

JGH NEWS

SIR MORTIMER B. DAVIS

JEWISH GENERAL HOSPITAL

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A dream fulfilled: to build a university teaching hospital of excellence!

Henri Elbaz retires after 32 years
of building the JGH

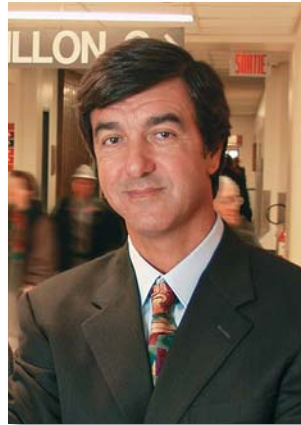
**Medical residents
on a quest for quality**

**Just how far do
JGH staffers walk?**

**Coming soon: The fourth
Weekend to End Breast Cancer**



"I feel privileged to have devoted my career to the JGH"



It is with feelings of great satisfaction and pride that I take my leave after 32 years at the Jewish General Hospital, the last 16 years as Executive Director.

From the moment I arrived at the JGH in 1976, I felt instinctively that this was where I belonged. This was not a stepping stone or a phase in my career, but a perfect match between the values that motivate me and the vision of the hospital's founders. It was a perfect cause to which I was prepared to devote all my energy. I felt I was not just starting a new job, but taking on a mission—a wonderful mission!—to carry on the dream of the JGH founders to build a Jewish hospital that would provide outstanding care to the people of Montreal and beyond, without distinction as to race, religion or financial means.

Who could have foreseen in 1934 what the JGH would become today? Not only is it one of the foremost university teaching hospitals in Montreal, but also in Quebec and in Canada. On numerous occasions, it has received outstanding recognition from several accreditation bodies such as the Canadian Council on Health Service Accreditation, the Royal College of Physicians and Surgeons, and the Fonds de recherche en santé du Québec. It has earned respect, admiration and gratitude from hundreds of thousands of patients of all races and religions who have benefited from our care, from McGill University with whom we are affiliated, and from the Government of Quebec.

I am leaving with the strong conviction that the Jewish General Hospital is on solid ground. We have an extremely promising and bright future, filled with ambitious plans for constant renewal, expansion and the active recruitment of top doctors, researchers, nurses and healthcare professionals. For this reason, I am certain that we will continue to provide our patients the best and most up-to-date medical expertise, as well as the most humane healthcare institution.

My 32 years at the JGH have provided me with ample opportunity to form close personal relationships with many lay leaders, doctors, researchers, nurses, healthcare professionals, donors, volunteers and administrative staff who have dedicated themselves to making the JGH one of Quebec's finest healthcare institutions. I would like to express to each and every one of you my affection, my heartfelt gratitude and my profound respect for what you have accomplished and for what will be accomplished in the future. You are my companions, my friends and my extended family.

I feel very privileged and proud to have devoted my career to the JGH by participating in its growth and development. In 1968, the founding Executive Director, Samuel S. Cohen, passed the torch to Dr. William R. Slatkoff, who in 1975 transferred it to Archie Deskin, who in 1992 handed it to me. Each of us has written our own unique chapter in the history of the Jewish General Hospital, and mine would never have been completed if not for the contributions of my outstanding and supportive Management Team, our doctors, lay leaders, nurses, scientists, donors, volunteers and all the members of our JGH staff. The time has now come for my successor, Dr. Hartley Stern, to write his own chapter. To him I extend a warm welcome and the wish that his chapter will take the JGH to even greater heights.

To you all, I wish good health, vigour, courage and a life of fulfillment. May your efforts bear fruitful results and may you continue to grow from strength to strength.

With all my affection,

Henri Elbaz
Executive Director 1992 - 2008



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SPRING 2008

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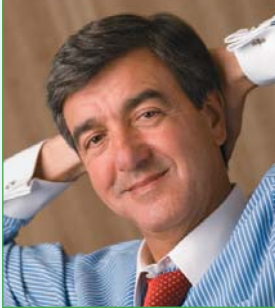
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**A McGill University
Teaching Hospital**

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SPECIAL SUPPLEMENT – HOPE & COPE SALUTES ITS GENEROUS BENEFACTORS

From the Premier



Mister Elbaz,

I would like to open by extending to you, on behalf of the Government of Quebec and on my own behalf, our congratulations and our gratitude for your invaluable contribution to the excellence of one of the most important university hospitals in Quebec.

In your 32 years of service, half of them in your capacity as Executive Director, you led the Jewish General Hospital through sweeping change and progress on all fronts. I am happy to have this opportunity to salute you in your qualities as a man of vision and action, an esteemed administrator, a team player, a man of values and convictions.

Thanks to people like you, Mr. Elbaz, people who believe in the success of a health system that can take up the challenges of the times, we can ensure all Québec citizens the care and services to which they are entitled.

Suffice it to say that you have every reason to declare upon your retirement, “Mission accomplished.” By having devoted your experience and your talents to the service of the healthcare system, you have done yourself proud... and made us all the better for it.

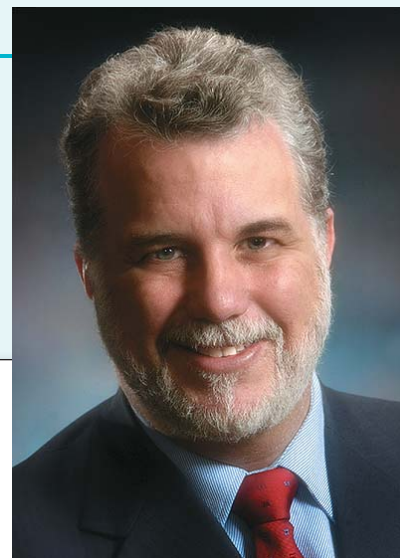
Please accept my respects and my best wishes.

A handwritten signature in blue ink that reads "Jean Charest".

Jean Charest

Québec 

From the Minister of Health and Social Services



Ministère de la Santé
et des Services
sociaux
Québec 

Monsieur,

After 16 years of loyal service as Executive Director, Henri Elbaz has left the Jewish General Hospital with an imprint of dynamic leadership oriented toward the future—leadership that he exercised with passion, openness and creativity.

Thoroughly engaged in a quest for quality and excellence for all Quebecers, Mr. Elbaz devoted his entire career to defending a vision of the health and social services system that is characterized by solidarity and equity. During his term, great progress was achieved in access to care, benefiting people of all backgrounds.

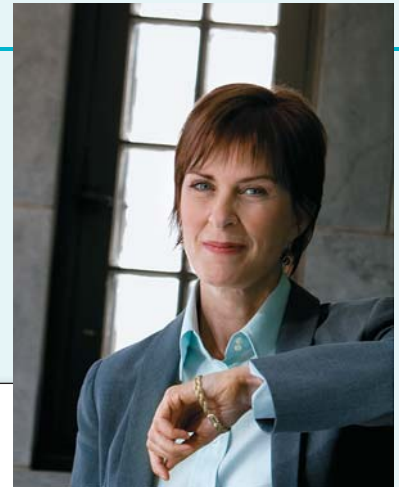
Under Mr. Elbaz's direction, the Jewish General Hospital has undergone one of the most dynamic periods of growth in its history. By relying on expertise that was already in place, Mr. Elbaz contributed to bringing his institution to the head of the line in many areas, to the extent that the Hospital is now a model in the fields of cancer, cardiology, neonatology and obstetrics-gynecology.

Along with the entire team of the Jewish General Hospital, I wish Mr. Elbaz success and satisfaction in his future endeavours.

A handwritten signature in blue ink, consisting of a stylized 'P' and 'C'.

Philippe Couillard

From the Principal of McGill University



Dear Henri,

As Principal of McGill University, it is my pleasure to offer congratulations on your extraordinary tenure as Executive Director of the Sir Mortimer B. Davis - Jewish General Hospital.

Under your direction, the Jewish General Hospital has become a leader in the fields of oncology, cardiology, neonatology and obstetrics and gynecology. The JGH has also succeeded in attracting top researchers to the hospital's research institute who are making ground-breaking discoveries in the areas of oncology, AIDS, medical genetics, geriatrics and epidemiology. This dual commitment to exceptional medical care and innovation has had, and will continue to have, positive benefits for the local Montreal community, and beyond, for generations to come.

By virtue of the JGH's location, and the staff's own dedication to health care accessibility, the hospital is now at the forefront of service to an increasingly diverse Canadian population. Henri, you have set a high standard for hospitals across the country to follow in all these areas.

The Jewish General Hospital is an integral part of the research, teaching and clinical activities of McGill University's Faculty of Medicine. I am proud of our Faculty's affiliation with the JGH and am grateful to have had the opportunity to work with you, Henri, both as Principal of McGill and as a Board Member of the JGH. Bonne chance!

With all good wishes,

A handwritten signature in blue ink that reads "Heather".

Professor Heather Munroe-Blum



Le Maire de Montréal

Sir,

After more than thirty years of service, including half of that time as Executive Director working for those of your fellow citizens who have come to the Jewish General Hospital, you can be truly proud of what you have accomplished.

During those three decades, you have played a major role in the growth of the Jewish General Hospital of Montreal. Thanks to your leadership qualities and your exceptional achievements, you have enabled the hospital to position itself as a prominent medical referral centre. As a visionary, you have always supported innovation and research. You have also contributed to making Montreal an important focal point for the life sciences.

On behalf of all Montrealers, I would like to express my deepest appreciation for what you have accomplished. I am certain that all of us will benefit from your achievements for a long time to come. I hope you will take full advantage of your retirement, even if the practical meaning of that word has changed somewhat in the recent past.


Gérald Tremblay



From the Mayor of Montreal



Dear Henri,

We wish to extend our heartiest congratulations, on the occasion of your retirement, for all that you have achieved during your distinguished career at the Jewish General Hospital.

Under your dynamic leadership, the Jewish General has grown into one of the most important health care institutions in Quebec. As proud as the Jewish community is of the role we played in founding the Hospital, and of our continued support for it, we are equally proud that it is responsible for offering treatments and conducting research that benefit the broader community of which we are a part. The Jewish General is properly renowned for the quality of its patient care, the professionalism of its staff, and its contribution to medical education.

During more than three decades at the Hospital, you have been a driving force and your influence will continue to be felt for many years to come. Your passion and compassion have been imprinted on the institution and all of the people you have touched during your tenure.

We are confident that you will find fulfillment and worthwhile challenges as you move into the next phase of your professional and personal life.

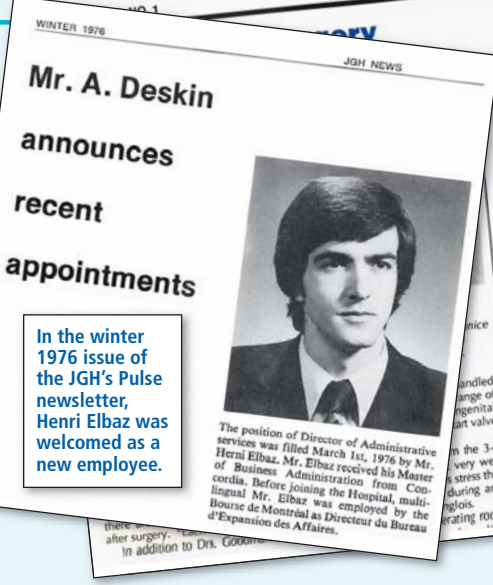
With best wishes and deepest respect. Mazel tov,


Marc Gold
President


Jack Hasen
First Vice President


Danyael S. Cantor
Executive Vice President

From Federation CJA



Henri Elbaz's appointment as Executive Director was front-page news in the winter 1992 issue of JGH News.

From the heart

Colleagues and friends recall what made Henri Elbaz so special

From the Montreal Regional Health Authority:

Throughout the healthcare field in Quebec, Henri Elbaz's reputation commands great respect, says **David Levine**, President and CEO of the Montreal Regional Health Authority. "During his term as Executive Director, the Jewish General Hospital made great strides in several areas of activity and it has succeeded in gaining international recognition for the quality of its research and innovation in the field of medicine. Under Mr. Elbaz's direction, the Jewish General Hospital has come to be recognized as one of the most effective and productive hospital centres in the healthcare network."

Marcel Villeneuve, Executive Director of the Montreal Regional Health Authority from 1993 to 2002, commends Mr. Elbaz for having "devoted his career to developing, building and improving health services for the people of the Montreal region and Quebec as a whole. Thanks to the impetus of his vision and leadership, the hospital that he led has gained distinction through the years by virtue of its remarkable contributions to the people of Quebec.

"Mr. Elbaz is a manager of extraordinary talent, as demonstrated by his exceptional achievements. He has put his mark on the field of health through his capacity for first developing a vision for improving services to the population, and then producing concrete results. He has made his hospital an establishment of excellence with an international reputation."



