Riverview Medical Center
Thanks to our Donors,
Riverview’s Youngest Patients
are Saying “Wow”

INSIDE THIS ISSUE – Cardinal Grant Awarded • Auxiliary Art Show • Welcome New Board Members
Awarded the maximum of $35,000 from a pool of more than 400 applicants, plans are to use a Cardinal Health Grant to fund a study placing pharmacists at the bedside to take medication history and reconcile forms to ensure medication safety, according to Kathleen Russell-Babin, Sr. Manager of the Meridian Health Institute for Evidence-Based Care.

The trial period for this study began at Ocean Medical Center this summer and will move to Riverview Medical Center for two months this fall. The purpose is to examine the impact of implementing a bedside pharmacist in the inpatient adult medical surgical units.

The Cardinal Health Foundation of Dublin, Ohio announced in June the awards of a total of $1 million in grant funding for new and innovative programs to improve patient safety at 35 hospitals, health systems and community health clinics across the country. In addition to Meridian Health, grant recipients include Scripps Whittier Diabetes Institute La Jolla, Calif., Baylor Health Care System Dallas, Texas and Albert Einstein Healthcare Network Philadelphia, Pa.
Riverview Medical Center is the proud parent of twin J.D. Power and Associates “Outstanding Patient Experience” awards for its outpatient and maternity services. The J.D. Power and Associates “Outstanding Patient Experience” award is one of the most prestigious health care recognitions in the nation.

“This honor is so special because it comes from those we serve,” explains Tim Hogan, president, Riverview Medical Center. “So few hospitals hold this distinction, yet so many benefit from the impact made by an exceptional hospital experience.”

With the recent arrival of the “twins,” Riverview Medical Center is now five-times distinguished by J.D. Power and Associates for four consecutive years.

“I am extremely proud,” continues Hogan. “But I can’t say that I am surprised that our team has achieved this distinction. The team continually impresses me with their dedication to excellence and to providing great health care experience for our patients and our community.” This year’s “distinguished” services include the Jane H. Booker Women’s and Children’s Center and the comprehensive Outpatient Services offered at Riverview Medical Center. The maternity team at the Center provides the highest quality care with the unparalleled experience of being a “Riverview mom.” The Center boast all-private rooms and sweeping views of the Navesink River, while the Fringe Benefits program features insider discounts to the hottest Red Bank boutiques, services and restaurants – so mom, dad and baby are taken care of – even after going home. Riverview’s wide array of outpatient programs provides quality care and service in a timely manner. These include same-day surgery, imaging, cancer care, rehabilitation, women’s diagnostics, pain management, cardiac care, Crohn’s and colitis care, and emergency care.

Auxiliary to Sponsor First Art Show

Group to raise funds for cancer patients

The Riverview Medical Center Auxiliary is getting creative this fall in an effort to raise even more funds to benefit cancer services at the medical center. The first auxiliary art show entitled “River Views” will take place on October 3rd from 5:30 to 8:30 pm in the Blaisdell Lobby at Riverview. The Auxiliary has partnered with the Plein Air Painters of the Jersey Coast. Forty percent of the sale price for each piece of art sold will go to the Auxiliary for the benefit of the patients at the John Marshall and Jane H. Booker Cancer Center at Riverview, according to Jane Penza, Auxiliary president. “We are trying to come up with new ideas for fun and fund-raising and we hope the art show will help us to continue to provide the large and small extras for our patients. Sometimes a small gesture can give a large emotional lift during a very trying time”.

In addition to its fundraising activities, the Auxiliary owns and operates the George C. White Gift Shop, open 7 days a week and located on the ground floor of the Marshall Booker Pavilion at Riverview. All profits fund programs and technology in the Jane H. and John Marshall Booker Cancer Center.

The Auxiliary was established in 1929 and played an integral role in the founding of the present day Riverview Medical Center. Since 1962 the auxiliary has provided more than $2 million in funding for hospital projects and services including the purchase of blood pressure/oxymeter machines, Cyberknife suite sound system and private dressing rooms in the radiation oncology treatment area.

