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"Reintroducing" the Foundation

We have an exciting announcement and we want you to be the first to hear! (Page 3)



BARNES - JEWISH HOSPITAL FOUNDATION

GIVING

ISSUE 1 2011

CARE • HOPE • THANKS



Giving Time



DEPARTMENTS



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A MESSAGE FROM THE BARNES-JEWISH HOSPITAL PRESIDENT

Hope

Cancer. Most of us get chills when we hear that word and think of it in the same way that, decades ago, Americans thought of smallpox, measles and cholera. Back then, people thought there would never be a cure for these dreaded epidemics—but research prevailed. I dare say that cancer is on the same track.



Rich Liekweg

At the Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine, our team of 350 researchers is working diligently to find the best possible treatments and cures for our patients. But this work takes significant resources.

We're very fortunate that, with the help of generous givers, the Barnes-Jewish Hospital Foundation's Cancer Frontier Fund is supporting research to rapidly improve and personalize treatment and prevention of a number of cancers (page 14). And this is just one of the many ways that donors to our Foundation are supporting cancer research and care!

In this issue of *Giving*, you'll hear from grateful cancer patients who are touched by each of you who give. One patient, Al Watkins, had his tonsil cancer removed by Foundation-supported Dr. Bruce Haughey through a procedure he has perfected over 15 years. Today, Dr. Haughey is sharing his knowledge with surgeons around

"Every dollar you give provides hope to the thousands of cancer patients we care for each year."

the world so that they, too, can offer their patients this technique that greatly improves outcomes (page 6).

I'm honored to also share the stories of givers themselves, including the eight Schellhardt siblings who started Our M.O.M. (Mark on Melanoma), Inc. in memory of their mom who battled melanoma. Together, they raise awareness about the disease and, in 2010, pledged \$50,000 to support melanoma research at Siteman (page 4).

In reading these stories today, I hope you'll understand the magnitude of your generosity. Every dollar you give provides hope to the thousands of cancer patients we care for each year, and allows us to continue pursuing discoveries that make us a national leader in medicine. Thank you for joining us in the fight against cancer. We truly couldn't do it without you.

Sincerely,

Richard J. Liekweg
President, Barnes-Jewish Hospital & Barnes-Jewish West County Hospital Group President, BJC HealthCare

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The Foundation for Barnes-Jewish Hospital helps donors **enrich lives, save lives, and transform patient care** through charitable gifts.

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New Faces of GIVING



Richard H. Miles
Chairman and CEO
Valitas Health Services, Inc.

Q: Why did you join the Barnes-Jewish Hospital Foundation Board?

A: I wanted to learn about and support this tremendous St. Louis health care resource.

Q: When did you first get involved with public service / philanthropy?

A: With my parents—early in life. They were actively involved in a number of very worthwhile charitable efforts in my hometown of Lexington, Kentucky.

Q: What is your favorite quote?

A: “There are three types of people—those who make things happen, those who watch what happens, and those who ask what happened.” To me, it means everybody can choose to make a difference.

Q: What is the greatest lesson you have learned?

A: There are *many* things more important than business and career. You just don't realize it at the time because age provides clearer vision.

Q: What is the scariest thing you've ever done?

A: Walking down wet boulders in Kenya.

Q: Why is it so important to support Barnes-Jewish Hospital, one of America's top hospitals?

A: Barnes-Jewish Hospital attracts the top medical talent in the world to our region and makes available to all of us high-quality basic and advanced medical services and personnel. By supporting the hospital, we continue to have—and benefit from—health care innovations right here in St. Louis.

“Barnes-Jewish Hospital attracts the top medical talent in the world to our region and makes available to all of us high-quality basic and advanced medical services and personnel.”

– Richard H. Miles

“Reintroducing” the Foundation

New Name, Same Opportunity to Help Enrich and Save Lives



Over the next few months, you'll notice the information you receive about giving is coming from The Foundation for Barnes-Jewish Hospital.

So why are we changing our name? It's because we exist solely to help you make a difference for the people served by Barnes-Jewish Hospital. We're the mechanism—but not the reason—by which you give to help enrich lives, save lives and transform patient care at Barnes-Jewish Hospital.

It is a deep honor to join with you in helping Barnes-Jewish remain one of America's top hospitals. Every dollar and every donor counts when it comes to ensuring the best health care will be there for us or someone we love when we need it.

At the Foundation for Barnes-Jewish Hospital, the patient is at the heart of everything we do. Thank you, generous donors, for giving where care matters most.™



Meet these patients and donors in this issue of Giving.

Sisters Elizabeth Shocklee and Maria Schellhardt, along with their six siblings, started Our M.O.M., Inc. to support melanoma research through the Barnes-Jewish Hospital Foundation.