In 1992, Henri Elbaz celebrated with (from left) President Stephen Vineberg, Dr. Apostolos Papa-georgiou (Chief of Neonatology) and Dr. Marc Afילו (Chief of Emergency Services) after the Quebec government approved extensive renovations to the Neonatal Intensive Care Unit and the Emergency Department.

From JGH leaders and other distinguished individuals:

"I was President the first year Henri was Executive Director," recalls **Stephen Vineberg** (President, 1991-1993), "and he took our whole Board—the whole group of us—and went into every detail. I don't know anybody else who performs so well. It is not just the physical growth of the hospital and its departments that is so impressive, but the quality of the staff and the respect that he has shown to them and received from them over the years." "Henri



Past President Hon. E. Leo Kolber.

is the boss of bosses," adds the **Honourable E. Leo Kolber** (1997-1999). "Nobody questions him. Nobody interrupts him. What Henri says is law."

"Henri happens to be one of the most relentless taskmasters I have ever encountered," says **Brahm Gelfand** (1993-1995). "But he also demands top performance from himself. He gives out responsibility, he expects delivery of the goods, and he's the most responsible person you're ever going to encounter."



Past President Brahm Gelfand.



Mr. Elbaz also understands the needs of individuals, says **Steven Cummings**, CM, (1995-1997). “I remember countless times when people were in desperate straits, in despair, and they’d say, ‘Henri, can you help?’ Henri always would help, because that’s where his heart was. He’s a true visionary and an exceptional person, entirely devoted to the Jewish General Hospital and to the well-being of the Quebecers who benefit from the hospital.”



Henri Elbaz with Past President Leonard Ellen at the opening of the Segal Cancer Centre in 2006.

“He’s the best there is,” agrees **Leonard Ellen** (1989-1991).

“There’s no question in my mind: there isn’t a better man to be had in all of Canada. He’s a tower of strength, he’s ambitious and he fulfills everything he undertakes.”



Henri Elbaz with President Jonathan Wener in 2002.

“It was a pleasure to watch a man with such vision, who was always ahead of everybody,” says **Jonathan Wener**, CM (2000-2003). “Rising to his height is not an easy challenge, but it’s one that I enjoyed. He left a huge legacy and we’re delighted to be part of that legacy.” **Stanley K. Plotnick** (2003-2005) characterizes Mr. Elbaz as “a man of incredible passion and that’s how he built our hospital, during the last decade in

particular. He’s also a man of great compassion—truly a wonderful human being.”

“It was fantastic working with Henri,” says Immediate Past President **James Alexander** (2005-2007). “I learned a great deal from him and I have a great appreciation and admiration for everything that he has done for the growth and development of the JGH.” “We were all very lucky to have had Henri Elbaz as Executive Director,” agrees the current President, **Samuel Minzberg**. “We know he will go from success to success and we wish him all the best in the future.”

“Henri had a dream to build Montreal’s best hospital and this is what he has accomplished,” says **Myer Bick**, President and Chief Executive Officer of the JGH Foundation. “By devoting his life to this worthy goal, he has fulfilled his great ambition and done us all proud.”

Archie Deskin, Executive Director from 1975 to 1991, hired Mr. Elbaz in 1976. Subsequently, he recognized in Mr. Elbaz “a man of high intelligence”. Mr. Deskin remembers a labour conflict in the 1970s, during which Mr. Elbaz was still able to maintain good working relationships with the unions’ leaders while ensuring that patient care remained undiminished. Mr. Elbaz also demonstrated a strong commitment to maintaining Jewish values traditions while pursuing the hospital’s overall goals, Mr. Deskin adds.

“The hospital is a very different place today than it was when Henri Elbaz assumed the helm 16 years ago,” notes **Sheila Kussner**, O.C., O.Q., founder of Hope & Cope. “It is different because of the exciting advances during his tenure, including establishing the Segal Cancer Centre, where Hope & Cope is based. Yet, with each new development, Henri, along with the Board, the medical personnel and the allied staff, remained true to the hospital’s original mission of providing high-quality care for all.”



At the opening of the JGH Hope & Cope Wellness Centre in 2007, Mayor Gérald Tremblay (second from right) symbolically releases a butterfly, to the delight of (from left) Henri Elbaz, Sheila Kussner and Joey Adler.

Mildred Lande, CM, one of the JGH’s strongest supporters and winner of the hospital’s 2006 Distinguished Service Award, says that Mr. Elbaz “brought world-wide recognition to our hospital through his professionalism and the compassion he showed to those in the wider community.”

From the hospital staff:



Dr. Samuel O. Freedman, former Director of Research.

Dr. Samuel O. Freedman, O.C., C.Q., former Dean of McGill University's Faculty of Medicine and Director of Research of the Lady Davis Institute for Medical Research (LDI) from 1991 to 2000, expresses "the greatest admiration

for Henri's accomplishments, in particular for transforming the JGH into a fully academic teaching hospital. Under his leadership, the JGH and the LDI are now leading academic medical institutions."

Dr. Ernesto Schiffrin, Chief of Medicine, adds that Mr. Elbaz has "consistently supported my efforts to develop a Department of Medicine that will increase its ability to deliver excellence in care to patients, teaching to our trainees, and research of the highest calibre. When we look around the Jewish General Hospital and see the buildings going up, we realize that this dynamism is due, in good measure, to the extraordinary work that Henri has carried out for many, many years."

"Soon after I arrived at the JGH in the 1990s," says **Dr. Gerald Batist**, JGH Chief of Oncology and Chair of McGill University's Department of Oncology, "Henri told me he would support anything I could do to add to the quality of care, the academic lustre of the hospital and the gift that the Jewish General Hospital is to the people of Quebec. He kept his word."

"Mr. Elbaz's vision was that the greater good of the JGH should always take precedence over any other consideration and he was always faithful to this view," says **Dr. Mark Wainberg**, Director of Research at the Lady Davis Institute for Medical Research. "I am proud that the research enterprise of the hospital grew during Henri's term as a result of the hard work of the scientists and clinicians who were recruited to fill the expanded research institute that Henri was instrumental in helping to create."



From left: **Dr. Martin Black, Dr. Michael Malus, Henri Elbaz, Dr. Ernesto Schiffrin and Dr. Marc Afilalo.**

"During his tenure as Executive Director, Henri Elbaz enabled this institution to grow from a community hospital to a full-fledged university teaching hospital," says **Dr. Joseph Portnoy**, the JGH Medical Director. "He gave the hospital a strategic plan and the ability to face the future with pride and confidence. It's no mistake when others refer to us as the best run hospital in the city."



Henri Elbaz with Lynne McVey, Director of Nursing.

Lynne McVey, Director of Nursing, says Mr. Elbaz is "best characterized in a quotation by the author Willa Cather: 'Where there is great love, there are always miracles.' Over the years, Henri has shown his great love for the Jewish General Hospital, and we have witnessed and participated in many of the miracles that he has generated for this institution over the past 32 years." She adds that since Mr. Elbaz recognized the vital

importance of nursing, "his support for our profession, with regard to patients and their families, was remarkable and will be remembered." "We will miss a true champion of the Quebec healthcare system," adds **Mona Kravitz**, who was Associate Executive Director (Nursing) from 1996 to 2006.

"Mr. Elbaz has worked diligently to support the recruitment of excellent doctors to the Department of Surgery," says the Surgeon-in-Chief, **Dr. Lawrence Rosenberg**. "He has also pushed the technological envelope, as evidenced by the acquisition of the da Vinci surgical robot. In all of these ways, he has prepared us well for future challenges." "He had the hardest job in the hospital," says former Surgeon-in-Chief **Dr. Martin Black**, "but his style was one of determination and fearlessness. He expanded the Department of Surgery and laid a wonderful foundation for surgery at the JGH."

"To his immense credit, Henri Elbaz understood that great surgical programs, like great buildings, depend on their foundations and their infrastructure," says **Dr. Simcha Kleiman**, Chief of Anesthesia. "In recognizing the key role of my department and by investing in its development, he set the stage for the wonderful progress that many of our surgical programs achieved during his tenure." **Dr. Jacob Garzon** of the Division of General Surgery agrees that "Henri is like a knight in the Middle Ages of France—without fear or reproach."

Dr. Marc Afilalo, Chief of the Emergency Department, expresses his gratitude

for the support that Mr. Elbaz gave to major renovations in the 1990s—a move that transformed the department into a Quebec pacesetter. He calls the retiring Executive Director “a man of passion for the hospital, passion for the healthcare system and passion for the unique Jewish identity that this hospital has had.”

“Clearly, Henri has always wanted the best for the JGH,” says **Dr. Stephen Rosenthal**, an Emergency physician and the hospital’s Associate Director of Medical Informatics. “Along with the Information Technology Department, he vigorously supported me in order to ensure that our hospital would be at the forefront of implementing new digital technology. Once Henri decides on a course of action, there is no sidetracking him. He is second to none and I feel that I have learned from the best.”



In 1992, all of the JGH’s Executive Directors gathered at the Ritz-Carlton Hotel to honour retiring Executive Director Archie Deskin (second from right), who had served from 1975 to 1991. Joining him were (from left) Dr. William R. Slatkoff (1968-1975), Henri Elbaz and Samuel S. Cohen (1933-1968).

Not long ago, recalls **Dr. Michael Malus**, Chief of Family Medicine, Mr. Elbaz was asked what he thought was his main task as a leader. “He answered, ‘My job is to create heroes.’ Henri did exactly that by demanding of all of us that we work beyond our capacity, as he himself does.” **Dr. André Lisbona**, former Chief of Radiology, says that “thanks to Mr. Elbaz’s perseverance, his limitless energy, his compassion and his passion for this hospital, he has contributed to creating a first-class institution.”



At a special gathering in 2006 to discuss the JGH Foundation’s Power to Heal campaign, Henri Elbaz (right) meets with (from left) President James Alexander, former Quebec Premier Pierre Marc Johnson (Honourary Chair of the campaign), JGH hematologist Jacques Galipeau and former JGH President, Hon. E. Leo Kolber.

“Throughout 2007, Mr. Elbaz was instrumental in bringing our department into the 21st century,” notes **Dr. Mark Levental**, Chief of Radiology. “We made gigantic strides that would not have been possible without his direct and intense involvement and his strong representations to the government and other healthcare agencies.”

“Henri Elbaz has always been a staunch supporter and advocate for safety,” says **Dr. Mark Miller**, Chief of the Division of Infectious Diseases and the Infection Prevention and Control Unit (IPCU). “As such, he has been a tireless and steadfast advocate for infection prevention and control and for ongoing efforts to keep the ever-present threat of healthcare-associated infections to a minimum.

His commitment has allowed the IPCU to remain in the forefront and well-equipped in our continual struggle to maintain a safe and healthy hospital environment.”

For **Dr. Elizabeth MacNamara**, Chief of Diagnostic Medicine, “Henri was at the centre of almost everything I have achieved since I was recruited here in 1994. Laboratories are usually the Cinderella of hospital clinical services, getting less attention than they deserve. But Henri visited our labs so

frequently that we had to get him his own lab coat.”

Dr. David Zukor, Chief of Orthopedic Surgery, says Mr. Elbaz was instrumental in helping to transform Orthopedics into the leading centre for joint replacements in Quebec. “What I cherished about our relationship was our common passion in maintaining and strengthening the hospital’s religious values. We would quote biblical passages or teachings of the sages, often in the midst of meetings on a wide variety of issues. This added a whole new dimension to our interactions.”

Dr. Jacques Corcos, Chief of Urology, says it “was only because of his constant support and clear understanding of our needs that our department became internationally recognized for being at the cutting edge of the technology.” “Henri was also a master administrator and a visionary,” says **Dr. Apostolos Papageorgiou**, Chief of Neonatology. “Thanks to his unwavering support, Perinatology grew from a six-incubator unit with 1,600 deliveries in the 1970s to 34 neonatal care beds and nearly 5,000 deliveries today. I, my colleagues and, above all, our small babies owe him our gratitude.”

Dr. Mark Trifiro, Chief of Endocrinology, says he can easily assess Mr. Elbaz’s contribution by comparing the JGH of today with the JGH of 1979, the year Dr. Trifiro joined the staff. “To his great credit, he has put the hospital and the research unit on the map.



Dr. Norman Kalant (seated) received a retirement gift from Henri Elbaz (left) and Dr. Mark Wainberg in 2005.

It's amazing that a single person has been able to do that."

Dr. David Small, Chief of the Division of Pulmonary Diseases, praises Mr. Elbaz for "enabling us to plan properly for our future by developing an excellent clinical division and a first-rate research program." **Dr. Albert Cohen**, Chief of Gastroenterology, adds that Mr. Elbaz "always encouraged me to have great dreams for our Division. He was always able to translate those dreams into reality."

