were involved in treating Richard.

“This was an obvious next step,” Ryan says. “My dad was always a champion of research.”

Drs. Cornelius and Linette have three key melanoma projects underway supported by the Crowder Fund. The first initiative involves patient education. The second, through the Genome Institute at Washington University, is looking at the genetic makeup of metastatic melanoma tumors (those that have spread to other organs) to better understand the mechanisms that contribute to the disease. This understanding may lead to the development of new treatments.

The third initiative, also done in conjunction with the Genome Institute, seeks to stimulate a patient’s own immune cells and develop “killer T cells” capable of fighting the cancer directly, without hurting healthy tissue. According to Ryan, Richard



Cathy and Richard Crowder in 2011 before the Veiled Prophet parade where Come Out Swinging volunteers distributed 10,000 packets of sunscreen.

participated in one of the early clinical trials of a new immunotherapy drug, which stimulated the T cells in the blood to combat the melanoma.

“Melanoma is the most serious of cancers,” Dr. Cornelius says. “It is also the fastest growing cancer in the United States and worldwide. That’s why research such as ours is so important. Unfortunately, these studies are not inexpensive, even when done in our own institution.”

Dr. Cornelius adds that applying for funding from larger organizations such as the National Institutes of Health and the National Cancer Institute is difficult unless you already have preliminary data. Support for initial studies through the Crowder Memorial Fund and others like it at The Foundation for Barnes-Jewish Hospital yield extraordinary returns as physicians go on to approach these larger organizations for funding.

*“My dad was always a champion of research.”*

“If you have an idea that you think will work, you’re stuck unless you can somehow obtain the money to fund the original research,” Dr. Cornelius says. “Thanks to support from the Crowder Fund and other research funds, we can continue working to develop more types of therapies to treat our patients.”

According to his family, that’s exactly what Richard Crowder would have wanted.

“Richard took every shot to fight the disease and to help with research for future melanoma patients,” Ian says. “It’s a great legacy.”

Please support melanoma research by making a gift to the Richard A. Crowder Memorial Research Fund (#7619) at The Foundation for Barnes-Jewish Hospital. Use the enclosed envelope or give at [www.GivingBarnesJewish.org](http://www.GivingBarnesJewish.org). If you have questions, please call 314-362-3499 or email [GivingBarnesJewish@bjc.org](mailto:GivingBarnesJewish@bjc.org).

Learn more at [www.comeoutswinging.org](http://www.comeoutswinging.org).

# Dancing, Singing AND Giving



*At age 91*, with an uncanny ear for pitch and an eye for talent, Marian “Babe” Rosenberg could compete with any American Idol judge. But this petite dynamo would rather audition dozens of performers as director of the St. Louis Show Stoppers.

Since 1996, Babe has been producing an annual musical revue to support cancer research at the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine. Thanks to Babe’s long career of singing, dancing and directing other Broadway-style shows, from St. Louis to New York to Florida, she understood how demanding this new venture would be.

“The only way I would consider directing and producing this show was if the money raised went to Barnes-Jewish Hospital for cancer

research,” Babe says. “This show takes a lot of work so there had to be a purpose for me to do it.”

Babe’s connection is personal: her son died of cancer 20 years ago at the age of 48. Several cast members of the St. Louis Show Stoppers have also been touched by the disease.

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*“The only way I would consider directing and producing this show was if the money raised went to Barnes-Jewish Hospital for cancer research.”*

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The cast consists of more than 40 singers and dancers ages 16 to 88. Weekly rehearsals span 16 weeks and culminate in four performances over two weekends. Many of the performers spend their days as accountants, lawyers, teachers

or students before racing off to rehearsals at night. Babe spends months choosing just the right songs for the performers.

“Singing and dancing is their outlet,” Babe says. “Seeing everyone have so much fun makes it all worth it. We’re like a big family. I’m happy if they’re happy.”

## The Show Must Go On

While Babe enjoys the laughter and fun of the show, she directs with no-nonsense authority. Babe sits in the front row during each performance, giving any long-winded emcee “the look” and subtly issuing the ominous “cut” signal across the throat. But it’s usually followed by a wink and a smile.

Mike Sander, president of St. Louis Show Stoppers, has been the target of “the look” when his introductory remarks at the show



# TO KICK CANCER



## An Entertaining Way to Support Cancer Research

Next year's St. Louis Show Stoppers Musical Revue will be Oct. 5, 6, 12 and 13, 2013 at Clayton High School. Net proceeds benefit The Foundation for Barnes-Jewish Hospital, supporting cancer research projects at the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine. For ticket information, call Mike Sander at 314-432-5581.



Mike Sander and Babe Rosenberg make sure the St. Louis Show Stoppers annual revue is a success for cancer research.

go too long. But he happily participates. He and his wife, Bobbie, run the business end of the Show Stoppers. Together, they reserve the show's venue, promote the show, sell tickets and coordinate the myriad details required of a large production.

"We feel so proud to be part of it," Mike says. "We've met many new friends through this and have a lot of fun."

Bobbie's father passed away from cancer at age 60, which drives her to pour countless hours of work behind the scenes to help make the show successful. "Everything is donated for the show except the musicians and venue," she says. "For next year, we're already working on ways to raise even more money for cancer research."

Several years ago, Babe broke her leg—literally. But following the show biz credo, the show went on. As she looks to the future, she takes each year as it comes. "As long as I'm able, I'll continue to direct the show," she says. "But there's no such thing as being irreplaceable. No matter what, the show must go on."