For more information about the Art Show, the Annual Fall luncheon scheduled for November 6 at the Deal Country Club or to join the Auxiliary, call (732) 530-2480. All are welcome!

SAVE THE DATE:
Riverview Auxiliary Annual Fall Luncheon
November 6 at the Deal Country Club
Caring for stroke patients from the hospital to their homes was the focus of a day long symposium, sponsored this spring by the Brian Schmalz Stroke Education Fund.

The turnout at the event was truly appreciated by the Schmalz family. Titled Comprehensive Stroke Care through the Continuum, the symposium was attended by 266 physicians, registered nurses and rehabilitation professionals.

“I sincerely believe that when my children walked into the room and saw how many people were there to learn more about the care and prevention and treatment of stroke victims it was one of the most healing experiences they could have had,” said Betsy Schmalz Ferguson, who created the Brian Schmalz Stroke Education Fund in memory of her late husband. “To see the number of people there made them realize that you can make a difference and in their father's memory they did.”

Designed to educate hospital and community professionals on the standards of stroke management, rehabilitation, and prevention, Betsy said that many symposium attendees personally thanked her for creating a platform to share ideas and experiences.

“It was bittersweet for us to learn how far the treatment and education has advanced since the children's father had his stroke, but emotionally gratifying since they saw firsthand that their father's death resulted in a positive movement and a way to help others” Betsy said.

Part of 2009’s Circle of Care, the event was held at the PNC Bank Arts Center in Holmdel and was well-attended by Meridian and non-Meridian affiliated physicians and healthcare professionals. Informative lectures were given by Carolyn Brockington, MD, Alex Bernstein, MD, Romergrlyko Geocadin, MD, Judith Deutsch, Ph.D. PT, Richard Zorowitz, M.D. and Jill Ferkel, APN. Topics included neurocritical care, stroke and virtual rehabilitation and complex stroke management. The Panel Discussion: Challenges in Meeting Stroke Standards was held by Martin Gizzi, MD, Ph.D.; Sheree Murphy, MS; David Kountz, MD; Stephen Martino, MD; Rebecca Graboso, APN and was moderated by Noah Gilson, MD.

Nurses Receive Prestigious Kellogg Award

Someone once said that behind every good doctor is a great nurse. Riverview Medical Center recognizes the importance of a great nurse, and was proud to honor Victoria Ambong, BSN, RN, CCRN, and Susan Marinelli, BSN, RN, CNN with the 2009 Kellogg Award for Excellence in Nursing during a ceremony held March 3rd.

Victoria, a Riverview team member for 20 years, works in the Critical Care Unit. Susan, have been at Riverview for 6 years and works in the Emergency Department.

Named after Elizabeth L. Kellogg, a staunch supporter of nurses, this prestigious award recognizes the vast amount of dedication, compassion and professionalism that the nursing profession requires. With her passing several years ago, Mrs. Kellogg’s family generously decided to honor both their mother and nursing excellence by continuing this annual presentation, which began in 1990, in her memory.
Riverview Kids Rock

Sure, there are lots of fun, festivals and weekend activities in Red Bank. But, where else could children perform laparoscopic surgery on gummy bears? Riverview Medical Center, that’s where. Children lined up for fun and educational activities just like this one at Riverview Kids Rock, an interactive and educational pediatric health fair for the community held last spring to celebrate the opening of the Pediatric Care Center. From a Guitar Hero challenge to hand hygiene lessons with special glow germs, hands-on learning experiences for both children and their parents highlighted this one-of-a-kind Riverview event.

Chloe VanDyke performs laparoscopic surgery during the Riverview Kids Rock health fair.

Painless Talk

Donor Supported Symposium Focuses on Managing Patient’s Pain

The generosity of our donors once again filled a need for Riverview Medical Center staff. Pain management was the topic during a daylong symposium held in March thanks to the support of community members like you.