Eight Siblings Fight for a World without Melanoma

by Supporting Barnes-Jewish Hospital

The Schellhardt siblings (from top left): Ted, Tom, Cathy, Tim, Anne, Elizabeth, Maria, Theresa

To support the Our M.O.M., Inc. Melanoma Endowed Fund in Memory of Patricia Schellhardt Malone (#3417) at the Barnes-Jewish Hospital Foundation, please use the enclosed envelope or give at www.GivingBarnesJewish.org. If you have questions, please call David Sandler at 314-362-3499 or e-mail GivingBarnesJewish@bjc.org



Super Mom

Patricia Schellhardt Malone was “super mom.” She prepared a family dinner every night for her husband and eight children. She steadfastly continued the tradition after her husband died unexpectedly in 1982 from an aneurysm. At that time her oldest child was 17 and her youngest was 2.

“I cannot imagine having eight children and suddenly becoming a single mom,” Patricia’s daughter Elizabeth says. “But we were always her top priority. She never wavered.”

Patricia set high expectations for her children, and resolutely helped them achieve them. All eight kept their grades up in high school—while playing sports and leading full social lives—and continued on to college.

“We always had fun together, too,” Patricia’s daughter Maria recalls. “Actually, we are still together all of the time at family events and helping each other through everything!”

Talking and Drinking Coffee at Our Mom’s House

In January of 2005, Patricia was diagnosed with melanoma.

She and her children and husband Frank Malone (whom she married in 1993) researched and visited elite cancer centers around the country. She chose Gerald Linette, MD, at the Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine, to provide her care.

“Dr. Linette gave us the most confidence in what our mom’s treatment would be and what her life would look like,” Elizabeth says.

Patricia looked forward to seeing Dr. Linette at her appointments and was grateful that she was able to receive great care in St. Louis because it kept her strong support system close.

“Each time we were in the Siteman waiting room before Mom’s appointments, we’d meet someone who had traveled a long way to get their care here,” Elizabeth says. “We felt grateful that we were where we needed to be and that it was only a 10-minute drive.”

Although Patricia was given six months to live in July 2005, she continued to lead a full life until the winter of 2007, when her cancer progressed and the intensity of her treatment increased.

“We all lived at our mom’s house during her last six months, drinking coffee and talking,” Maria says. “Our step-dad would tease us and ask if we had jobs or families to get home to because we’d be there around the clock.”

Our M.O.M., Inc.

In memory of their mother, the Schellhardt siblings created a foundation called Our M.O.M. (Our Mark on Melanoma), Inc. (learn more at www.OurMomInc.com) to raise awareness about melanoma prevention and detection. They also began to raise money to support the fund they started at the Barnes-Jewish Hospital Foundation: the Our M.O.M., Inc. Melanoma Endowed Fund in Memory of Patricia Schellhardt Malone, which supports Dr. Linette’s research. In 2010, they pledged \$50,000 to the fund.

“When our mom was fighting melanoma, she said that she didn’t want anyone else to go through what she was going through,” Maria says. “In honor of our mom’s battle and in hope that no one else will have to experience the same pain, we are dedicated to supporting Dr. Linette’s research.”

The Our M.O.M., Inc. board, comprised of all eight Schellhardt siblings, volunteers time to speak about their cause at local high schools, construction sites, companies and at the Our M.O.M., Inc. Day at Busch Stadium. Proceeds from the annual Our M.O.M., Inc. walk/run benefit their mother’s fund at the Barnes-Jewish Hospital Foundation. The walk is the backdrop to a fun day of food, music, and face painting, with a dermatologist on-site to answer questions.

“Some people stay all day, and we are happy to have more people each year,” Elizabeth says.

“No matter how big our walk gets, everyone will be fed and entertained because our mom always fed anyone who walked through her door—and no matter the event, there was always a party after,” Maria adds.

PHOTO: TIM PARKER

▶ To find out Dr. Linette’s top tips for preventing melanoma, visit: www.GivingBarnesJewish.org/MelanomaPrevention

Head and Neck Cancer Treatment Perfected at Barnes-Jewish Hospital

Procedure Practiced by Surgeons Across the Country Thanks to Charitable Gifts



Al Watkins, tonsil cancer survivor, with his surgical oncologist, Dr. Bruce Haughey, who enabled Al to have "negligible lasting effects" after an operation that once left patients with altered ability to speak and swallow, and severe scarring.

“Cancer is Daunting. Missing a Diagnosis is Worse.”

After completing a long trial, attorney Al Watkins and his family went to Florida for a spring vacation. While there, he noticed the gland under his jaw was swollen and decided to visit his primary care physician after his return.

Al spent the rest of spring and much of summer visiting with his doctor and specialists. He tried antibiotics, which proved unsuccessful, and had biopsies on his gland, with inconclusive results.

“After my fifth biopsy, the doctor set down his instrument and sighed,” Al recalls. “Then he recommended that I seek treatment at Barnes-Jewish Hospital from Dr. Bruce Haughey.”

On his first visit, Dr. Haughey diagnosed Al with tonsil cancer.

“Being diagnosed with cancer is daunting,” Al says. “But missing a diagnosis is worse. In St. Louis we have in our backyard—and for worldwide consumption—Siteman, one of the top cancer centers. I am eternally grateful that I made it to Siteman and received my treatment from Dr. Haughey.”