Dr. David Rosenblatt, Chief of Medical Genetics, notes that Mr. Elbaz's strong support enabled his department to evolve into a full-fledged department in 2006. "Henri Elbaz recognized the role that medical genetics will play in the 21st century and he helped make ours the first department of its kind within a McGill University-affiliated hospital." **Dr. Michael Bond**, Chief of Psychiatry, recalls Mr. Elbaz using "the full force of his charm to fight for our Child Psychiatry Unit. He even bestowed flowers on a visiting official, in conjunction with a well-organized presentation about the value of our unit. He does his homework and follows through."



Henri Elbaz with President Samuel Minzberg.

Dr. Norman Kalant, Director of Research from 1969 to 1991, praises Mr. Elbaz for having given him "encouragement and freedom of action as I tried to strengthen the hospital. Working with him gave me a great deal of satisfaction, because he was understanding and supportive when I proposed that we develop our research in areas that were still new to this hospital. He showed confidence in our work by making the practical changes. For this reason, I am grateful for his constant encouragement."

"The leap into the high-tech, automated world of medication distribution was greatly supported by Mr. Elbaz," says **Eva Cohen**, Chief of Pharmacy. "He approved the expansion of pharmacy services, while encouraging and assisting our department to obtain university accreditation from the University of Montreal's Faculty of Pharmacy."

Dr. Yves Langlois, Chief of Cardiac Surgery, says he is grateful that "the door of Mr. Elbaz's office was always open to anyone needing his advice or help. All of my colleagues throughout Quebec are aware of the great support he has always given to me and my division. That's why he can take the credit for our unique success story."

"As Chairman of the Medical Executive Committee, I had the opportunity to work closely with Henri Elbaz on many of the complex issues facing the delivery of health care at the JGH," says **Dr. Melvin Schwartz**, Chief of Dentistry. "I have always been impressed by his wisdom, his passion for excellence and his great compassion for patients. It has been a great privilege for me to work in partnership with him."



Premier Jean Charest (left) with JGH President Steven Cummings and Henri Elbaz at a hospital event in 2000.

From members of the Management Team:

Isabelle Caron, Nursing Director, Medicine, Psychiatry and Geriatrics, says it was "remarkable to see the fierceness and perseverance that Mr. Elbaz brought to every problem in the hospital." **Johanne Boileau**, Nursing Director, Cardiology and Critical Care, believes that Mr. Elbaz's philosophy "can be summarized by the motto 'Dare to dream'. Henri's great imagination enables him to create great ideas. Since he is so determined, he has done everything necessary to join forces with those who can help him realize those dreams. Nothing is impossible if you believe in an ideal and work together to build it."



Members of the current Management Team – Front: (from left) Myer Bick, Lynne McVey, Henri Elbaz, Dr. Joseph Portnoy and Jacques Misrachi. Rear (from left): Glenn J. Nashen, Valérie Vandal, Johanne Boileau, Laurent D. Ziri, Philippe Castiel, Kotiel Berdugo, Isabelle Caron, Beverly Kravitz, Dan Gabay and Allan Ptack.

Glenn J. Nashen, Director of Public Affairs and Communications, says Mr. Elbaz distinguished himself “by understanding not only the importance of providing patients with first-rate health care, but of informing the public about every notable aspect of the hospital’s unique mission, objectives and achievements. His great pride in the JGH was evident in every word he spoke.”

“Henri Elbaz is a determined man with a vibrant spirit, motivated by an intense feeling for the community,” says **Philippe Castiel**, Director of Informational, Hospital and Building Services. “He meticulously analyzed every situation and never left anything to chance. The power of his persuasiveness inspired his colleagues to surpass themselves and always to aim for excellence.” What most amazed **Kotiel Berdugo**, Director of Technical Services, was Mr. Elbaz’s “ability to plan as a long-term visionary while still being aware of the fine details. This familiarity with large and small developments at all levels gave him a truly global picture of the hospital’s growth.”

Beverly Kravitz, who co-ordinated the Weekend to End Breast Cancer for the JGH Foundation before

becoming Director of Human Resources, remembers Mr. Elbaz’s reaction to the results of the first edition of the Weekend in 2005. “After the total raised (\$9.2 million) and number of walkers (3,011) were announced, I saw his jaw drop—not a common occurrence for Henri. He was awestruck, not just by the amount of money, but by the sight of thousands of participants coming together to support the JGH. It was then that I truly realized Henri’s great passion for the JGH.”

Laurent D. Ziri, Director of Finance, says that running the JGH must have been a fulfilling experience, because “the most rewarding things in life are often the ones that look like they cannot be done. Henri has completed 32 years of rewarding stewardship and has made the hospital a great asset to the community at large.”

“I once heard a saying that seems particularly appropriate in this case,” says **Jacques Misrachi**, Associate Director of Finance. “A leader is someone who has a dream and then takes the steps necessary to make it a reality. This is a perfect description of Henri Elbaz.”

Carolyn Martin, who served as Mr. Elbaz’s executive assistant for 20 years, says she “was repeatedly struck by the way he constantly inspired everyone to challenge the way we do things, in order to find better ways of caring for our patients. However, he demanded much greater effort from himself. That’s why his car could often be spotted in the hospital’s parking lot from the wee hours of the morning until late at night, usually seven days a week.



Philippe Couillard (left) with JGH President Stanley K. Plotnick and Henri Elbaz, following a 2004 press conference to announce the government’s support for the Segal Cancer Centre.

Major milestones



Henri Elbaz releases a butterfly after ceremonies to officially open the JGH Hope & Cope Wellness Centre last year.



At the press conference to inaugurate the Segal Cancer Centre, (from left) Philippe Couillard, Leonor Segal, Alvin Segal, Gérald Tremblay and Henri Elbaz were among those who signed a declaration to lend their support to the battle against cancer.



Henri Elbaz signs the 2005 agreement to purchase the neighbouring convent of Les Soeurs de Sainte-Croix, now known as Pavilion H. Joining him are (left) Sister Annette Legault and Sister Thérèse Lefrançois.

Here are some highlights of the JGH's most notable achievements during Henri Elbaz's term as Executive Director:

1992

Expansion of the Lady Davis Institute for Medical Research. Opening of the Centre for Clinical Epidemiology and Community Studies.

1993

Launch of the JGH-based McGill Head and Neck Surgery and Oncology Program.

1995

The hospital's Cell Genetics Laboratory is entrusted with custody of the International Androgen Receptor Gene Mutation Database.

1997

The fully modernized and renovated Emergency Department is inaugurated. Opening of the JGH-based McGill Centre for Translational Research in Cancer.

1999

Opening of a specially designated and equipped operating room for minimally invasive surgery, the first in Quebec.

2001

The Bedard Commission, appointed by the Ministry of Health to evaluate hospital performance and efficiency, recognizes the JGH as Montreal's best-performing hospital.

2002

Total ankle replacement surgery is performed at the JGH, the first hospital in Quebec to do so. Inauguration of the JGH Cancer Prevention Centre.

2003

The Herzl Family Practice Centre inaugurates its innovative Goldfarb Breastfeeding Program. The JGH Mini-Med School is launched.

2005

The JGH acquires six acres of adjoining land and buildings from an order of nuns for future expansion. The first Weekend to End Breast Cancer, the largest single fundraising event in Quebec's history, raises \$9.4 million for breast cancer research, treatment and prevention at the JGH. A new PET/CT scanner goes into operation in the expanded and renovated facilities of the Division of Nuclear Medicine.

2006

The Segal Cancer Centre is launched.

2007

Official openings of the Cardiovascular Prevention Centre, a new HIV/AIDS Bio-containment Laboratory, the modernized Health Science Library, the JGH Hope & Cope Wellness Centre and a new Stroke Unit.

Introducing the new Executive Director



Dr. Hartley Stern, a colorectal surgeon from Ottawa, has become the fifth Executive Director in the 74-year history of the Jewish General Hospital. He brings to this position extensive experience as an academic surgeon, a healthcare administrator and an advocate for improvement in the healthcare system. His appointment took effect March 10.

Most recently, Dr. Stern served as Vice-President of Cancer Services at The Ottawa Hospital. Since 2004, he has also played a pivotal role in the evolution of the hospital's Regional Cancer Program, especially after the integration of the Ottawa Regional Cancer Centre into The Ottawa Hospital. Previously, he served as Chairman of the Department of Surgery at the University of Ottawa and at The Ottawa Hospital.

"A new era in one of Quebec's most important healthcare institutions is under way with this appointment," says JGH President Samuel Minzberg. "We are very optimistic about the future of the hospital under Dr. Stern's leadership."

Dr. Stern was the provincial clinical leader for surgical oncology at Cancer Care Ontario. He has also presided over the Canadian Oncology Society, the Canadian Society of Surgical Oncology and the Integration Group of the Canadian Strategy for Cancer Control as it developed into a National Council. In 2005, Dr. Stern was Ottawa's Negev Dinner honouree and he was instrumental in organizing a doctors' division for the Maimonides Society of the Jewish Federation of Ottawa. His wife, Dorothy, is head of the women's division of the Federation, and they have two sons.

A full interview with Dr. Stern will appear in the next issue of JGH News.

Journey through the past



Builders of the JGH took their Jewish heritage so seriously that they even put a Star-of-David motif on a heating vent in the Côte-des-Neiges lobby. You'll find it just by the elevators, next to the coffee machine. The metal panel probably dates back to the 1951 inauguration of Pavilion A.



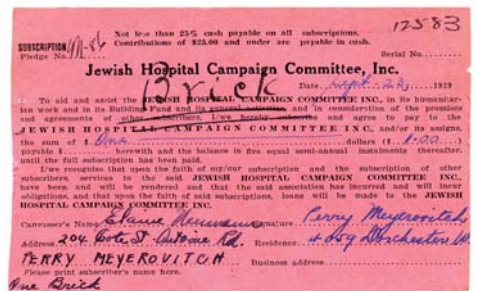
When was the last time you saw a wood-frame phone booth with folding doors and a seat? Two of them are still in operation on the second floor of Pavilion B near the elevator. But since this is 2008, not 1958, don't expect to pay a dime for the call.



The next time you pass through the Côte-des-Neiges entrance, you might pause to admire the stylized Stars of David carved in stone on either side of the exterior doors. The design was unveiled in 1951 to open what is now known as Pavilion A.

Even as the Jewish General Hospital strides into the future, its past peeks out at us from unexpected corners. These are the surprising, touching, quirky and historically significant aspects of the hospital's heritage that will be showcased next year during the JGH's 75th anniversary.

If you have any artifacts—pictures, documents, newsletters, newspaper articles, souvenirs or anything else—from any point in the hospital's history, we'd love to hear from you. We'd like to borrow your keepsakes briefly (and treat them with care), photograph or digitally scan them, and then return them to you in order to retrieve and preserve as much information as possible about the JGH.



The 1929 campaign to build the Jewish General Hospital was supported by individuals throughout the Jewish community. Even those who could afford only \$1 stepped forward to underwrite the symbolic cost of a single brick—as seen in this 79-year-old pledge card on file at the JGH Foundation. The grand total of many such pledges helped open the hospital in 1934.

To help us keep the history of the JGH alive, please contact Henry Mietkiewicz at 514-340-8222, extension 2672, or by email at hmietkiewicz@jgh.mcgill.ca.

Endings and beginnings

Henri Elbaz's final Annual General Meeting

Amid cheers, tears and a standing ovation on Nov. 7, Henri Elbaz said farewell at his final Annual General Meeting as Executive Director, telling friends and colleagues he will be “leaving with the strong conviction that the Jewish General Hospital is resting on very solid ground, with a future that is bright and extremely promising. When I look ahead, I see the Jewish empowered by hope, courage and determination.”

Mr. Elbaz, who stepped down in March, also thanked past presidents, lay leaders, donors, volunteers and members of staff for their many years of confidence and support. “I consider myself fortunate that my career and the path of the hospital were destined to intertwine,” he said in looking back at a 32-year career at the JGH, including 16 as Executive Director. “My highest priority has been to act in the best interests of our hospital and our community, which has always been a source of enormous pride and personal fulfillment.”

Although the keynote address was a scheduled portion of the Annual General Meeting, Mr. Elbaz was surprised to find himself in the spotlight for an unannounced tribute, including presentation of a commemorative plaque. The audience was also shown a video featuring many of the JGH's Past Presidents, who shared personal stories and insights about Mr. Elbaz. The video can be viewed online at JGH.ca.

Another highlight was the presentation of the Distinguished Service Award to Stanley K. Plotnick, President of the JGH from 2003 to 2005. Mr. Plotnick remains active as a member of the board of the Jewish Agency for Israel; the board of the Joint Distribution Committee, which supports Jewish communities in distress; and the Executive of the Canadian Council for Israel and Jewish Advocacy. “In some other organizations, when you've run your course, you're put out to pasture,” Mr. Plotnick said, “but at the Jewish General Hospital, the connection stays strong. I'm enormously proud to be part of this wonderful continuity and tradition.”