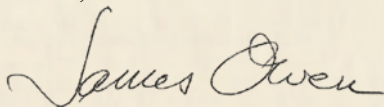
To learn more about supporting cancer research, visit [www.GivingBarnesJewish.org](http://www.GivingBarnesJewish.org), or contact The Foundation for Barnes-Jewish Hospital at 314-362-3499. Or email [GivingBarnesJewish.org](mailto:GivingBarnesJewish.org). You may also support the area of your choice at Barnes-Jewish Hospital by sending a donation in the enclosed envelope.

*Dear Mrs. Johansen (Foundation staff member),*

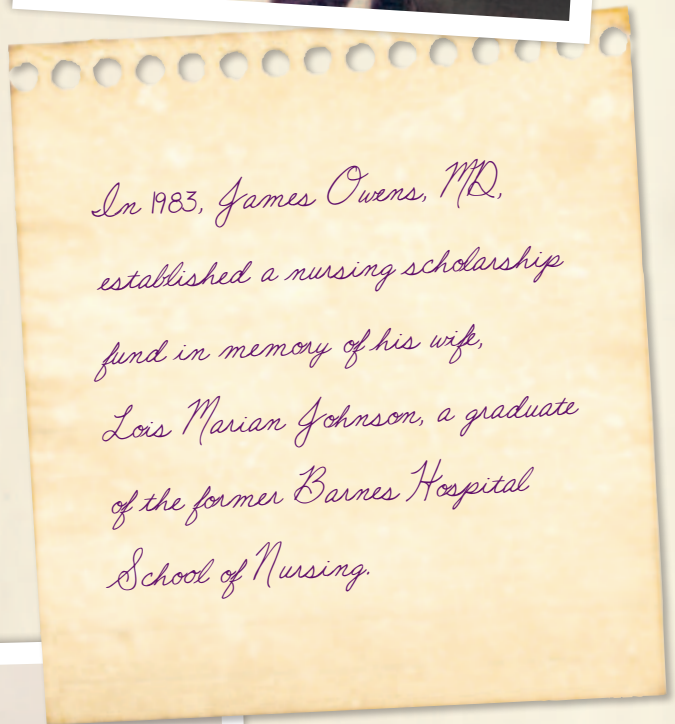
I have long attachments to Barnes Hospital and the former nursing school where I met my future wife. In 1947, I was a surgical resident and she worked in the Maternity Hospital. We had no idea at the time that her only kidney was already on the downgrade, and that she had just 18 more years to live. I am glad that future nurses are benefiting from the funds in her memory. In my view, it is the only form of immortality one can have in this world, and I wish I had unlimited funds with which to subsidize other such enterprises, such as a surgical professorship, or a medical library. However, at my age of 93 with all manner of physical illnesses, that's not likely, and I never buy a lottery ticket.

Anyway, thank you for the periodic reports, and it is great to see that the original funds are holding up so well, with good management.

Yours,



James G. Owen, MD



→ If you would like to support the Lois Johnson Owen Student Nursing Scholarship Endowed Fund (#9089), please use the enclosed envelope or give at [www.GivingBarnesJewish.org](http://www.GivingBarnesJewish.org). If you have questions, please call 314-362-3499 or email [GivingBarnesJewish@bjc.org](mailto:GivingBarnesJewish@bjc.org).



BARNES HOSPITAL, 1950s

# WORLD-CLASS CANCER CARE COMES TO SOUTH COUNTY



The Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine is opening a state-of-the-art outpatient facility in south St. Louis County in January 2013. Located at I-55 and Butler Hill Road, the new, spacious Siteman facility makes access to one of the top 10 cancer centers in our nation even more convenient for area residents.

The Washington University medical oncologists, radiation oncologists and surgeons who will staff the facility also practice at Siteman's main campus in St. Louis and collaborate regularly with other Siteman and Washington University physicians. These doctors will provide multidisciplinary care, allowing patients to see as many as three physicians in one trip and have their entire treatment plan determined in one visit.

Bruce Roth, MD, will serve as director of medical oncology, and Parag Prikh, MD, will serve as director of radiation oncology. The staff also includes registered nurses who specialize in caring for cancer patients. A research coordinator will be available to talk with patients about possible participation in clinical trials, which provide access to new medications and treatments not available at most cancer centers.

#### Services offered at the south St. Louis County facility will include:

- Physician care
- Chemotherapy
- Radiation therapy
- On-site lab
- Retail pharmacy
- Support programs and materials

The new facility will offer wireless Internet access, ample parking adjacent to the building and a covered drop-off area. The building site's 16 acres provides green space for patients and families to enjoy, including land set aside for a future healing garden.

"Siteman's nationally recognized team of Washington University Physicians uses the most recent scientific discoveries to develop a personalized treatment plan targeted specifically to a patient's cancer," says Tim Eberlein, MD, Siteman director. "Specialized expertise, unmatched experience and access to groundbreaking clinical studies means cancer patients and their families have new hope in the fight against cancer. And now this care is closer to home for patients and families in the south St. Louis County area."

For more information or to make an appointment, visit [sitemansouth.wustl.edu](http://sitemansouth.wustl.edu) or call 800-600-3606.

**SITEMAN**  
**CANCER CENTER**  
**SOUTH COUNTY**



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# *illumination* Gala

## April 20, 2013

The Ritz-Carlton, St. Louis



Support cancer research at the annual *illumination* Gala benefiting the Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine.

Visit [illuminationgala.org](http://illuminationgala.org) for more information.