Gold Standard Treatment for Head and Neck Cancer Perfected at Siteman

Today, some cancer centers still offer traditional open surgery (in which incisions are made on the face and neck and the skeletal structure is taken apart to remove growths) as the primary treatment option for head and neck cancers. Al was especially grateful that the Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine offered transoral laser microsurgery (TLM), an alternative operation with minimal incisions.

“TLM is now catching on as the gold standard nationwide because it has such great outcomes for patients, with extremely low side effects compared to open surgery,” Dr. Haughey says. “At Siteman, we began offering it in 1996 and have benefited more than 500 patients.”

Today, Siteman is a nationally recognized center for teaching TLM to other physicians. This annual transoral course is convened by Dr. Haughey.

“When you have a teaching course it has a big ripple effect. We teach surgeons around the country to use these techniques, their patients then receive this new, optimal treatment and surgeons share their knowledge with their teams,” Dr. Haughey says.

While the traditional open surgery could leave patients with altered ability to swallow and speak, as well as considerable scarring on the head and neck, TLM has very minimal lasting side effects.

“My recovery occurred almost immediately. The long-lasting effects are virtually negligible,” says Al, whose career as a lawyer relies heavily on his ability to communicate without distraction. “We have to let the world know about Dr. Haughey. The more surgeons he’s able to educate, the faster this highly advanced treatment will become the norm for our friends and family around the country. For those that can support Dr. Haughey—it’s our duty.”

To support head and neck cancer research like Dr. Haughey’s, please give to the Barnes-Jewish Hospital Foundation’s Richard and Judith Glassman Fund for Head and Neck Cancer Research (#7292) by using the enclosed envelope or online at www.GivingBarnesJewish.org. If you have questions, please contact David Sandler at 314-362-3499 or email GivingBarnesJewish@bjc.org

Elite Care from a Doctor with a “Twinkle in His Eye”

A striking number of Dr. Haughey’s patients are referred to him from other hospitals that, despite their best efforts, can’t diagnose their patients’ head and neck cancers. Al is one example. Larry Keyes is another.

Larry remembers being told repeatedly that the growth on his temple was a harmless basal cell carcinoma. It was actually an invasive squamous cell carcinoma that had spread through layers of tissue, reaching his skull. Shortly after his treatment, it was discovered that his cancer had spread to nodes in his parotid gland (beneath the ear).

“I moved my care to Siteman. When I met Dr. Haughey, he immediately gave me confidence,” says Larry. “He’s also gentle and he has a twinkle in his eye. He’s a very special person.”

Because Larry wanted to do something for the doctor who saved his life, he made a bequest that will support Dr. Haughey’s research.

“I have great admiration for the guy,” Larry says. “I’ve told friends that I dodged a silver bullet because I had the right doctor.”

The Best Personalized Treatment for Each Patient

Rick Glassman received treatment from Dr. Haughey for a tumor in his throat before TLM was available.

“I have total and complete trust in him,” says Rick, who discussed all of the possible treatment options with Dr. Haughey before they decided that radiation and chemotherapy were the best treatment for him.

Dr. Haughey says that, “Despite the advantages and growing use of TLM, it is crucial to find the best personalized treatment option for each patient.” At Siteman, Dr. Haughey serves on a multi-disciplinary team that carefully reviews each patient’s diagnosis, in order to determine if traditional protocols or advanced techniques, such as TLM, would be most beneficial for the patient.

To continuously perfect personalized treatment options, health care professionals devote time to research. Dr. Haughey’s research includes performing TLM with the assistance of a robot. Here, he sits at a nearby computer console, controlling the robot’s arms, which are smaller and give easier access to confined spaces than performing the procedure directly by hand. He will be comparing outcomes of patients who receive TLM with and without the assistance of the robot so that future patients will benefit from receiving the surgery option with the best possible outcome.



“The support we get from the Barnes-Jewish Hospital Foundation makes this research possible, and it’s critical because often these ‘pilot’ projects are not yet at the stage needed to secure funding by larger organizations like the National Cancer Institute. But the data are crucial,” Dr. Haughey says.

Since his treatment, life has been uneventful for Rick. He is grateful to have survived cancer “unscathed and with no aftereffects whatsoever.”

“Cancer was a game changer for me. After my diagnosis I decided to change my focus from business to my family,” Rick says.

Rick welcomed his first grandchild in February of this year. In honor of such special moments with his family, Rick makes charitable gifts to the Barnes-Jewish Hospital Foundation to support Dr. Haughey’s research.

“It’s a wonderful feeling to support Dr. Haughey because he is saving lives and improving the quality of life for individuals faced with head and neck cancers,” Rick says.

To hear about Al’s experience receiving TLM from Dr. Bruce Haughey, visit: www.GivingBarnesJewish.org/AIWatkins

Alumni Scholars Bring Health Literacy to the Goldfarb Classroom

Marilee Kuhrik, MSN, PhD, RN,
Barnes Hospital School of Nursing
Class of 1969

Nancy Kuhrik, MSN, PhD, RN,
Jewish Hospital School of Nursing
Class of 1968

PHOTO: DEVON HILL

Sisters Nancy and Marilee Kuhrik have a unique opportunity. As Alvin J. Siteman Cancer Center patient education coordinators, they share their expertise with students at Goldfarb School of Nursing at Barnes-Jewish College, so that the nursing students learn to see themselves as patient educators. Many of the Kuhriks's patient education initiatives at Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine are supported by gifts to the Barnes-Jewish Hospital Foundation.