More than 100 nurses and pharmacists attended the daylong symposium in the Blaisdell Auditorium at Riverview. Faculty from Tufts University School of Medicine in Boston and Fox Chase Cancer Center in Philadelphia focused on improving pain management and assessment. They also discussed common barriers to effective pain management and how to deal with non-verbal patients.

“This is something our staff really wanted and they were very excited about it. Myths were cleared up and the evaluations of the program were outstanding. Many team members are hoping we do it every year,” said symposium coordinator Jennifer Bradle, perinatal clinical nurse specialist and co-chair of the pain care committee at Riverview.

This symposium was also supported by the Meridian HCAHPS committee and the Riverview Pain Care Committee.

RMC Is Where Their Hearts Are

Highest Participation Rate for 2009 Employee Campaigns Recorded at RMC

When asked why she participates in the Riverview Medical Center Team Member Annual Fund, campaign co-chair Patti Tomaino, nursing administration, quoted Princess Diana: “Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you.”

Giving to others was the spirit during the 2009 “Count Me In” Team Member Annual Fund. A challenging economy did not stop generous Riverview team members from giving back to their patients and peers, garnering the highest participation rate of any hospital in the system.

More than $35,000 was raised by team members and volunteers. These funds will benefit a variety of departments and programs at the medical center including the Patient Comfort Fund, used this year by nurse managers to provide thoughtful comforts to Riverview patients during their visits.

“I am overwhelmed by the generosity of our team in this time of economic decline,” said Jennifer White, nurse manager, and campaign co-chair. “This confirms their commitment to both RMC and their fellow co-workers.”

With the highest participation rate in three years, RMC had a lot to be proud about! Jennifer and Patti credit this success to both the RMC team as a whole and the dedication of the Team Member Annual Fund committee, which includes representatives from many areas of the medical center.

Left to right, TMAF Committee members Rebecca Graboso, Judy Surko, Co-Chairs Jennifer White and Patti Tomaino, Linda Coughlin, Nazlie Ward proudly display names of donors to this year’s employee drive.

“It is an honor and a pleasure to work side-by-side with my fellow colleagues supporting the mission of the Team Member Annual Fund. Without them, it would not be possible!” Patti said.
SPECIAL EVENTS

More than $60,000 rasied through 2009 outing

The current economic climate might be a tough one but that did not sway golfers from hitting the green for the Riverview Medical Center Foundation. The 46th Annual Golf Invitational was held in June at the beautiful Deal Golf and Country Club in Deal, NJ. This year, the outing raised over $63,000, and had 133 golfers compete, the highest attendance in years.

This year’s event chairs, Bob & Sharon Jones, Bob & Tracy Boyle and Bill & Maggie Riker were thrilled to introduce the Meridian Cup to the tournament this year and Gina Petillo took the honor. With the Jones’, Boyle’s and Riker’s leadership and enthusiasm, this year’s event was incredibly successful. Proceeds generated from the outing will assist in providing quality state-of-the-art health care services to the surrounding community.

Left to right, John Croddick and board member Virginia Croddick, and fellow board member Betsy Moody Schmalz Ferguson and Tom Ferguson enjoy a beautiful day on the green for a good cause.

RMC Golfers on the Ball

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Paint the Town Pink!

Red Bank was happy to abandon its colorful forename in favor of another last spring: “Pink Bank!”

Paint the Town Pink was “bigger and pinker” than ever before in 2009, thanks to the tremendous news coverage by NBC News. Despite the challenging economy, nearly $40,000 was raised, topping the 2008 total by 35%. In its third year, the community-wide event spotlighted the importance of breast cancer prevention, detection, and treatment.

The event kicked off in early May with “Spring into Pink Bank,” a shopping event held in and around the borough. The schedule included a family event called “Paint Everything Pink,” a Pretty in Pink screening at Count Basie Theatre, and a Girl’s Night Out. Special event “Band Together for Survival,” featuring performances by Ryan Cabrera, John Kelley, Jeffrey Gaines, Grey Eye Glances, and Outside the Box, wrapped up the weeklong event.