In his speech, JGH President Minzberg gave his assurance that he would continue to uphold the principles behind the hospital's motto, “Care for All”. “In addition to providing for our patients,” he said, “it is my intention as President to do whatever is necessary to defend the integrity, reputation and unique qualities of the Jewish General Hospital.”



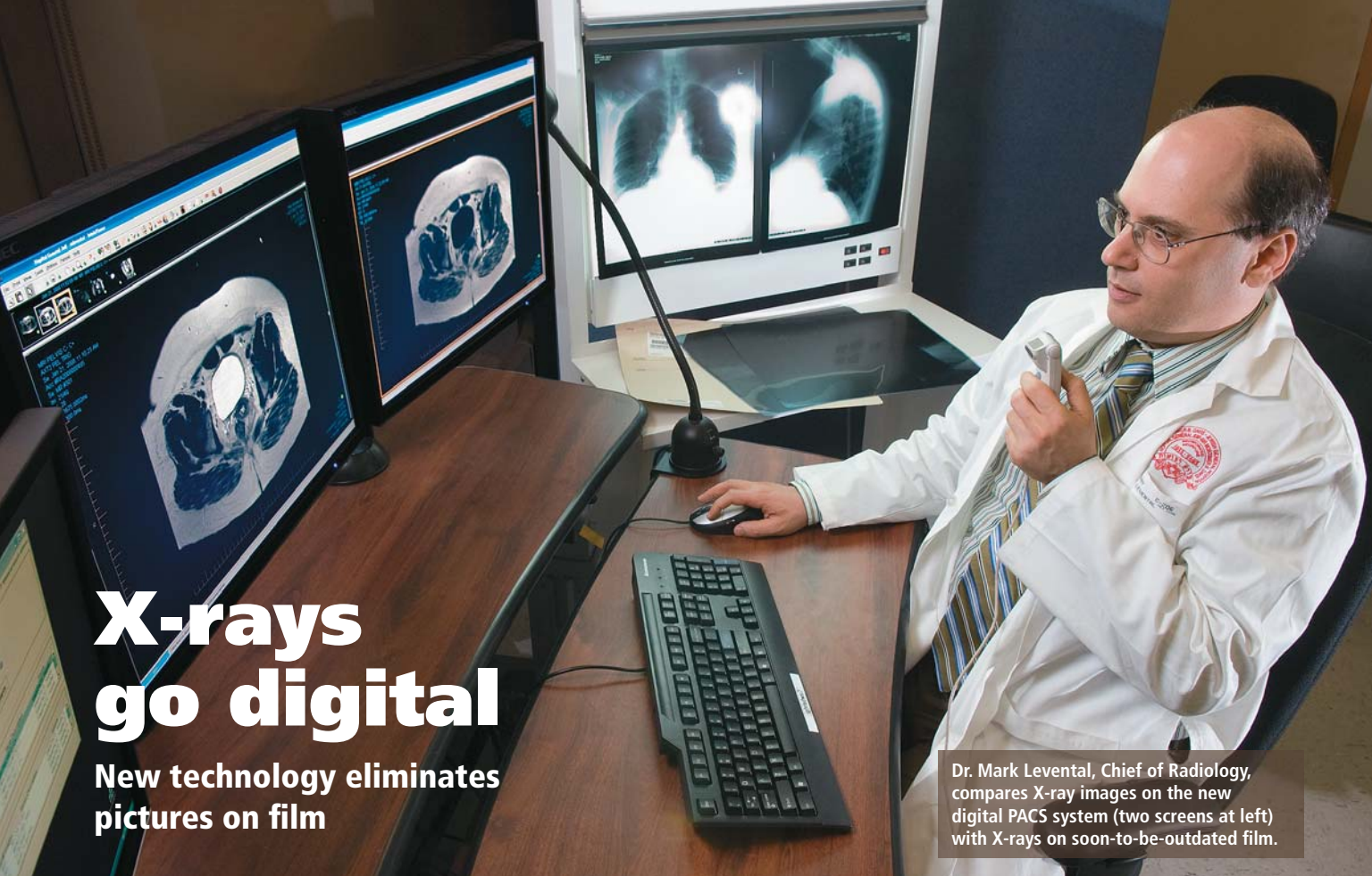
Stanley K. Plotnick (right) receives the Distinguished Service Award from Past President Steven Cummings.



Henri Elbaz (left), Samuel Minzberg (second from left) and James Alexander (right) congratulate Award of Excellence winners (from left) Paule Bernier, Carol Bulow, Dr. Prem Ponka, Myer Bick, Martine Gagnon and Dr. André Lisbona.

Also honoured with Awards of Excellence, in recognition of their extraordinary contributions to the JGH were:

- **Dr. André Lisbona**, senior radiologist and former Chief of Radiology – Medical Excellence
- **Martine Gagnon**, senior Intensive Care nurse – Excellence in Nursing
- **Myer Bick**, President and Chief Executive Officer of the JGH Foundation – Excellence in Management
- **Dr. Prem Ponka**, researcher at the JGH's Lady Davis Institute for Medical Research – Excellence in Medical Research
- **Paule Bernier**, nutritionist – Excellence among Allied Health Professionals
- **Carol Bulow**, Administrative Secretary in the Orthopedics Department – Excellence in Administrative Support
- **Phyllis Springer** – Outstanding Volunteer



X-rays go digital

New technology eliminates pictures on film

Dr. Mark Levental, Chief of Radiology, compares X-ray images on the new digital PACS system (two screens at left) with X-rays on soon-to-be-outdated film.

Traditional X-ray images are becoming a thing of the past at the Jewish General Hospital, as the Radiology Department switches to a fully digital record-keeping system this spring. New X-ray images will be stored in the Picture Archiving and Communications System (PACS) and will be instantly viewable on the screen of any computer with proper security clearance.

“This is an enormous advance, because the images can be examined as soon as the X-rays are taken,” Dr. Mark Levental, Chief of Radiology, said on Dec. 21 after a meeting in the hospital’s boardroom to finalize the purchase and installation of PACS. Under the old system, he explained, precious hours were lost while the X-ray films were processed and delivered. More time was lost in the rare instances when the films were misdirected or even misplaced.

A further advantage of PACS is that the same image can be viewed on multiple screens in different locations. By contrast, the old-fashioned X-ray exists as a single image that must be physically transported among doctors. “In the old system,” Dr. Levental said, “if an X-ray was taken in the Emergency Department, it would stay there for several days. But now, as soon as the picture is taken, it can be viewed by those with clearance elsewhere in the hospital.”

A scaled-down version of the system, known as Mini-PACS, has been in place at the JGH since late 2006, but it was used only for CT scans and MRIs. Dr. Levental said the old X-ray images will be kept on file for now, but the Radiology Department will rely on them to a decreasing degree as PACS becomes more widely used.

Executive Director Henri Elbaz said he signed the PACS agreement “while feeling the presence and memory of Leo Goldfarb,” who was Past President from 1985 to 1987 and who died in 2004.



Front from left: Louis Gagnier, Product Specialist, McKesson Canada’s Medical Imaging Group; Dr. Mark Levental, Chief of Radiology; Executive Director Henri Elbaz; Pierre Goulet, Project Manager, the McGill University network; Philippe Castiel, JGH Director of Informational, Hospital and Building Services. Rear from left: Lise Mareschal, JGH Project Manager, Information Technology; Bassam Fadlallah, JGH interim Chief, Biomedical Engineering; and Mary Coppola, Chief Technologist, JGH Radiology Department.

Mr. Elbaz said that Mr. Goldfarb first heard about PACS in the late 1990s “and after that, it became his pet project. He understood its potential and he kept after me to bring PACS to our hospital. If he had been alive, he would have attended the signing ceremony and he would have been extremely happy. That’s why, as soon as I signed the agreement, I turned to his portrait in the boardroom and I silently thanked him for his inspiration.”

NEWSMAKERS

CONGRATULATIONS!

Dr. Lawrence Rosenberg has been appointed Chief of the JGH Department of Surgery and will continue at McGill University as Professor of Surgery and Medicine, Director of Surgical Research and holder of the A.G. Thompson Chair in Surgical Research. Dr. Rosenberg received his M.D. from McGill in 1979 and his PhD in Experimental Surgery in 1985 during a residency at the Montreal General Hospital. Also in 1985, he completed a transplant surgery fellowship at the University of Michigan and began a 13-year term as Director of the Montreal General Hospital's Multi-Organ Transplant Program. In that role, he launched McGill's Pancreas Transplant Program and led the team that performed McGill's first successful liver transplant operation. He has also co-discovered a protein which is undergoing clinical trials to re-grow insulin-producing cells in people with diabetes. Dr. Rosenberg says he aims to keep the JGH at the forefront of surgical innovation, including the use of digital and robotic technology and minimally invasive techniques.



Dr. Mark Trifiro has been named Chief of the Division of Endocrinology. Dr. Trifiro, a Professor of Medicine at McGill University, joined the JGH in 1986 and has been Acting Chief of the Division since 2006. He has played a key research role in making the JGH one of the world's leading referral centres for a genetic mutation that causes boys to mature incorrectly and to develop some of the physical characteristics of girls.



After five years at the JGH Foundation, **Beverly Kravitz** has moved into a new role as the hospital's Director of Human Resources. Before joining the hospital in 2002, Ms. Kravitz worked as an attorney in partnership with her father and uncle



at the Montreal firm of Kravitz & Kravitz. During that time, she also completed training as an Accredited Family Mediator. While practicing law, Ms. Kravitz happened to visit the JGH Division of Radiation Oncology and was "so impressed with the organization of the hospital and the caring nature of the staff that I decided to submit my CV." At the Foundation, she served as legal counsel, Director of Planned Giving and Director of one of the JGH's most successful fundraising events, the Weekend to End Breast Cancer.

Dr. Bernard Lapointe, Chief of Palliative Care, received the Award of Excellence from the Canadian Hospice Palliative Care Association on Nov. 4 at the association's Annual General Meeting in Toronto. Dr. Lapointe was chosen in recognition of his outstanding efforts in improving the quality of life of patients facing a life-threatening illness.



Dr. Togas Tulandi, Chief of Obstetrics and Gynecology, has been named one of Canada's top doctors by a panel of his peers. The honour, announced in December, recognizes Dr. Tulandi's many contributions in the field of reproductive medicine. The end of 2007 also saw the publication of the third edition of the *Atlas of Laparoscopy and Hysteroscopy Techniques*, edited by Dr. Tulandi.



Dr. Mark Blostein, of the Division of Hematology, has been appointed Director of the JGH Clinician Investigator Program.

Dr. Jules Hardy, of the Division of Neurosurgery, received a major award in Vienna last September in appreciation for his fundamental contributions to pituitary surgery. The award, presented by the International Society of Pituitary Surgeons, noted Dr. Hardy's use of a special type of operating microscope during the early 1960s, and his recognition in the '70s of pituitary micro-

adenomas (tiny tumours), thereby revolutionizing the field of neuro-endocrinology. Dr. Hardy is also an Emeritus Professor of Neurosurgery at the University of Montreal.



From left: Dr. Norman Kaplan, Dr. Marc Goldstein, Dr. Danny Bercovitch, Dr. Eli Friedman and Dr. Andreas Pierratos.

Dr. Danny Bercovitch, former Chief of Nephrology, was honoured on Oct. 10 at the 44th Annual André Aisenstadt Memorial Clinical Day for leadership, commitment, and service during his entire JGH career. Clinical Day is named for the late **Dr. André Aisenstadt**, who strongly supported medical research and teaching, and instrumental in helping to create the JGH Foundation.

Irene Sarasua, Clinical Nurse Specialist in Maternal-Child Health, and **Charleen Magee**, a nurse in Family Birthing Centre, were awarded prizes for posters they presented at last October's Canadian annual meeting of the Association of Women Health, Obstetrical and Neonatal Nurses in Halifax.

WELCOME!

Dr. Thomas Jagoe has joined the JGH to head the Department of Oncology's Cancer Nutrition and Rehabilitation Program at the Segal Cancer Centre. He will also be a member of the Division of Pulmonary Diseases. Dr. Jagoe, a pulmonologist by training and an Assistant Professor at McGill University, has been involved in clinical and laboratory research into the problem of muscle wasting in cancer patients. Before joining the JGH, he was a senior lecturer and honorary consultant in respiratory medicine at University Hospital Aintree in England, as well as a post-doctoral research fellow at Harvard Medical School in Boston.