For health care professionals, patient safety and appropriate treatment rely on the ability to share precise, technical information with each other. But the same terminology does not necessarily translate well with people undergoing treatment.

To support scholarships at Goldfarb School of Nursing at Barnes-Jewish College, please give to the Barnes-Jewish Hospital Foundation's Goldfarb School of Nursing Scholarship Fund (#0374) by using the enclosed envelope or online at www.GivingBarnesJewish.org. To give to cancer initiatives like patient education, please give to the Barnes-Jewish Hospital Siteman Cancer Center Fund (#5258). If you have questions, please contact David Sandler at 314-362-3499 or email GivingBarnesJewish@bjc.org

"The experience of having cancer or other serious chronic health problems can be overwhelming for patients and their caregivers," Marilee says. "So information needs to be presented using plain language. This means health care professionals need to avoid medical terms and use simple vocabulary when teaching patients about tests, medications and other factors related to their care."

The Kuhriks are doing their part to ensure Goldfarb graduates develop the skills and instincts to toggle back and forth between communication styles. As Goldfarb adjunct faculty, Nancy and Marilee developed curricula for and co-teach a new health literacy elective course for undergraduate students. Health literacy is the degree to which individuals have the capacity to obtain, process and understand basic health information and services, to make appropriate health care decisions.

"This class introduces a crucial concept for Goldfarb students," Nancy says. "In fact, it is in alignment with former U.S. Surgeon General Dr. Richard Carmona's call to improve health literacy in the United States."

In this class, students learn to balance the complex medical information they are learning with an understanding of the difficulties that patients have when interacting with a highly compartmentalized health care system—and that it is imperative they are able to communicate with their patients in basic terms. Students also learn that their patients might be among the 90 million adults who lack the functional reading and math skills needed to navigate the United States health care system.

Ultimately, Nancy and Marilee help their students recognize that each patient is experiencing a multitude of events in his or her life and that the illness or injury is just one component. Taking all of these factors into consideration helps nursing students better understand what their patients are experiencing, and that the way patients receive information could help them stay healthy or even save their lives.

"When our students become RNs, having the knowledge that health literacy helps people to stay healthy will allow them to empower patients to manage their disease and lead better lives," Nancy says. "And hopefully nurses with whom they work will witness the importance of health literacy during their interactions with our nursing graduates."

Nancy and Marilee agree that imparting knowledge they have gained from working with patients within the Barnes-Jewish system for more than 30 years is rewarding. They also share a long-held commitment to making annual charitable gifts to the Barnes-Jewish Hospital Foundation, to support scholarship funds for Goldfarb students and funds for the Siteman Cancer Center.

"We both received scholarships and recognize that we would not have been able to complete our degrees and have such success in our careers without the generosity of others," Marilee says.

"Whether it is by financial means or by sharing knowledge and creative talents, giving is part of what the nursing profession must do for the next generation of nurses," Nancy says.

After taking the Kuhriks's health literacy course, one student, Lauren Karasek, said she was "confident in my ability to teach patients and make their disease understandable for them."

To learn more about Lauren's experience of seeing herself as a patient educator and nurse, please visit: www.GivingBarnesJewish.org/Lauren

The Gift of a Lifetime

Sylvia Rotskoff Honors Her Cancer Survival
by Making a Difference for Families with
Inherited Colon Cancer Syndromes



PHOTO: TIM PALMER

To support research and patient care for inherited diseases of the colon and rectum, please give to the Barnes-Jewish Hospital Foundation's Morris and Sylvia Rotskoff Endowed Registry Fund for Inherited Diseases of the Colon and Rectum (#3370) by using the enclosed envelope or online at www.GivingBarnesJewish.org. If you have questions, please call David Sandler at 314-362-3499 or e-mail GivingBarnesJewish@bjc.org

At age 91 (and a half, as she won't let you forget), Sylvia Rotskoff delights in recalling the moments she shared with her late husband Morris over 70 years of marriage, and with the strong, confident children they raised. But one moment stands out as clear and defining: the day 57 years ago when she and Morris were on vacation in Mexico, and she started bleeding from the rectum.

"I Want My Kids to Be Okay"

"I was perfectly healthy, so I wasn't concerned," Sylvia says. "It wasn't until six months later, when I bled again, that I decided to tell our family doctor. He asked me if anyone in my family had cancer, and the answer was yes—cancer had killed my great-uncle and an aunt."

The family doctor, surgeon Gerhardt Greunfeld, MD, removed some cancer from Sylvia's colon at The Jewish Hospital of St. Louis (which later merged with Barnes Hospital to form Barnes-Jewish).

"From what I told him about my family members, he believed I'd inherited colon cancer," Sylvia says. "And he was very concerned that my children would have this cancer someday. He wanted to try an experimental procedure on me that could cure my cancer and potentially help prevent new cancer from developing."

"I said, 'Do whatever you need to do—I want my kids to be okay.'"