The Soul Sisters at the Children’s Cultural Center threw a special 1970’s-themed disco party, hosted by Grand Soul Sister Dana Cowin, Editor in Chief of Food and Wine magazine. Attendees listened as Ms. Cowin shared her truly unique and inspiring story as recently featured in O, the Oprah Magazine, while sampling soul food dishes generously provided from Pink Bank restaurants such as Carlos O’Connor, Danny’s Steakhouse, Seafood, and Sushi Bar, Gaetano’s, Readie’s Fine Foods, Red Bank Chocolate Shoppe, 2 Senza, The Bistro at Red Bank, and Delfini Italian Market. Over 125 local businesses participated in the week’s events and 45 residents even “pinked” their homes!

Paint the Town Pink was created with the goal to encourage women over 40 to pledge to have their annual mammogram, as well as raise money to provide mammography to the uninsured and underserved in our community.

Steeplechase Festival Set for Saturday, September 26th

Races begin at 12:50 pm

Bringing Steeplechase racing back to Monmouth County featuring steeplechase and flat racing throughout the day, family activities and entertainment.

For sponsorship and ticket information go to www.meridiansteeplechase.com or call 877-748-4667.

Left to right, Dana Cowin, Editor In Chief, Food & Wine Magazine, Narda Williams, Dr. Phillipa G. Woodriffe and RMCF Trustee Lucy K. H. Kalian.

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Moonlight Serenade Supper Club

2009 Meridian Gala XII
Saturday, November 21, 2009
Ocean Place Resort & Spa Long Branch, New Jersey
Despite tough economic times for nonprofits across the country, local business leaders brought their wallets along to the 18th Annual Healthcare Perspective Luncheon on May 8.

The event managed to top last year’s total with 365 members of the business community in attendance. All funds raised will benefit Meridian’s not-for-profit hospitals and services, including Jersey Shore University Medical Center and K. Hovnanian Children’s Hospital in Neptune, Ocean Medical Center in Brick, Riverview Medical Center in Red Bank, and Meridian partner companies located throughout Ocean and Monmouth Counties.

Amid a sea of pertinent topics brought about by current economic times, there is one that is nearest and dearest to our hearts- universal healthcare. Keynote speaker Patricia Andriolo-Bull, Director of Commonwealth Choice of Massachusetts, led the discussion at the Ocean Place Resort and Spa in Long Branch on the model being used in her state of providing universal healthcare for residents and how it might be applied in New Jersey.

The Healthcare Perspectives Luncheon, an educational forum, is held each year in order to enable local business leaders to learn about health care issues that have an impact on their companies and communities. The success of the event would not have been possible without leadership sponsors QualCare, Inc., Bank of America and Gallagher Benefit Services, Inc.
The Riverview Medical Center Foundation’s goal is to raise funds so that your medical center can continue to provide the most advanced, comprehensive health care to our community now and in the years to come. Focusing donor emphasis on four key areas through the end of 2009 will allow us to make a marked difference in the health and well-being of our neighbors and loved ones.

**A CASE FOR MOTHER/PEDIATRIC CARE ENHANCEMENTS**

At Riverview Medical Center’s Jane H. Booker Women and Children’s Center, our board certified obstetricians, neonatologists, maternal-fetal specialists, anesthesiologists, and 24-hour in-house pediatricians ensure that women and their babies are provided safe, effective care. That’s why, we offer our Riverview Moms fringe benefits including private rooms with a view of the Navesink River. Childbirth education classes, big brother and sister programs, lactation instruction, and the “Baby Makes Three” program are also available for new and experienced families.

*Our current needs in Mother/Pediatric Care include:*

- Digital Mammography
- Pediatric Cardiac Care

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**Riverview for Today**

Riverview Medical Center’s CyberKnife Radiosurgery Center recently reached a milestone – 600 cancer patients scanned and treated since October 2005, when the medical center began offering this non-invasive surgical approach to combating cancer. We are among the few medical centers across the nation and the second hospital in the state of to provide this non-invasive surgical approach to treating cancer, tumors, and lesions that are considered inoperable. Each month, over 20 patients rely on CyberKnife treatment to aid them in their battle against cancer.