IN THE SPOTLIGHT

After an esteemed career that included the top position at the JGH Lady Davis Institute for Medical Research (LDI), **Dr. Samuel O. Freedman**, O.C., C.Q., retired on the final day of 2007. Thanks to Dr. Freedman's visionary leadership, the LDI flourished during his term as Director of Research from 1991 to 2000. Since 2000, he had served as a Special Advisor to the hospital. Dr. Freedman has distinguished himself as an Officer of the Order of Canada, Dean of McGill University's Faculty of Medicine, and recipient of numerous international accolades. In recent years, his accomplishments were acknowledged by an appointment to the Order of Quebec, a major award from the Royal College of Physicians and Surgeons, and the title of Emeritus Professor of Medicine and Physiology at McGill.



Dr. Howard Bergman, Chief of Geriatric Medicine and Co-Director of the JGH Memory Clinic, has been named to chair a new committee that will develop a strategy to help the Quebec government to better manage Alzheimer's and related diseases. The committee, announced by Health and Social Services Minister Philippe Couillard, is composed of experts in various fields from across Quebec.



Louise De Bellefeuille, Head Nurse of 4 East (Psychiatry), has been appointed to the Mental Health Commission of Canada. The federal commission includes a cross-country network of advisory committees that will investigate ways of improving the quality of life of individuals and families dealing with mental illness.

On Jan. 9, **Dr. Michael Malus**, Chief of Family Medicine, hosted a day-long tour of the JGH's Herzl Family Practice Centre by seven participants in the federal Advanced Leadership Program. Members of the program are Canadian government officials who will work at the deputy-minister level. The visit, arranged by McGill University's Faculty of Management, was intended to give participants a close-up look at an organization noted for outstanding management. This put the JGH in the same class as Lavalin SNC, Cirque du Soleil, CAE and Paladin Labs Inc., which were toured on the same day by other members of the program.



A trio of JGH staffers helped raise more than \$35,000 last year by completing a 42.2-kilometre marathon in Rome. Dietitian **Sondra Sherman**, endocrinologist **Dr. Tina Kader** and nurse **Joyce Arsenault**—all of whom are certified diabetes educators—were among more than 60 cross-Canada participants in Team Diabetes Canada, representing the Canadian Diabetes Association. The three JGH runners have been with the hospital for over 15 years and are teachers in the three-day Diabetes Education Program.



From left: Joyce Arsenault, Dr. Tina Kader and Sondra Sherman.



The Jewish General Hospital has been awarded Go Green certification by the Building Owners and Managers Association for its environment-friendly initiatives. A team headed by **Michael Boudana** (Chief of Plant Operations), **Kotiel Berdugo** (Director of Technical Services) and **Ilan Elbaz** (Sustainable Development Coordinator) has spearheaded such measures as implementing a comprehensive recycling system, installing energy-efficient heating and lighting systems, and donating used computers and printers to community centres. For more information, please visit JGH.ca/gogreen.



Bryan Highbloom (right) with the MEDissimo vocal ensemble.

Many thanks to the MEDissimo vocal ensemble, whose members are medical students from Laval University's Faculty of Medicine, for their performances on Dec. 1 that brought joy to JGH patients in Palliative Care, Psychiatry and two medical wards. The visit was organized with the assistance of the hospital's music therapist, **Bryan Highbloom**.

Three times and counting

SOME WALKERS HAVE NEVER MISSED A WEEKEND TO END BREAST CANCER

In their fervour to beat breast cancer, here's what some dedicated Montrealers have done: First, they spent two strenuous days walking 60 kilometres in the 2005 Weekend to End Breast Cancer. Then they did it again in 2006. Then they did it once more in 2007. And now they're gearing up for their fourth walk this August.

To complete even one walk is a major achievement—something that thousands of Quebecers have accomplished, and the reason that more than \$25 million has been raised for research, treatment and prevention of breast cancer at the JGH's Segal Cancer Centre. But there's also a determined core of hundreds of participants who have made an effort to take part in every edition of the walk.

For Patrick McLaughlin, who is among the men comprising 5 percent of participants, the fund-raising aspect of the Weekend has become an outlet for his talents as a singer. As he has done for the past three years, he'll be collecting money again this spring by singing in the corridors of Lachute's Argenteuil shopping mall. "It's become the highlight of my summer," says Mr. McLaughlin, co-ordinator of the Employee Assistance Program for Petro-Canada's eastern region. "I've participated in all of the walks not because of any traumatic experience in my family, but just because I believe it's the right thing to do."

Mr. McLaughlin, who bills himself as The Irish Minstrel, serenades shoppers in English, French, Italian, Hebrew, Latin and Irish Gaelic "because it gives me a lot of enjoyment. But it's just as rewarding to chat with interested people in the mall who ask me what the Weekend is and why I'm so involved in it."

He first heard about the event early in 2005, when a client who planned on par-



Patrick McLaughlin will be lifting his voice in song to raise funds for his fourth Weekend to End Breast Cancer.



The JGH's Margherita Mercogliano, a three-time veteran of the Weekend to End Breast Cancer, looks forward to walking again in August.

ticipating in the first Weekend asked him for a \$50 sponsorship. He agreed, but was so intrigued by the concept of the Weekend that he soon signed up. By the time the walk rolled around, Mr. McLaughlin had raised more than \$5,000 by singing in the mall, as well as asking friends and colleagues for donations. In the two subsequent walks, he raised another \$5,800—a figure that would have been higher if he hadn't taken time to help at least one other participant with her fund-raising.

As a veteran of marathon benefit walks in other cities, Mr. McLaughlin says he's

looking forward to the two-day trek, for which he's been coaching others as a walk trainer. To spot him this August, just use your ears: He'll be the one singing non-stop along the route on both days.

Margherita Mercogliano, an Accounting Clerk in the JGH's Finance Department, still recalls the sense of achievement she felt after completing her first walk in 2005. But once the elation wore off, "I said to myself, 'I can't stop now. The event is over for this year, but the battle hasn't ended.' I've felt a personal obligation to keep coming back ever since."

Ms. Mercogliano was surprised to discover that her first 60-kilometre walk in 2005 was less demanding than she expected.

"Wearing good shoes and training for the event were important," she says. "But I also found I wasn't thinking as much about myself when I listened to the stories of the other walkers—the ones who had overcome cancer and still had the willpower to participate in the Weekend."

She started as a solo walker in 2005, but became part of the JGH Foundation's "Power to Heal" team for the later walks. Not only is the camaraderie invigorating, she says, but fund-raising is easier when other are

available for advice. "I've sold chocolates and I've turned to friends and family for donations. It can be hard, because so many other people are out there trying to raise money. That's where being part of a team comes in handy."

In 1992, Ms. Mercogliano says, her mother was successfully treated for breast cancer at the JGH. "That has really motivated me to walk every year. I did it in acknowledgement of what she went through and out of a realization that because of the heredity factor, my sister or I could be next."



THE ESSENTIALS

The 2008 Weekend to End Breast Cancer will be held from Aug. 22 to 24 to raise funds for treatment, prevention and research into breast cancer at the JGH's Segal Cancer Centre. This year's theme is "The Road to Victory". Each participant pays a \$75 registration fee and makes a commitment to raise at least \$2,000.

After registering on the first day (Friday), participants spend Saturday and Sunday walking a total of 60 kilometres through the streets of Montreal, rain or shine. At the half-way point on Saturday, they arrive at a camping area where they enjoy entertainment and sleep overnight in tents. The walk resumes on Sunday morning. All meals, drinks, snacks, tents, washroom facilities and entertainment are provided.

Participants can register as individuals or as members of a team. However, each person must still pay the registration fee and raise at least \$2,000. Individuals who are unable to walk the route can still make a valuable contribution by signing up as crew volunteers to serve meals, provide snacks to walkers or perform other necessary jobs. Crew volunteers pay the same \$75 registration fee as walkers, and even though it is suggested that they raise \$500, they are not obligated to do so.

For more information about the Weekend to End Breast Cancer—including registration, joining or forming a team, fund-raising, training or any aspect of the event—please visit the website at www.endcancer.ca or phone the Montreal office at 514-393-WALK (9255).

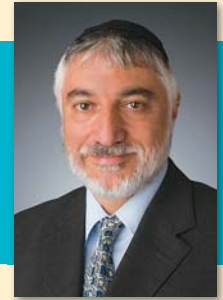


Photo: Ryan Blaur/PBL Photography

Excited participants pause for a morale-boosting cheer in the 2007 Weekend to End Breast Cancer.

www.endcancer.ca
514-393-WALK (9255)

The two freedoms of Passover



The Jewish festival of Passover (*"Pesach"* in Hebrew) begins at sundown on April 19. In this article, Rabbi Raphael Afilalo, Director of Pastoral Services, touches on some of the holiday's spiritual aspects.



The eight-day *Pesach* holiday, also known as the Festival of Freedom, commemorates the exodus of the Israelites from Egypt and their redemption from slavery 3,320 years ago. Intrinsic to *Pesach* are two central concepts of freedom and simplicity.

The Biblical *Pesach* was a time when **freedom** became a reality, when the Jewish people were transformed from a nation in potential to a nation in actuality. The word "*Pesach*" consists of two syllables that can be read as two separate words to reveal a deeper meaning:

"*peh sach*" means "the mouth speaks". The Kabbalah, the mystical wisdom of traditional Judaism, teaches that each month of the calendar has a strong link to a different human quality. *Nisan*, the month in which *Pesach* falls, is connected to speech—the act of making ideas and thoughts real, changing them from a potential state to an actual state. Thus, by relating the story of Passover, Jews express their complete physical and intellectual freedom.

During the *seders* (festive meals on the first two nights of Passover), as the *haggadah* (an anthology of scripture, prayer and song) is read and the events of the exodus are recounted, Jews do more than simply read. They comment on the exodus, discuss how it occurred and, to a considerable degree, explore the message that it still holds today. In this way, they are reminded that freedom is a precious gift that, perhaps, is too often taken for granted.

Simplicity is another hallmark of *Pesach*. Since *chametz* (leavened bread) is forbidden during the holiday, it is replaced with *matzo*, cracker-like bread in its simplest and most basic form. This emphasizes the importance of being natural and simple, being ourselves, being real. It makes us realize that in addition to cherishing physical freedom, each of us must also strive for inner freedom from some of our most negative traits, such as pride, pretension and insensitivity. *Pesach* is not only a historic remembrance of national freedom, but a continuing endeavour to attain inner freedom, especially on the *seder* nights.

Giant steps

Ever wonder how far JGH staffers walk each day?

It's often said that JGH employees will go to any length for their patients. But how much ground do they actually cover? To find out, we asked six staffers to wear a pedometer for a day. The verdict: Like the Energizer bunny, they just keep going and going and going ...



Manuel Eder

Orderly, 7 Northwest (Oncology)

Distance: **10,701 steps / 6.4 kilometres**

Shift: 8 hours

For some people, 6.4 kilometres may seem like a test of endurance. But for Manuel Eder, it's a regular day—three trips to the laundry, a trip to fetch blood for transfusion, plus cleaning and shaving numerous patients. On days when the pace is hectic, he might make three or more trips for blood, as well as move patients from one room to another. "It takes effort, but I enjoy it," Mr. Eder says. "I also keep a smile on my face, because I work with cancer patients and I do what I can to give their spirits a boost."



Dr. Michael Bouhadana

Herzl Family Practice Centre

Distance: **7,237 steps / 4.2 kilometres**

Shift: 8 hours

Dr. Michael Bouhadana's workday is a study in contrasts. In the morning, he walks only a modest distance while seeing patients in his clinic at the Herzl Family Practice Centre. But the afternoon is another story: His duties take him to almost every ward in the hospital to conduct bedside checks, speak with patients' relatives and consult with other doctors. He also makes special stops in Palliative Care and the Emergency Department. "I suppose it's a pretty long walk," Dr. Bouhadana says, "but by now, it's become part of my normal routine."



Ingrid Gédéon

Nurse Clinician, Post Partum Unit

Distance: **7,480 steps / 4.5 kilometres**

Shift: 8 hours

A buzzer sounds: A new mother is calling, so off goes Ingrid Gédéon to the patient's bedside. Mom wants an aspirin, which means Ms. Gédéon must walk over to the dispensary and then back to the patient's room. Not a big chore, but it's among the dozens of large and small tasks that she performs in a typical day. Like other nurses, Ms. Gédéon saves effort by looking after a cluster of patients in the same general location. However, if a patient is transferred to a more distant room, and if that patient still wants care from Ms. Gédéon, she may end up walking hundreds of extra steps each day. But that's fine with Ms. Gédéon. "We expect this sort of thing," she says. "It's what we're prepared for and we're happy to do it."



Kendel McKenna
 Patrol Guard, Security Department
 Distance: **14,454 steps / 8.3 kilometres**
 Shift: 8 hours

"I like to keep active and stay fit," says Kendel McKenna. Good thing, because patrolling the hospital means being on the prowl almost constantly. On this average day, Mr. McKenna checks corridors, unlocks doors for employees, and keeps an eye out for hazards in work areas or near busy entrances. On other days, he might also rush off at a moment's notice to check on a tripped fire alarm or help calm an especially nervous patient. "It's interesting work," Mr. McKenna says, "because you never know what the day will bring."