Cancer survivors Linda and Sylvia Rotskoff (holding a photo of her late husband Morris).

Sylvia received a total colectomy (surgery removing the entire colon). It took two years for her to heal from the massive incision, but after the operation she was cancer-free.

Cancer Risk is 100 Percent

Today, Sylvia's condition is called familial adenomatous polyposis (FAP). Patients who inherit FAP can develop colon polyps as early as puberty. Their risk of developing colon cancer if the polyps aren't removed is 100 percent.

After polyp removal, patients with FAP must continue to be monitored closely because polyps and cancer can still develop. For Sylvia and her children, Ken and Linda, this meant regular exams with specialists. Linda Rotskoff was only 16 when she had her first polyp surgery, followed by screening and surgeries throughout her life as more polyps developed in her colon, stomach and part of her small intestine.

Linda recalls that before one of her surgeries, "I insisted, like your typical person from the 'Show Me State,' on proof that I needed to be cut open. The image I saw had 35 dots within a quarter inch of space, each full of polyps. Almost 1,000 polyps were found."

"We Just Had to Make This Gift"

With the advent of genetic research and counseling, more of Sylvia's own family and members of other families can find out if they have FAP and thus receive screening and treatment to manage the disease. But as funding is needed to save lives through research and continued identification of at-risk patients, Sylvia and Morris created a permanent source of support with a charitable gift to the Barnes-Jewish Hospital Foundation.

"We wanted our money to help someone," Sylvia says.

Today, the Morris and Sylvia Rotskoff Endowed Registry Fund for Inherited Diseases of the Colon and Rectum improve care, diagnosis, ongoing screening and treatment options for patients with FAP and other inherited colon cancer syndromes.

"The registry has allowed us to understand FAP much better and as a result, to provide information to patients that will prolong their lives," says Nick Davidson, MD, Chief of the Division of Gastroenterology and principal investigator of the FAP family and genetic studies involving the registry. "In general, patients with FAP who are not part of a registry will live to 50, while those who are on our registry will live to 70."

"I want everyone to know, especially my grandchildren, what can be done for a person with FAP," Sylvia says. "We just had to make this gift. And I'm very glad we were able to do it while Morris was still alive."

For the Rotskoffs, the impact of the registry is a personal crusade. "I'll always remember Morris pleading with a family we met at a bar mitzvah to get their child screened for FAP. They didn't, and she died of cancer at 41," says Sylvia. "I'm grateful I'm here to talk about my experience. And I'm very happy to be 91 1/2."

For more information on inherited cancer syndromes, please visit www.colorectalregistry.wustl.edu

illumination



“My mom is my hero.”

- Kristin Chenoweth, daughter of a cancer survivor

illumination Gala Lights the Way to Hope for Patients Fighting Cancer



Melissa Paz & George Paz, *illumination* 2011 co-chair and Chairman & CEO of Express Scripts



Bill & Amy Koman, previous *illumination* co-chairs



Robert Clark, *illumination* 2011 co-chair and Chairman & CEO of Clayco, Inc. with guest performer Kristin Chenoweth



Dr. Tim Eberlein, Director Siteman Cancer Center, & Kim Eberlein, and Marilyn Steinback & Ken Steinback, Chairman, Barnes-Jewish Hospital Foundation Board of Directors, with Kristin Chenoweth



Stacey & Jim Weddle, *illumination* 2010 co-chairs, with Kristin Chenoweth



Stacey & Rich Liekweg, President, Barnes-Jewish Hospital and Barnes-Jewish West County Hospital, with Kristin Chenoweth

PHOTO: TIM PARKER

More than 650 guests gathered at The Ritz-Carlton in Clayton on April 9 for the Barnes-Jewish Hospital Foundation's annual *illumination* gala. The night was a huge success, raising \$1.5 million.

To support the Barnes-Jewish Hospital Foundation's Cancer Frontier Fund (#6792), please use the enclosed envelope or give at www.GivingBarnesJewish.org. If you have questions, please call David Sandler at (314) 362-3499 or e-mail GivingBarnesJewish@bjc.org.

Net proceeds from *illumination* go to the Barnes-Jewish Hospital Foundation's Cancer Frontier Fund, an initiative to help researchers at the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine accelerate the pace of discoveries by increasing the number of promising clinical research projects that translate

into better treatment, so that more lives will be saved in St. Louis and around the world.

Kristin Chenoweth, the Emmy- and Tony Award-winning star of stage and screen, who recently starred as 'Glinda the Good Witch' in *Wicked*, lit up the night with a spectacular performance. The daughter of a breast cancer and melanoma survivor, Kristin also serves as a passionate advocate for better cancer treatments and cures.

George Paz, Chairman and CEO of Express Scripts and Robert Clark, Chairman and CEO of Clayco, served as gala co-chairs.

“To lead this event with George was an honor,” Robert says. “At Clayco, we share with the Siteman Cancer Center a dedication to helping where we see the

most need. Siteman and Barnes-Jewish provide our community with a tremendous service.”

Adds George, “Express Scripts is dedicated to supporting organizations that provide access to health and medical services. Siteman is a leader in this field, not only for St. Louis but also for the nation.”