*Our current needs in Oncology Care include:*

- Multi-slice (16) CT Sim with 4D
  This multi-slice CT Scan provides much higher resolution and images smaller, dense areas that might be of concern. Specifically, this technology would allow the treatment team to see the movement of the tumor as the patient breathes/moves.

- Philips Upgrades
  The Philips upgrades allow for advanced IMRT (conventional radiation) treatment planning. Philips enhancements include a server upgrade, which would allow the system to perform more rapid treatment dosage calculations.

- SuperDimension’s InReach System
  When battling lung cancer, early diagnosis is critical. This system would enable our treatment team to reach beyond the first third of the lung and enables physicians to locate, test and plan treatment for lung lesions.
A CASE FOR CARDIAC CARE

An accredited Chest Pain Center, Riverview is further expanding its cardiac care services to offer elective angioplasty. This artery-clearing heart procedure uses a balloon to open a blockage in a coronary artery and improve blood flow to the heart. With board certified cardiologists to guide heart patients from prevention to diagnosis, through treatment options, rehabilitation and recovery, we are recognized as having one of the most fully integrated heart programs in New Jersey.

Our current needs in Cardiac Care include:
Cardiac Catheterization Lab Technological Growth

The new elective angioplasty program, a component of the Johns Hopkins Atlantic C-Port Study, will utilize Riverview’s Cardiac Catheterization Lab, as well as a new, state-of-the-art Endovascular Suite. To begin offering elective angioplasty, the Cardiac Catheterization Lab needs to grow. The new Lab will include the GE Innova 3100 Imaging System and the GE Mac Lab Hemodynamic Monitoring System and an additional Intra Aortic Balloon Pump to meet patient volume. The balloon pumps are utilized to stabilize patients in emergency situations.

Riverview’s new Endovascular Suite will have the ability to conduct minimally invasive procedures to treat a wide range of clinical problems including stroke, carotid artery disease, abdominal aortic aneurysms and other peripheral vascular disorders. The Endovascular Suite will be equipped with a digital imaging system that produces high resolution, real-time images during procedures that require extreme precision.

A CASE FOR SURGICAL CARE

Riverview Medical Center offers one of the most comprehensive surgical programs in the region. Experienced and caring surgical teams treat patients in specially designed suites for a variety of procedures such as: orthopedic, spine, neurosurgery, general, colon, rectal, vascular, thoracic, GYN, plastic surgery, ENT, ophthalmology, and urology.

Our current needs in Surgical Care include:
OPMI Lumera T Surgical Microscope
This new surgical microscope with enhanced illumination and contrast allows for shorter anesthesia time, less recovery time, and early discharge. The microscope’s integrated Superlux Eye xenon illumination allows surgeons to view the anatomic structure of the eye in its natural colors and highly accurate detail.

Surgical Equipment
This includes new surgical tables that offer unprecedented versatility for every surgical specialty.

1188 Cameras
This innovative camera combines infrared technology and high-definition for outstanding picture quality. The benefits of minimally invasive or laparoscopic procedures using these cameras include smaller incisions, less post operative discomfort and quicker recovery time.

Ultrasound Machine
There are many advantages to imaging the body with ultrasound. Most importantly, there is no ionizing radiation as with X-rays. The new ultra sound machine will directly impact the patient experience by reducing patient’s wait time while under sedation.
Welcome

Riverview Medical Center Foundation is pleased to welcome the following family members...

Anthony Gardner

In February, Anthony Gardner joined the Meridian family as Senior Development Officer for the Riverview Medical Center Foundation. Prior to this, Anthony served as the Executive Director of the September 11th Educational Trust, a nonprofit organization he founded in 2001.