Marilyn Pesner-Lax

Volunteer greeter

Distance: **6,298 steps / 3.7 kilometres**

Shift: 3 hours

Marilyn Pesner-Lax's shift may be short, but she packs a day's worth of walking into three hours. That's three hours *non-stop*—often without even a coffee break. As a greeter, she personally guides dozens of visitors a day from point A to point B. That means repeatedly criss-crossing the hospital, from Côte-des-Neiges to Légaré, from the top floor to the basement, and anywhere in between. Among the most asked-for destinations are the Test Centre, Radiology, Gastroenterology, Cardiology and the office that issues hospital cards. "You won't see me standing still," says Mrs. Pesner-Lax with a smile. "The gratitude that people show for the simplest bit of help makes my job a pleasure."



François Gagnon

Housekeeper

Distance: **18,746 steps / 10.9 kilometres**

Shift: 8¼ hours

This is as close as you get to a marathon at the JGH. On this ordinary day, François Gagnon uses a special vacuum cleaner to clean up spilled water from plumbing problems at two locations. He also vacuums up a small amount of mercury from a broken thermometer. Throughout the day, Mr. Gagnon hauls many of the tall, plastic recycling bins to the compactor room where their paper contents are emptied. Twice he lugs broken beds to the sub-basement for repair. In addition, he stocks several supply cabinets with curtains for patients' rooms—window curtains, shower curtains and the privacy curtains that surround the beds. "I can handle the walking pretty well," says Mr. Gagnon. "It's the pushing, pulling and lifting that are really exerting."



YOUR HEALTH

Computers can be a real pain in the butt... or back... or neck



Sheila Maislin demonstrates proper posture for computer users.

Suffering from back or neck pain? If you spend a lot of time at the keyboard, your snazzy computer may just be the culprit.

“Musculo-skeletal problems are the largest cause of job-related disabilities among working people,” says Sheila Maislin, the JGH Chief of Occupational Therapy (Physical Medicine). Four out of five people will experience back pain in their lifetime, she adds, and people with sedentary jobs are most commonly affected.

Ms. Maislin, whose department takes a proactive role in office ergonomics, says education is the key to preventing injury. Here’s her advice if you spend much of your day at a computer keyboard or desk:

Don’t twist your body to view your computer screen; this puts stress on your neck and back. **Do** place your monitor directly in front of you, and keep your head in a relaxed position. Your eyes should focus about one-third of the way down from the top of the screen. Otherwise, you raise your risk of chronic neck pain or possible herniated cervical discs. Bring your screen to the proper height by placing a book or two under the base.

Don’t slouch. **Do** make sure your back rests snugly against the back of the chair to provide lumbar support. The backs of your knees should be about two inches from the front edge of the seat. If the seat pan (the flat portion) is too short or too long, it may negatively affect your posture. If possible, adjust your chair to a more comfortable position, or invest in a new chair.

Don’t sit in the same position all day. **Do** take breaks every 30 to 40 minutes by alternating tasks or doing simple stretching exercises to reduce muscle strain. Standing up, going to the washroom or getting a drink of water will also re-energize your body.

Recipe for success

Food Lover’s Delight

Ingredients

Custom-made sandwiches
Constantly changing menu
Quick, cheerful service

Numerous dairy and fish dishes
Specialty catering services
Suggestions invited

Place ingredients in the Jewish General Hospital and stir lightly. Season with experience, innovation and openness to changing tastes. Place under auspices of JGH Auxiliary, with revenues used to support medical programs. Serves hundreds of thousands.

Every bite of food you take in the Café de l’Atrium makes the Jewish General Hospital just a little bit stronger—and it’s Gregory Ginzburg’s job to make sure you keep coming back for seconds. Judging from the long lunch-time line-ups, his recipe for attracting customers seems to be working.

“We’re not only feeding the clientele, we’re helping the hospital give its patients the best care possible,” says Mr. Ginzburg, Director of Food Services for The Auxiliary. Patients benefit because The Auxiliary uses revenues from food sales—not just from Café de l’Atrium, but from the Link coffee shop and the catering services—to buy much-needed medical equipment and support healthcare programs throughout the JGH. Mr. Ginzburg estimates that food-service operations yield a total of about \$200,000 a year.

“Gregory has done a terrific job of expanding the repertoire, and the quality of the food is outstanding,” says Nancy Rubin, Director of The Auxiliary. “It’s rare for a hospital to generate these kinds of funds through food services, so we’re proud to be playing this kind of role.”

Catering, in particular, is enjoying a healthy expansion, says Mr. Ginzburg, who has been at the hospital since 1989 and running Café de l’Atrium since it opened in 1991. The secret, he says, is keeping in touch with customers’ needs and trying to reach untapped markets. For instance, he caters working lunches for a growing number of hospital departments and committees, and on two Sundays a year, his staff prepares special meals for as many as 300 people who come to the hospital to write medical exams.

When representatives of pharmaceutical companies visit the hospital to meet with members of the healthcare staff, they know they can rely on Mr. Ginzburg to provide custom-made meals. In fact, he says, since the Atrium’s kitchen is kosher, the pharmaceutical reps even order take-out box lunches from the JGH when they meet kosher staff in other hospitals.

The average customer probably knows Mr. Ginzburg best through his menu at the Café de l’Atrium. “In addition to our regular in-house crowd, we get a steady clientele of neighbourhood people who are familiar with our specials and drop in regularly because we’re one of the best restaurants in the area.”

Mr. Ginzburg is particularly proud of having introduced custom-made sandwiches to the Atrium’s menu. “They take a little longer to prepare, but customers get exactly what they want, the way they like it. It keeps them coming back, and the busier we are, the happier we are.”

To arrange for catering through The Auxiliary, please contact Mr. Ginzburg at 514-340-8222, extension 5516.



Gregory Ginzburg (left) and the Café de l’Atrium’s chef, Andrew Banister, put the finishing touches on a platter of salmon on a bed of rice.



AUXILIARY NEWS

Pitching in to enhance patient care



My first few months as President, in addition to being exciting and informative, have left me with an even greater admiration for The Auxiliary. Our many hard-working volunteers have enabled us to undertake important fundraising projects to support much-needed services for the comfort and morale of patients.

This Auxiliary is literally everywhere—running The Atrium and Link coffee shops, the Flower Corner, the book carts, the holiday sales and the week-long extravaganza of Fall Fair. Patients' spirits get a boost when our volunteers bring the Care Cart to their bedside. In the Emergency Room, patients can put their belongings into plastic bags that are issued by The Auxiliary and proudly bear its name. Heart-shaped pillows are even given to post-cardiac surgical patients while they recuperate.

Why go to so much effort? For one simple reason: We care!

— Rona Green, President

Child Psychiatry gets strong support



After a benefit screening of the critically acclaimed Israeli film, *Three Mothers*, for an audience of 250, the Chairs of the event, Susan Wainberg (left) and Sarah Hutman (right) presented a cheque for \$10,000 to Dr. Jaswant Guzder, the JGH's Chief of Child Psychiatry.

IMMEDIATE HELP AT THE TOUCH OF A BUTTON



Personal Response Service helps individuals maintain their independence at home

An Auxiliary partnership
514-344-2172

Chair: Fran Yagod

Birthing Centre is babied by The Auxiliary

The newly expanded Family Birthing Centre is the proud beneficiary of \$125,000 in proceeds from the Fall Fair and Raffle. Equipment will be upgraded and purchased, with thanks to Chairs Phyllis Abosh, Lorraine Charad, Sandy Appel, Bev Caplan and Rosalie Faigan.



Making sales at the Fall Fair are (from left) event Co-Chairs, Lorraine Charad and Phyllis Abosh, and President Rona Green.

Days of wine and roses

Want your Passover table to be really special? Order your centerpiece from The Auxiliary at 514-340-8216 in time for the first seder on April 19. Customized orders are created by *Flowers by Elaine*, with city-wide delivery available.

DON'T MISS THESE SPRING EVENTS

May 5 28th Annual Bridge Tournament and Luncheon

Duplicate and novice bridge, plus mahjong. Proceeds to help purchase a high-definition colonoscope. Chair: Ellen Amdursky. Advisors: Marilyn Golfman, Karen Grossbaum and Bonnie Rothstein. Tickets: 514-340-8216

May 22 Doctors' Gala

Le Ballroom
Honoring the JGH Department of Medicine Chairs: Nan Lassner, Heleena Wiltzer
Tickets and information: 514-340-8216

Oldies but goodies

Come and check out The Auxiliary's collectibles at Cavendish Mall's Antique Sale, April 3 to 6. Chairs are Merle Klam and Ida Specter.



For just \$20, you can wear an Auxiliary bracelet and help support the JGH's Nursing Department. To order, please call 514-340-8216.

Cooking with Panache

The Auxiliary's best-selling cookbook is always in fashion. Dress up your table with recipes from *Panache: Montreal's Flair for Kosher Cooking*. Sales help support the Emergency Department's Learning Centre at the JGH. To get your copy, please call 514-340-8216.



Quest for quality



Patient Daniel Lewis has his blood sugar tested by Dr. Regine Melameth, a Family Medicine resident.

Medical residents learn that small improvements can yield big results

The results of a simple, bedside blood test are now being reviewed regularly by a group of JGH medical residents not just to improve patient care, but to impress upon the residents that the quest for quality should be fundamental to their medical careers. This review of blood sugar levels in certain patients gives residents a practical lesson in how patients can benefit from the introduction of even the most basic quality-enhancing procedures.

“Quality improvement should be taught to all physicians early in their careers, because it’s an approach they should be taking throughout their lives,” says Dr. Adam Hofmann, a senior medical resident who represents residents on the JGH Board of Directors. “There’s simply no substitute for good habits that you adopt when you’re young.”

The pilot project is being undertaken in two hospital wards where patients might benefit from having their high blood sugar (hyperglycemia) monitored more often. According to Dr. Hofmann, these diabetic or pre-diabetic patients are at greater risk for various complications. By checking regularly for changes in glucose levels, doctors might get an early warning of a possible deterioration in a patient’s condition.

“These patients have so many immediately pressing or life-threatening concerns that there isn’t always an opportunity to measure for hyperglycemia,” Dr. Hofmann says. “What we want to do is develop a system that makes this measurement a routine activity in order to control the condition more effectively.”

Dr. Hofmann launched the project after proposing it to the hospital’s Quality and Risk Management Committee, where he sits as a member. He told the committee he based his proposal on a successful program in a British Columbia hospital, whose results were described in an article in the *Journal of General Internal Medicine*.

If the outcome at the JGH is similarly positive, he hopes to implement the procedure more widely in other hospital wards. This would involve developing a standardized protocol to measure, treat and control hyperglycemia on an ongoing basis, as well as regular education sessions for healthcare professionals about the importance of good glucose control.

Lynne McVey, Director of Nursing and Co-Chair of Quality and Risk Management Committee, calls the initiative “wonderful” since it “speaks to the drive for excellence in quality and patient safety that draws young, talented clinicians to the Jewish General Hospital.”

“Quality improvement should be taught to all physicians early in their careers, because it’s an approach they should be taking throughout their lives.”

JGH News is bigger and better than ever!

JGH News now has a larger format and an exciting, new look that make stories about the Jewish General Hospital really come alive. You can get *JGH News* by mail free of charge by donating to the Jewish General Hospital Foundation.

As always, *JGH News* is available throughout the hospital.

- If you have already donated to the JGH Foundation in the past two years, you’re all set. You will receive *JGH News* automatically by mail.
- If you want to start getting *JGH News* by mail, just donate \$36 or more to the Jewish General Hospital Foundation by phoning 514-340-8251 or by visiting JGH.ca. This applies to all donations to the Foundation except memorial funds.
- You will receive a tax receipt from the JGH Foundation for the full amount of your donation, plus *JGH News* as a token of our appreciation.

Happy reading!



The Foundation Report

Sir Mortimer B. Davis - Jewish General Hospital Foundation – www.jghfoundation.org

With You, We Advance Health Care for the People of Quebec

INSIDE:

**Power to Heal Campaign: New needs, new goals,
renewed ambition! 28-29**

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Power to Heal Campaign moves forward

The great and unique qualities of the Jewish General Hospital are rooted in the Jewish traditions of its origin. These traditions instruct the community to practice justice, to share one's bounty with others, to behave with kindness, and to try to make the world a better place.

Dedication to these principles, combined with the passion of the people of the JGH—healthcare staff, administrators, leaders, volunteers and donors—have fashioned a proud and outstanding record of medical service to the people of Quebec.