Since 1999, *illumination* has generated more than \$8.1 million to support the Siteman Cancer Center—the only National Cancer Institute Comprehensive Cancer Center within 240 miles of St. Louis and one of the largest cancer centers in the country—in the fight against cancer.

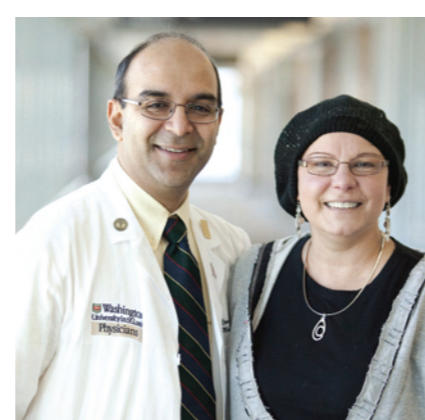
To see a video of highlights from the 2011 *illumination* gala, please visit www.GivingBarnesJewish.org/illumination11

Cancer Frontier Fund

Unlocking the mysteries of cancer and speeding up discovery of new treatments and cure at Siteman Cancer Center

The potential to change cancer care and cure around the world right here in St. Louis through your gifts is tremendous. Just consider the **potential outcomes** that these Washington University researchers at Siteman are striving for with their 2011 Cancer Frontier Fund grants:

- **Lee Ratner, MD, PhD:** Improved therapies for treating and preventing prostate cancer.
- **Ron Bose, MD, PhD, and Yin Liu, MD, PhD:** Better abilities to predict, treat and stop the progression of invasive breast cancer.
- **Ferrokh Dehdashti, MD, Loren Michel, MD, and Sheila Stewart, PhD:** New choices for treating breast cancers that are resistant to therapy, including the use of imaging technology to predict response to therapy, new cancer-fighting drugs and a new personalized, gene-based treatment option for highly lethal basal-like breast cancer.
- **Graham Colditz, MD, DrPH:** New options for preventing breast cancer through diet changes during adolescence.
- **Lynn Cornelius, MD:** Development of a new handheld imaging tool that will improve melanoma detection at an early stage, where it may help to yield higher survival rates.
- **Joel Garbow, PhD:** Better outcomes and improved quality of life for patients with brain tumors through improved understanding, reduction and prevention of post-radiation brain tissue changes.



Toni Elston, who has breast cancer that spread to her brain and lungs, is featured here with her oncologist, Dr. Ron Bose.



Megan Brinker was diagnosed with melanoma at a preventative cancer screening appointment. Because Megan took this preventative measure, her melanoma was diagnosed at the earliest possible stage. "The earlier you can diagnose melanoma, the better the chance for cure," Megan's doctor, Lynn Cornelius, MD, says.



Joe Benoit is also a patient of Dr. Cornelius who has survived melanoma, along with other forms of skin cancer.

▶ To hear from these doctors and their patients, visit: www.GivingBarnesJewish.org/CFF2011

PHOTOS: DEVON HILL



Pedal the Cause

Pedal the Cause takes to the streets of St. Louis on October 1 and 2, 2011. The second annual fundraising bike challenge supports the Barnes-Jewish Hospital Foundation's Cancer Frontier Fund and cancer research at St. Louis Children's Hospital. Please save the date and join us as a rider or volunteer. To find out how to register or get involved, visit: www.PedalTheCause.org.



Rich Liekweg, Barnes-Jewish Hospital & Barnes-Jewish West County Hospital president, and Larry Tracy, Barnes-Jewish West County Hospital chief operating officer, at Pedal the Cause in 2010.

▶ To get an update on the research projects supported by Cancer Frontier Fund grants in 2010, visit: www.GivingBarnesJewish.org/CFFUpdate

Culturally Sensitive Breast Cancer Screening



If you would like to support projects like "Behind the Veil," please give to the Barnes-Jewish Hospital Foundation's Breast Cancer Screening for New Americans Program Fund (#5679).

“Without the interpreters [at our screening] we would not understand anything: where, when, what. Instead, we would stay home. But a lot of people die of breast cancer, and we want to come to make sure we are healthy.”

-Hania Jameel, Khadija Ali, Serea Khalel (pictured left)

Did you know that St. Louis is home to more than 25,000 refugee women from around the world?

Many have never had the opportunity to receive a mammogram or learn about breast health.

Since 2002, we have received funding from the St. Louis affiliate of the Susan G. Komen for the Cure® foundation that supports the Barnes-Jewish Hospital's Daylight Project which bridges cultural and language barriers to screening and breast cancer services.

For example, many culturally conservative Muslim women are uncomfortable with male health care providers and face language barriers for receiving care. For this reason, the Daylight Project's "Behind the Veil" breast health screening provides these women with transportation, an all-female staff, covering gowns and interpreters fluent in Bosnian, Farsi, Arabic and Kurdish.

Flights for Patients with Transportation Needs

Southwest Airlines Medical Transportation Grants Program recently awarded Barnes-Jewish Hospital with 60 round-trip tickets for patients and their family members who need financial assistance to travel great distances for medical services. Reasons for travel range from a patient not being able to receive care in one's hometown to a patient needing assistance from a loved one who lives far away.