Under Anthony’s direction, the organization developed and published the September 11th Education Program: A National Interdisciplinary Curriculum, which is currently being distributed to high schools nationwide. He also co-led the successful campaign to preserve the twin tower footprints and serves as an advisor to World Trade Center redevelopment officials.

Anthony earned an M.A. in Museum Studies (Management) With Distinction and an M.S. Certificate in Nonprofit Management both from Seton Hall University. He is currently completing a Masters in Public Administration (MPA) at Rutgers University School of Public Affairs and Administration.

Anthony resides in Brick Township with his wife Lorraine and their three daughters, Lia, Jacqueline and Emma.

Dr. Lawrence E. Syckoff

Riverview Medical Center would like to welcome Dr. Lawrence E. Syckoff to its Board. Dr. Syckoff is an avid educator, currently serving as Headmaster of The Ranney School in Tinton Falls, New Jersey, a prestigious private K-12 school. Prior to his current position, Dr. Syckoff spent four years as Headmaster of The Ranney School in Tinton Falls, New Jersey, a prestigious private K-12 school. Prior to his current position, Dr. Syckoff spent four years as Headmaster Birch Wathen Lenox School, a private college prep school, located on the Upper East Side of New York City. From 1980 to 1989, Dr. Syckoff was Head of La Jolla Country Day School in La Jolla, CA. Dr. Syckoff recently led Ranney in an ambitious capital campaign which resulted in new $12 million Upper and Middle School buildings.

Dr. Syckoff also boasts a business background. He spent three years as a Tax and Audit Accountant for J.K. Lasser & Company in New York City, NY. He earned his Bachelors of Business Administration, B.B.A., at City University of New York. Dr. Syckoff continued his education at the University of San Diego, where he completed his Master of Educational Psychology, M. Ed., as well as his Doctor of Educational Leadership, Ed. D.

Dr. Syckoff resides in Monmouth Beach, New Jersey.

Edward J. McKenna, Jr.

Riverview Medical Center extends a sincere welcome to new board member, Edward J. McKenna, Jr. Mr. McKenna currently owns and runs his private law firm in Red Bank, where he represents over 50 financial institutions, a number of businesses, many developers, the Borough of Tinton Falls and hundreds of private clients. Since 1982, he also serves as an Arbitrator for the American Arbitration Association. Mr. McKenna has been a member or board member of many committees including the Monmouth Bar Association, New Jersey Supreme Court Ethics Committee, and the Legal Aid Society of Monmouth County.

Mr. McKenna has also served more than 30 years of distinguished public service, beginning in 1976 when he was appointed to the Red Bank Parks and Recreation Committee as Vice Chairman. In 1990 Mr. McKenna was elected Mayor of Red Bank and was re-elected in 1994, 1998, and 2002. 1991, Mr. McKenna helped establish a business improvement district that brought Red Bank’s downtown vacancy rate from 35% to less than 1%. Mr. McKenna is also a co-founder and Chairman of the Two River Council of Mayors.

Mayor McKenna has two children, Sean and Kayla.
Kristen Sullivan Bunnell

Riverview Medical Center is honored to welcome Kristen Sullivan Bunnell to its Board. Ms. Bunnell is a dynamic business executive and entrepreneur, as proven by her young yet successful career.

In 2001, Ms. Bunnell and her husband founded Horizon Management Corp. She used the experience she gained working as a National Sales Executive for a retail janitorial services firm to create an extraordinarily successful company. In 2003, she helped engineer the acquisition of Encompass Cleaning Systems to form Horizon Contract Services, LLC., which became the largest provider of contract cleaning services to the nation's retail industry. She served as Executive Director until 2006, when she was appointed CEO. In 2007, Kristen helped complete the sale of Horizon National Contract Services to Transfield Services of Australia.

Ms. Bunnell holds a Bachelor of Science degree in Business Management from St. Michael’s College. She currently resides in Rumson with her 3 children, where she and her family are members of the Navesink Country Club. In the next phase of her career, Ms. Bunnell looks forward to giving back to her community through local non-profit and charitable organizations.