The Power to Heal Campaign has ensured the continuity of this medical excellence. The impact of our donors' generosity is seen in our new and renovated facilities and state-of-the-art equipment, and is felt

in ambitious patient programs and research that will not only serve to extend lives, but will help to improve them. These are extraordinary, visible achievements. However, difficulties posed by the limitations of our public healthcare system, as well as the need to keep pace with advances and new developments in the field of medicine, require renewed effort by all those who care about the JGH, their own health and the well-being of their families and the entire community.

The JGH is a special place with a special family of patients, doctors, nurses, support staff, administrators, lay leaders, volunteers and generous donors. The Power to Heal Campaign has empowered and energized all of us, not only to dream about what might be, but to forge ahead and accomplish what can actually be achieved today. Your vital support for continued excellence at the JGH is the essential element of this unique effort and partnership.

**You have the Power to Heal.
It begins with your gift.**



Morton Brownstein, CM
Campaign Co-Chair



Edward Wiltzer
Campaign Co-Chair



Richard Dubrovsky
Chair, JGH Foundation



Myer Bick
President & CEO, JGH Foundation

JGH Foundation's new Chair

The JGH Foundation is pleased to announce the election of Richard Dubrovsky as Chair of its Board of Directors. Mr. Dubrovsky succeeds Bernard Stotland, FCA, who is now the JGH Vice-President. Since 2000, Mr. Dubrovsky has held various positions, including Vice-Chair of the Foundation and Chair of its Strategic Planning Committee. He is also a member of the JGH President's Advisory Committee and Construction Committee.



Richard Dubrovsky

to ensure that the Foundation actively participates in the realization of the hospital's continued development, in particular the expansion into a larger portion of the property on which Pavilion H is now located. The JGH must have the ability to meet the demands and challenges of medicine today and tomorrow, and the Foundation must play an important role in achieving this objective."

"My goal is to see the current capital campaign through to its successful conclusion," Mr. Dubrovsky said. "I also want

Born in Montreal, Mr. Dubrovsky has been active in business in Canada and the United States for some 35 years. He and his wife, Elaine, have three children, Howard, Phillip and Joseph.

Giving gets easier online

Thinking of donating online? You're in luck! The JGH Foundation has launched a new website—

www.jghfoundation.org

—to make it quicker and easier for you to help the Jewish General Hospital. All it takes is a simple mouse-click to donate to a memorial fund, departmental fund, celebration fund, or to make a general donation. The website also offers information about the many ways you can support the JGH.

Looking to tomorrow and beyond

The Foundation approaches the challenges of our healthcare system with confidence, and looks forward to working with you to complete the following projects:

- The Cardiovascular Sciences Centre will offer a comprehensive program emphasizing prevention, diagnosis and treatment, including surgical intervention. This will be accomplished with catheterization laboratories, an MRI machine and minimally invasive surgical equipment.
- Recruitment of top-flight medical personnel has been and remains a cornerstone of the JGH strategy. In partnership with our donors, the hospital has successfully brought the best and brightest to Montreal—a critical requirement for our current and future health needs.
- The hospital's program to replace all patient beds and room furnishings will provide immeasurable benefits to patients and their caregivers.



Artist's rendering of a waiting area in the Division of Radiation Oncology, which is undergoing a 30,000-square-foot expansion to include new linear accelerators, a brachy-therapy machine and a Cyber knife.

These projects are wonderful examples of how the JGH Foundation can form partnerships with donors, while building on government funding to improve access and provide the best care for all Quebecers.

Please join us in leading the JGH into the next era. It may just be the best investment you will ever make!



Artist's rendering of the main entrance on Côte-Ste-Catherine when construction is completed later this year.



Ongoing renovation will provide more functional and comfortable facilities on patients' floors (8 Northwest, Palliative Care), in clinical areas (Endocrinology, Biochemistry, Geriatrics, Infectious Diseases and Microbiology, the Test Centre), in outpatient clinics and in laboratories.

PLANNED GIVING

Planning for a healthier tomorrow

By capitalizing on strategies that maximize tax benefits associated with charitable giving, planned giving allows donors to make a gift in a meaningful way. Whether you choose to make a gift in your will, donate securities, purchase a life insurance policy or strip bond, fund a charitable remainder trust that will provide a future income for you, or bequeath your RRSP or RRIF—planned giving options typically allow you plan today without affecting your current assets or lifestyle.

By making a planned gift to the JGH, you can remain secure

in the knowledge that your gift, like those of many thoughtful donors before you, will contribute to ensuring continued excellence in research, teaching and patient care. Consider creating your lasting legacy today!

It's still *not* too late to save taxes by donating BCE shares or other securities, sold on a prescribed stock exchange, to the JGH Foundation.

For more information, please contact Gail Erlichman at 514-340-8222, ext. 2975, or gerlichm@fon.jgh.mcgill.ca.

Surgeons work hand in hand with robot

An ultra-modern robot, purchased by private donors, is enabling JGH surgeons to operate with greater precision, while patients experience less pain and scarring. The da Vinci Surgical System, a third-generation model that has been up and running since January, is one of only three such robots in Canada, placing the JGH at the forefront of surgical innovation.

The robot is used mainly by surgeons in the Departments of Urology and Obstetrics-Gynecology for prostatectomies and hysterectomies on patients with prostate and uterine cancer. “We have dived into 21st-century surgical technology,” says Dr. Jacques Corcos, Chief of Urology. “It’s the way of the future.”

The da Vinci System uses advanced robotics to allow doctors to perform minimally invasive surgery with unmatched precision. Even the most delicate and complex procedures can be completed using instruments inserted into tiny incisions. For patients, this means less blood loss, shorter recovery time, a faster return to normal activity and, in many cases, better clinical results.

“Our whole team extends their thanks to the visionary private donors who believed in this innovative project,” says Dr. Corcos. “Their support has given us the opportunity to implement a high-end program that benefits patients and physicians alike.”



The da Vinci robot in action.

“Bedder” is best for patients

Another major initiative, the “Feeling Bedder” Campaign, is aimed at replacing 431 beds and furniture in patients’ rooms with modern equipment that more adequately serves patients’ needs. The result is a significant improvement in recuperation and morale, says Larry Sidel, the Foundation’s Vice-President and Chief Operating Officer who, along with Bed Campaign Co-Chair Ron Friedman, is spearheading this project. “Patients sometimes spend more than 20 hours a day in their beds and rooms,” Mr. Sidel adds, “and our job is to provide them with a healing environment. The furniture and bed make an enormous difference in the healing process.”

As one of Quebec’s three busiest hospitals, the JGH has 22,161 admissions per year, plus 91 long-term care patients. However, the beds are 20 to 25 years old, with replacement parts unavailable. “New beds are vital to patients’ safety and well-being, with features that also help reduce the risk of injury to caregivers,” Mr. Sidel says. The new beds give patients easy and immediate access to multi-function, electronic controls without requiring them to strain themselves, get up or call for a nurse. About 125 such beds are already in use, but the campaign continues in order to raise \$10,000 for each new bed and its furnishings.

For more information about the “Feeling Bedder” Campaign, please contact Larry Sidel at 514-340-8222, local 1922, or lsidel@fon.jgh.mcgill.ca.



Sharp contrasts between old and new beds in the “Feeling Bedder” Campaign.

Opening doorways to generosity

Launched in 2004, the Mezuzah Campaign is being revived to raise awareness in the Jewish community about supporting top-quality medical treatment and care at the JGH. New mezuzahs, accompanied by plaques honouring individuals chosen by the donors, are being affixed to doorposts throughout the hospital, continuing the program that began on the seventh and eighth floors of the JGH’s Segal Cancer Centre. A mezuzah, a small, narrow case containing Torah passages written on parchment, is traditionally affixed to each doorpost in Jewish homes, businesses and institutions.



Rabbi Raphael Afilalo prepares to affix a mezuzah to a doorpost in the Segal Cancer Centre.

“This is a great way to support the hospital and mark a special occasion or, if the donor wishes, to perpetuate the name of a beloved person,” says Campaign Co-Chair Arlene Abitan. Along with Co-Chairs Armand Afilalo and Yvette Ettinger, Ms. Abitan hopes to make this phase of the campaign even more successful than the first. Last December, during the Jewish holiday of Hanukkah, donors gathered for a ceremony at the Segal Cancer Centre where Rabbi Raphael Afilalo, the JGH’s Chief of Pastoral Services, explained that the mezuzah’s presence gives hope to those who are fighting an illness. “Its role is to protect the individual against negative forces. The mezuzah also brings patients much needed spiritual comfort.”

For more information about the Mezuzah Campaign, please contact Betty Elkaim at 514-340-8222, local 4055, or belkaim@jgh.mcgill.ca.

“FUN-RAISING” EVENTS

An affair with flair



From left: Jone Weltman, Ava Schwam, Dr. Walter Gotlieb, Caryn Weltman and Valerie Azoulay.

Back for its fourth year, It's a Girl Thing raised \$150,000 on Nov. 18 for the Gloria Shapiro Endowment Fund for Ovarian Cancer at the JGH. The high-energy event at Bâton Rouge, 1050 rue de la Montagne, was co-chaired by Caryn Weltman, Ava Schwam and Valerie Azoulay of the Gloria's Girls committee. A warm round of thanks goes to restaurant owner Chris-Ann Nakis, who again donated the venue, service, food and even wine. Special thanks to manager Christina Fegitis and the Bâton Rouge staff. The proceeds will fund Dr. Walter Gotlieb's ovarian cancer research. Gloria's Girls began as a small initiative by Gloria Shapiro before she died of ovarian cancer. Her followers are dedicated to fulfilling her dream.

Marathon's hat trick



Captain Stephen Maritzer (standing, third from right) and his winning team.

More than \$64,000 was raised on Sept. 29 at the Bonaventure Hockey Complex by 43 participants in the 3rd Annual Lila Sigal Hockey Marathon, co-chaired by David Sigal and his hockey buddy, Farrel Miller. Proceeds will benefit the JGH's Cancer Nutrition Rehabilitation Program. David created the tournament in honour of his mother, Lila Sigal, who died of pancreatic cancer in 2004.

Living the cause

After 23-year-old Jacqui Gold was diagnosed with leukemia in March 2006, she decided to fight back. And in her ailment, she found her cause: Jacqui went on to organize A Cabaret for the Cure, which raised more than \$90,000 on Nov. 27—quadruple the original goal—to benefit leukemia research at the JGH's Segal Cancer Centre.

The sold-out variety show at Le Living Room, directed by Jacqui with a committee of 30, included show-stopping performances, a live auction, raffles and buffet. Proceeds will enable the Molecular Diagnostic Laboratory to purchase much-needed equipment that analyzes leukemia cells. “Since the lab is a major referral centre, patients from across Montreal will benefit,” says JGH hematologist Dr. April Shamy.

Jacqui began discussing the project with her mother, Caryn, when her cancer went into remission in April 2006. But her real inspiration came from 21-year-old Jasmine Courteau-Ahmed, whom Jacqui befriended in the hospital and who died of leukemia on Jan. 22, 2007. “Her passing had a profound effect on me. That's when I really said we're going to do it.” Jacqui credits the success of the event and her battle against cancer to her relatives, friends and especially her mother, whose “constant support and unconditional love were beyond my expectations.”



Bottom row (from left): Marie-France Bélanger, Jacqui Gold and Maria Lewis. Top row (from left): Ross Paperman, Caryn Goldberg Young, Erik Kudelka and Dr. April Shamy.

Dressing up... and baring all



Black ties and ball gowns will highlight the 1st **Doctors Gala** on May 22 at Le Ballroom, 5237 Clanranald Ave., to honour the JGH's Department of Medicine in support of exceptional healthcare across Quebec. The event will help build an endowment fund to attract world-class physicians. For more information, please contact Julie Wajcman at 514-340-8222, local 3069, or jwajcman@jgh.mcgill.ca.

Daring undergarments, as well as regular running gear, will be in full view on Sept. 20 at the second **Underwear Affair**, benefiting the JGH's Segal Cancer Centre. Proceeds from this 10-kilometre run or 5-kilometre walk will help fight cancers below the waist (prostate, colon, testicular, cervical and others). The event will conclude at the EXPOsed Afterparty. Registration is \$25, with a \$300 fundraising minimum. For more information, please visit www.uncoverthecure.org or call 514-287-CURE (2873).

UPCOMING EVENTS

April 17

It's a Guy Thing
Sharx Pool Hall

May 22

The Doctors Gala
Honouring the JGH Dept. of Medicine
Le Ballroom

June 12

16th Annual JGH Silver Star Mercedes-Benz Golf Classic
A tribute in memory of Mitch Garfinkle
Hillsdale Golf & Country Club

August 7

11th Annual Tennis Classic

August 22-24

4th Annual Weekend to End Breast Cancer

September 13

4th Annual Lila Sigal Hockey Tournament
Samuel Moscovitch Arena

September 20

2nd Annual Underwear Affair

September 22

7th Annual HSBC Golf Tournament
Royal Montreal Golf Club

For more information about any event, please call the Foundation at 514-340-8251.