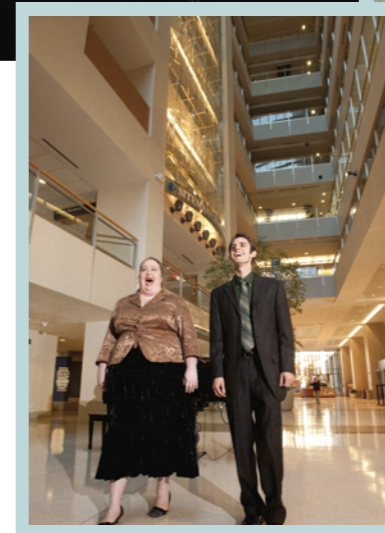
To learn more about the program, contact Jim Hoerchler, manager of social work, at 314-362-3063 or jhoerchler@bjc.org.

Turning the Medical Environment into an ART OASIS

Calming. Relaxing. Rejuvenating. These are words not typically associated with visits to the hospital. But thanks to the Arts + Healthcare program—supported through gifts to the Barnes-Jewish Hospital Foundation—patients, caregivers and employees are having their spirits raised and their stress eased.

Arts + Healthcare offers art galleries, hands-on creative outlets and performing arts, and is always evolving to meet personal needs of patients, caregivers and employees. Most recently, the program launched *Sundays at Siteman*, a free performing arts event held monthly at Barnes-Jewish Hospital's Center for Advanced Medicine. This event is designed to offer respite to patients, their families and employees who are struggling with the anxiety that comes with awaiting test results, treatments and diagnostic tests scheduled for the coming week.

To support this program, please give to the Barnes-Jewish Hospital Foundation's Arts + Healthcare Program Fund (#6541).



Arts + Healthcare fosters the institutional culture at Barnes-Jewish that includes the arts as an integral part of hope and healing. To find out more, please visit: www.BarnesJewish.org/Giving/Arts-Healthcare.



PHOTOS: DEVON HILL

PHOTO: TIM PARKER

Dr. Kirby Gave Time; Patient Gives Support

John Kirby, MD, Washington University critical care surgeon (featured left), is able to teach health care professionals about necrotizing fasciitis, a time-sensitive flesh-eating disease, because of support from his grateful patient (full story page 18).

Giving Time:

A Scary Illness, a Special Doctor, and the Chance to Help Save Lives Ignite a Family's Passion

The Shelist Family

Wendi Gordon Shelist did not know the meaning of the words “slow down.” Between owning a retail business with her husband David and raising two children on the north side of Chicago, she trained for the Chicago Marathon. She rarely got sick.

So when Wendi started feeling flu-like symptoms on a weekday six years ago, she took the usual medicines and went to bed without worry. But Wendi was in danger.

The Doctors Were Stumped

Wendi's temperature spiked to 105 degrees, sending her and David to the emergency room of a local hospital. She spent 10 hours there, aching all over, until doctors concluded she had a virus and sent her home.

Within a few hours, Wendi's pain became more severe and settled in the lower part of her right leg. Then her leg began to swell. She and David went back to the hospital, and this time, she was admitted.

“Doctor after doctor came into my room trying to diagnose me, and they were stumped,” Wendi says. “It wasn't until the next morning that an orthopedic resident diagnosed necrotizing fasciitis.”

A Small Window of Time

Better known as “flesh eating bacteria,” necrotizing fasciitis (NF) is a type of strep infection with a 24 - 48 hour window for treatment, after which it enters the bloodstream and starts attacking vital organs. But its flu-like symptoms make diagnosis difficult.

“Doctors told David and my parents that in 75 percent of NF cases, patients lose limbs—and nearly half of all cases are fatal,” Wendi says.

Wendi needed surgery immediately to save her leg and her life. That's when her family met critical care surgeon John Kirby, MD.

An Unexpected Level of Caring

From the day of her first surgery to cut away infected tissue, Dr. Kirby helped Wendi beat the infection. He then performed surgery to help Wendi recover her mobility after her long battle. The surgery left her with a wound from the top of her foot to her

knee, covering the entire side of her leg, and which removed one of the muscles that help to flex the foot.

“Dr. Kirby gave my family a level of caring I didn't know existed,” Wendi says. “He not only performed my surgery, but personally wrapped my wound every day. He even gave us all of his phone numbers so we could reach him while he was on a family vacation.”

A Dream to Help More People Survive

After six weeks in the hospital and more than a year of healing, Wendi recovered from NF and learned how to walk again. But her mind kept returning to others whose outcomes have not been as positive as hers.

“The scary thing is that there is no cut-and-dried answer for why NF attacks,” Wendi says. “It can happen to anyone.”

Adds Wendi, “We wanted to do something to help more people with NF get diagnosed within that crucial two day window. Our desire became the Wendi Gordon Shelist NF Foundation.”