Michael Oster

Riverview Medical Center is proud to welcome yet another distinguished professional to its board. Michael Oster, a real estate developer and investor, is a former CEO of Commonwealth Property Investors, a real estate and venture capital company in the former Soviet Union and Eastern Europe. He is also a co-founder of Grand Central Holdings, a venture capital company in Manhattan that invests in internet and media businesses. Before joining Commonwealth, Michael worked for prestigious companies A.T. Kearney and IBM.

Mr. Oster is not only an accomplished businessman, but also an active community member. He is a trustee of the Monmouth Conservation Foundation and the Count Basie Theatre. He is also a parent co-chair of the Ranney School’s Executive Campaign Committee. Mr. Oster is an active supporter of Pacific Encore Performances, the Monmouth Museum, and the Middletown Public Library.

Mr. Oster resides in Red Bank with his wife Cristina and their three children, who were all born at Riverview Medical Center.

Lore MacDonald

Riverview Medical Center extends a warm welcome to its new board member, Lore MacDonald. Lore boasts a rich charitable background that demonstrates her generosity. She is no stranger to public service; she is a past treasurer of the Navesink Auxiliary and a former member of the Hospice Auxiliary. Mrs. MacDonald is the current president of the board of directors of the Horizon Program, a national organization which provides funds for poor children to attend private schools. She is also a trustee of the Florence V. Burden Foundation, which focuses on aging, children and youth, and criminal justice.

Lore is a 1980 graduate of William College. That same year, she married Dr. Donald MacDonald, a medical director of Monmouth Eye Care in Tinton Falls. The MacDonald’s are members of the Rumson Country Club and the Sea Bright Lawn Tennis and Cricket Club. The couple has four children: Donald, Alexandra, Margaret, and Ian.

Join the Family!

Your gift to the Riverview Medical Center Foundation is an outstanding investment in any market, since it provides for programs and technology that support the health and well being of your loved ones and your community.

Become part of Riverview Medical Center’s family of loyal donors and make a direct impact on our patient’s lives today. Make a gift online or choose to purchase a particular item from our new wish list via our secure website.

Go to www.riverviewmedicalcenter.com and click Ways To Give. Gifts at all levels are needed, welcomed and appreciated. Most importantly, your endorsement is invaluable.

Thank you for supporting our mission of providing quality healthcare to all.

For more information, contact Anthony Gardner, senior development officer at 732-751-5115.
Internet Surfers and Shoppers, Get Busy!

Support RMC Online Through GoodSearch & GoodShop

What if Riverview Medical Center earned a penny every time you searched the Internet? Or, if a percentage of every purchase made online supported your medical center?

GoodSearch.com and GoodShop.com have made it simple to support RMC while conducting your normal online business. Just go to www.goodsearch.com and www.goodshop.com and be sure to enter “Riverview Medical Center, NJ” as the charity you want to support.

GoodSearch.com is a new Yahoo-powered search engine that donates half of its advertising revenue, about a penny per search, to the charities its users designate. You can use it the way you would use any search engine and watch the donations add up!

GoodShop.com is an online shopping mall which donates up to 37% of each purchase to your designated cause. Hundreds of great stores like Amazon, Target, BestBuy and Macy’s have partnered with GoodShop to help you help us.

Local Organization Supports the Power of the Arts

Grieving Children Will Benefit from Generosity of Rotary

The Red Bank Rotary Foundation continued their vital support this year with a grant to benefit Riverview’s Children’s Art Therapy, a program that uses the art process to provide a constructive outlet for feelings and questions about death and chronic illness.

“We recognize the importance of allowing children who lose a parent the opportunity to express their feelings and begin the grieving process,” said Dr. Steve Sanfilippo, Red Bank Rotary Foundation Chair.

Developed in 1980 for children 4- to 13 years old, Art Therapy is free to the public and runs one hour per week. During seven week-long sessions, parents and guardians are also taught to understand the needs of a grieving child. The staff consists of licensed clinical social workers, board certified registered art therapists and trained volunteers.