“Our Gift Will Go a Long Way”

Through the Wendi Gordon Shelist NF Foundation (find out more at www.wgsf.org), Wendi and her family raise funds to educate medical personnel, particularly in emergency departments, about NF so that they can recognize the symptoms earlier. Most of their funding has gone to produce seminars and educational materials at hospitals with doctors who are passionate about NF awareness, including Dr. Kirby.

When Dr. Kirby moved to Barnes-Jewish Hospital and Washington University School of Medicine, the Shelists were delighted to follow him.

“Dr. Kirby's enthusiasm for NF education is the light that keeps us going,” Wendi says. “He has such a strong heart and puts every ounce of his being into everything he does. We're lucky to have him as a doctor and as a friend.”

One of Wendi's most rewarding experiences has been funding grand rounds for Dr. Kirby at Barnes-Jewish Hospital. During this classic method in medical education, Wendi shared her story with an audience of more than 100 doctors, residents and medical students. Each of these doctors will spread their knowledge of NF throughout Barnes-Jewish and other hospitals, touching the lives of many more patients.

“We know that what our foundation can give to the Necrotizing Fasciitis Education Fund for Barnes-Jewish Hospital will go a long way under the leadership of Dr. Kirby. If our gifts can lead to one diagnosis that saves a life or limb, it will all be worthwhile,” Wendi says.

According to Dr. Kirby, Wendi and her family have made a material difference in the way physicians are trained to diagnose and treat NF and other serious wound infections.

“Wendi is a wonderful example of how the care of one person can lead to improvements for all patients, and I look forward to all we can do together,” Dr. Kirby says. “Battling infections will always be with us as part of surgery, but no matter how bacteria or antibiotics change and improve, nothing will surpass the importance of the patient's engagement in driving our success.”

Anyone Can Make a Difference

Wendi and her family are living life to the fullest these days, and their apparel shops are thriving. Wendi is even running again. And she continues to find inspiration in her decision to be active so that others will share her happy ending.

“A few years ago, a young lady who worked in the hospital while I was there came into my shop and recognized me,” Wendi says. “She told me that my story put NF at the top of everyone's mind in their emergency department. It's moments like this that prove that anything you can do—whether it's giving financially, or volunteering, or taking time to share your health experience—will make a difference for someone.”

To support the Necrotizing Fasciitis Education Fund (#6873), please use the enclosed envelope or give online at www.GivingBarnesJewish.org. If you have questions, please call David Sandler at 314-362-3499 or e-mail GivingBarnesJewish@bjc.org.

THE GIVING BACK PAGE

I give \$100 every month to the Barnes-Jewish Hospital Foundation because I owe it to my family and our community. As community members, we owe our neighbors, our friends and ourselves the best medical facilities possible to help our community continue to thrive.

A few years ago, I was reminded why having Barnes-Jewish in our community is of the utmost importance. I have a private psychotherapy practice. A client of mine whom I hadn't seen for a couple of months entered my office, and I saw that he had a grapefruit-sized swelling on his neck. Since I knew he previously had surgery for testicular cancer and that he didn't regularly visit primary care doctors, I asked him if I could put him in touch with a friend of mine, Jerome Williams, MD, a family practitioner at Barnes-Jewish.

Dr. Williams recommended he make an appointment at the Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine. Dr. Williams and the Siteman team assessed that at that point, he was 48 hours from dying of testicular cancer. Today, years later, he's alive and healthy thanks to the swift, expert care he received at Barnes-Jewish.

In closing, I'd like to share an idea that friends taught me a long time ago. As adults, life is about envelopes. Monthly, we fill envelopes with money to pay toward each of our responsibilities. There are the typical bills—water, gas electric, rent or mortgage—and then there are the



Ed Koslin

As community members, we owe our neighbors, our friends and ourselves the best medical facilities possible to help our community continue to thrive.

debts we owe our community. Barnes-Jewish receives an envelope each month from my family with \$100 in it. I designate it to the Barnes-Jewish Hospital Support Fund (an unrestricted fund), so that Hospital leadership can decide what department needs my support the most.

As members of this community, we have an ongoing debt to each other to support the medical institutions that serve us. Please join me and dedicate one envelope each month to Barnes-Jewish Hospital.

Ed Koslin

Ed Koslin and his wife, Fran Weintraub, have private psychotherapy practices in St. Louis.

P.S. For your convenience, use the envelope included in this publication!

PHOTO: DEVON HILL

BY THE NUMBERS

Thanks to your gifts to the Barnes-Jewish Hospital Foundation, the lives of so many are touched each year.

— Out of —
251
new BSN nurses hired by
Barnes-Jewish Hospital in 2010

106
were graduates of Goldfarb School of
Nursing at Barnes-Jewish College.

1,000s
of Barnes-Jewish patients,
caregivers and employees are
served by the Arts + Healthcare
Program annually, thanks to
charitable gifts.

Many of the nearly
54,000
patients admitted annually to
Barnes-Jewish Hospital are
touched by every dollar given
to the foundation.

\$700,000
awarded from the Barnes-Jewish Hospital Foundation's Cancer Frontier Fund to
Siteman Cancer Center researchers in 2011. These grants, made possible by
charitable gifts, will bring us closer to better treatment, prevention, and cure for
breast and prostate cancers, brain tumors and melanoma.