In addition to funding supplies, the Rotary grant will also provide for the purchase a laptop dedicated to the program, according to Jane Weinheimer LCSW, program coordinator and cancer center social worker. In 2008, 29 adults and 85 children from Monmouth, Ocean and Middlesex counties attended the art therapy program.

Donor Spotlight

Tom Gravina and his family had wanted to live closer to the Jersey Shore. In 2001, they left their home in Roseland and moved south to Fair Haven, attracted by the area’s great schools, people, and recreational opportunities. Soon they would become familiar with another community resource – Riverview Medical Center.

Tom’s son, Charlie, hurt his hand during a baseball game soon after moving to Fair Haven, and Tom took him to Riverview’s Emergency Department. Tom was impressed by the care his son received and began learning more about the hospital.

“I discovered that Riverview had a big commitment to continually improving their facility and the patient care they provide,” Tom says. He was inspired to help.

Tom, a financial services consultant, joined the Riverview Medical Center Foundation Board of Trustees in 2005 and is still committed to the group today.

“In these tough economic times, donors have to be more selective when it comes to their charitable giving, prioritizing those organizations that do the most with their philanthropic dollars and touch the most lives,” Tom says. “Riverview Medical Center continues to give me that unique opportunity.”
The following individuals comprise the Riverview Medical Center Heritage Club, a group planning for RMC’s future by naming the hospital as the beneficiary of their will, retirement plan or life insurance policy. The Foundation commends you for your long term commitment

Mrs. Shepard L. Alexander
Mrs. Marilyn M. Baldi
Mr. William H. Conover
Dr. Ronald P. Costa, M.D.
Ms. Gladys Cabbage
Mr. and Mrs. Franklyn R. Ellis
Mr. and Mrs. James O. Hawthorne
Mrs. Ellen Rose Huhn
Dr. Merritt London, M.D.
Dr. and Mrs. Donald A. Macdonald

Mrs. Paulette Roberts
Mrs. Lee D. Schanbarn
Mr. and Mrs. Alfred J. Schiavetti, Jr.
Mr. Richard B. Scudder
Mr. and Mrs. Edward M. Sherman
MRS. BAYARD STOUT
Mr. and Mrs. Edward H. Union
Mr. Earl Way
Ms. Claire M. Wixson

Leonard S. Danzig, M.D.
Baldwin S. Davidson
Ethel Decker
Mari Jo DeLuca
Mark A. DeMarco, Esq.
Joseph DiPaula
Anthony P. Dobrowolski
Judy Dougherty
Rafael I. Evan, Ph.D.
Florence J. Farrell
Figlioia Father
John Fiorino
John M. Fitzgerald
Dorothy F. Forsman
Julius F. Frank
Jane Fredrick
Robert Gerbino
Carmela Glennon
Larry Glick
William Gonzalez
Milton Grubman
Frederick S. Holper
Liliana I. Hughes
William C. Hurt, Jr.
Steve L. Kapitan
Sally Katz
Beatrice A. Kelly
Arlen B. Kendall, M.D.
Lynn Kenney
Kathryn Kircher
Bonnie Kowalski
Albert J. Kolarsick, M.D.
Kennedy E. Kowalski
Wayne Larsen
Angelo J. Lupo
Ty Lynch
Sandra Malloy
Harold Markoff
Vincent J. Mattone
Margaret C. McGann
Elizabeth J. McMahon
Frank Miceli
Helen Mongano
Frank H. Monopode
Glenn M. Morgenstern, M.D.
Mary Alice Moss
John B. Movelle, M.D.
Kara B. Murphy
Samuel Nelson
Theresa Nelson
Thomas Newcomb
Kenneth A. Norton
Regina Norton
Grace O’Donnell
Valerie J. Oleskak
Morris Oppenheim
Marian Pallone
James Pardee
John A. Parrella, M.D.
Loring P. Parsons, Sr.
Virginia Pearse
Judge Florence R. Peskoe
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