RBC Supports Volunteer Work

In the eight years since retiring from the RBC Financial Group, Eric Patterson has been volunteering in the JGH's Department of Orthopedics. Meanwhile, Pasquale Bruzzese, a current RBC employee, has spent weekends during the past year as a volunteer in the Emergency Department. So what's their connection? They belong to the RBC Employee Volunteer Grant program, which enables the RBC to contribute up to \$500 a year to the charitable organization where retirees and employees volunteer. RBC has provided \$4,000 to the Orthopedic Endowment Fund and \$500 to the Emergency Department.

"RBC is a true partner of the JGH," says Larry Sidel, Foundation Vice-President and Chief Operating Officer. "It has supported our capital campaign, as well as our events and fundraising activities. RBC is a model of community spirit and philanthropic support." According to RBC, the grant program has distributed more than 8,000 grants worth \$4.4 million to various organizations. The Foundation appreciates this initiative and is calling on other organizations to follow RBC's outstanding example.



Pasquale Bruzzese (second from right) is joined by Eric Patterson and Barbara Lang, the JGH's Director of Volunteer Services, as he presents his \$500 cheque to Emergency Department Administrative Coordinator Mimi Goldenberg (left).

With gratitude comes support



From left: Isidore, Sari, Jone and Hillel Greenbaum.

After Jone Greenbaum was diagnosed with stage 3 ovarian cancer in fall 2006, Dr. Walter Gotlieb and his team provided medical care, expertise and compassion that made the difficult journey more tolerable for Jone, her husband Hillel and their family. In appreciation, they joined Hillel's parents, Sari and Isidore Greenbaum, to create a fund supporting ovarian cancer research. "It is our way to say thank you, in the hope it might encourage others to give back as well," Hillel says.

During this time, the Greenbaums also came to realize how much the JGH owed to donor support and how great an impact it has had on their lives. "Without private support, there wouldn't have been a Segal Cancer Centre for my Jone or anyone else," Hillel adds. In acknowledgement of their gift the Greenbaums were honoured by the hospital on Sept. 17, 2007.

Retirement marks creation of new fund

After the retirement of Dr. Harvey Kreisman from the JGH in September 2007, Rosalind and Morris Goodman created a fund to honour him and express their deep feelings for the hospital. Their support was acknowledged on Nov. 27 at a reception unveiling the Dr. Harvey Kreisman Endowment Fund for Pulmonary Research. The Goodman family has also supported the Stroke Unit, the Pharmacy Department, and the Cancer Nutrition and Rehabilitation Program.

"Nobody offers better care than the JGH and we have tremendous appreciation and respect for Dr. Harvey Kreisman," Mrs. Goodman said, noting that her grandfather, Jacob Druker, was a founding member of the hospital and her father, Joseph Druker, was also a strong supporter. "The hospital plays a very important role in our family and in our lives, and it always has."

At the reception attended by members of the Goodman and Kreisman families and JGH staff, Dr. David Small, Chief of the Division of Pulmonary Diseases, was among those who spoke fondly about Dr. Kreisman's 33 years of dedicated service and his many contributions to the department.



From left: Joyce Kreisman, Dr. Harvey Kreisman, Myer Bick, Dr. David Small, Rosalind and Morris Goodman, and Morton Brownstein, CM.

Grant upgrades patients' rooms

The JGH Foundation is pleased to acknowledge receipt of a generous grant from the Queen Elizabeth Hospital Foundation Health Fund at the Foundation of Greater Montreal. The JGH was one of the six designated health institutions selected as beneficiaries of the Queen Elizabeth Hospital Foundation endowment fund when it closed. This year's grant will help purchase new beds and furnishings for patients' rooms.

WARM WISHES – MAJOR CONTRIBUTORS



Friends of the JGH's newly renovated Stroke Unit gathered on Sept. 4, 2007, for the unit's official dedication. Joining donors were members of the stroke team, including Dr. Calvin Melmed (Chief of the Neurology Division), Dr. Jeffrey Minuk, Dr. Alexander Thiel. Special recognition went to **Rosalind and Morris Goodman** and their family for their generous Stroke Care endowment; **Rona and Robert Davis** who led the Stroke campaign; and **Simha and Maurice S. Peress** who were instrumental in arranging support from the **Edmond J. Safra Foundation**. The dynamic and hard-working committee was also thanked.



The extensively renovated Health Sciences Library was officially reopened on Jan. 16, with special thanks to the **BMO Financial Group** for creating the BMO Financial Group Initiative in Medical and Health Sciences Education, and to **Nina and Harry Hart** for generously donating the library's computer centre.



The Czech community pays tribute to the late **Olga and George Minarik** who have generously endowed the Olga and George Minarik Research Pathology Facility at the JGH.



Members of the **Dankoff family** honoured their parents, **Mitzi and Danny**, by purchasing a new bed for the JGH's "Feeling Bedder" Campaign.



A warm thank you to **Stefanie Rosenblatt** and her friends for organizing a fundraising evening at Tribe Hyperclub on Sept. 15, 2007. Proceeds supported the **Gloria Shapiro Endowment Fund for Ovarian Cancer Research and Awareness**.



The **Debi and Jack Tietolman Cardiology Patient Outreach Program** has been created by their children **Marilyn Fichman, Enid Backman, Paul Tietolman, Maurice Tietolman, Aura Tietolman, Angela Tietolman** and their families as an everlasting tribute to their parents.



Maria Lacorte (centre, holding top of cheque) and her Friends for Life hosted 300 guests at the Let's Get Loud gala at Buffet Amiens in St-Leonard, raising \$25,000 for ovarian cancer research and awareness programs at the JGH's Segal Cancer Centre.

IT BEGINS WITH YOUR GIFT.

This article is part of an ongoing series highlighting the role that the Jewish General Hospital's medical experts play in serving the wider community.



Dr. Gerald Batist

“People come here from across Quebec. Our clinicians, in addition to treating their own patients, often provide their expertise when second opinions are needed elsewhere in Quebec.”

Exceptional cancer care that knows no boundaries

For residents in the Côte-des-Neiges area, the Jewish General Hospital is a familiar neighbour, to be relied upon for medical attention. However, the JGH also serves as a referral centre for the rest of Montreal and, in many cases, the entire province. This is particularly true of the hospital's Segal Cancer Centre which, in the two years since it opened, has become one of Quebec's leading players in the battle against cancer.

The Segal Cancer Centre's entire team, including its Director, Dr. Gerald Batist, have consistently adopted a province-wide perspective in their cancer-related treatment and programs. “People come here from across Quebec,” says Dr. Batist, who is also the JGH's Chief of Oncology. “Our clinicians, in addition to treating their own patients, often provide their expertise when second opinions are needed elsewhere in Quebec. When appropriate, we also offer experimental treatments that are otherwise unavailable for those with later-stage cancers. We have the most significant program for experimental application in the province and we are often the first outlet for new drug trials.”

To keep the Segal Cancer Centre and the JGH closely connected to the needs of the wider community, Dr. Batist serves as Chair of the Department of Oncology at McGill University, Director of the McGill Centre for Translational Research in Cancer, and Scientific Director of the Montreal Centre for Experimental Therapeutics in Cancer. He characterizes the JGH's approach to cancer treatment as “compassionate and creative,” with one of the most progressive Palliative Care programs in North America, incorporating psycho-social therapy.

On occasion, Dr. Batist says, his

department even provides medicine whose cost may not be covered by the government. He cites the example of Avastin, a drug that was proven effective against advanced colorectal cancer and was available in many jurisdictions at a time when it had not yet been officially recognized by Quebec's Ministry of Health. On the insistence of medical professionals at the JGH, the drug was provided to eligible patients at the hospital's expense. As a result, the hospital received referrals from across the province; Avastin was dispensed for more than a year at the JGH before government recognition was granted.

In its determination to remain at the forefront of cancer research and clinical application, the Jewish General Hospital also strengthens its ties with other hospitals, Dr. Batist says. For instance, the JGH is a driving force behind the Clinical and Evaluative Oncology Research Centre, operated in collaboration with the Hôtel-Dieu Hospital. The objective is to create a province-wide network whose smaller community hospitals benefit from the connection to institutions with a greater research capacity.

“In everything we do,” Dr. Batist says, “we are dedicated to advancing cancer care throughout Quebec and to creating new opportunities for innovative and effective treatment.”

The Big Picture

SPECIAL MOMENTS IN THE JGH



Photo: Felipe Argaez, JGH Audio-Visual Services

An orthopedic operation is reflected in the visor of Dr. Mohammed Nahhas, a resident who wears special clothing to minimize the possibility of infection. Starting with this issue, this back-page feature will regularly present special views of the day-to-day life of the Jewish General Hospital, as captured by staff photographers.



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Dévoilement d'une plaque lors d'une brillante cérémonie

Le 10 septembre 2007, en présence d'une centaine d'invités, L'Espoir, c'est la vie a procédé au dévoilement d'une nouvelle plaque en l'honneur de ses généreux donateurs. On peut y lire les noms de plus de 200 mécènes, sociétés et fondations qui, depuis les 20 dernières années (de 1986 à 2006), soutiennent notre organisme.

Lors d'une réception offerte par Marvyn Kussner et par Sheila Kussner, O.C., O.Q., présidente fondatrice de L'Espoir, c'est la vie, les donateurs ont été remerciés de leur générosité exceptionnelle. « Lorsque L'Espoir, c'est la vie a débuté, il y a 26 ans, rappelle M^{me} Kussner, nous voulions changer la façon dont les gens faisaient face au cancer ... Au fil des ans, notre mission s'est élargie, nous avons diversifié nos programmes et notre influence s'est accrue ... Tout cela a été rendu possible grâce à la générosité de nos donateurs, qui reconnaissent qu'il ne peut y avoir de changements que si, ensemble, nous transformons nos valeurs et nos croyances en actions. »

Impressive plaque unveiled at reception

On September 10, 2007, in the presence of close to 100 guests, Hope & Cope unveiled a newly designed plaque recognizing the generosity of its donors. The plaque itself spans a 20-year period from 1986 to 2006, listing more than 200 individual philanthropists, corporations and foundations.

At the reception hosted by Marvyn Kussner and Hope & Cope Founder and Chairman Sheila Kussner, O.C., O.Q., donors were thanked for their exceptional generosity. "When Hope & Cope started 26 years ago, we wanted to change the way people dealt with cancer ... In the years since our founding, our mission has broadened, our programs have diversified, our influence has grown ... All of this was made possible thanks to the generosity of our donors, who recognized that change can only happen when, together, we transform our values and beliefs into action", said Mrs. Kussner.



Mode et bien-être vont de pair

Reconnu comme l'un des événements-bénéfice les plus élégants de Montréal, le défilé de mode Fashion Fantasy XVII a eu lieu le 28 août 2007 à la synagogue Shaar Hashomayim. Présenté par les très créatifs Amis de L'espoir, c'est la vie, l'événement s'est tenu à guichets fermés devant une foule enthousiaste de plus de 500 généreux bienfaiteurs. La soirée a été marquée par une avant-première exclusive de la mode d'automne chez Holt Renfrew, par l'étonnante prestation de la

chanteuse de jazz Nikki Yanofsky et par un hommage chaleureux à l'invité d'honneur, Herschel Victor, C.M., accompagné de son épouse, Christine.

L'événement s'est terminé dans l'allégresse avec l'annonce que plus d'un million de dollars avait été recueilli au profit du Centre de bien-être de L'espoir, c'est la vie (Chez Lou).



Fashion and wellness go hand-in-hand

Heralded as one of Montreal's most fashionable fundraisers, Fashion Fantasy XVII took place on Tuesday, August 28, 2007 at Shaar Hashomayim Synagogue. Presented by the ever resourceful Friends of Hope & Cope, the event attracted a capacity crowd of over 500 generous and enthusiastic supporters. Highlights included an exclusive preview of Holt Renfrew's fall fashions, a stunning performance by jazz singer Nikki Yanofsky,

and a warm tribute to the evening's honouree, Herschel Victor, C.M., who was in attendance with his wife, Christine.

The evening ended on a high note, with the announcement that just over \$1 million had been raised in support of the JGH Hope & Cope Wellness Centre (Lou's House).



Soutien offert aux patients atteints de cancer et à leur famille à tous les stades de la maladie

L'espoir, c'est la vie, qui entre dans sa 27^e année, est un organisme à but non lucratif doté d'un vaste éventail de services de soutien et de programmes novateurs offerts gratuitement aux patients atteints de cancer et à leurs proches. Géré par un personnel professionnel, avec l'aide inestimable de plus de 300 bénévoles, l'organisme dessert toute la communauté montréalaise à partir de deux emplacements—son siège social à l'Hôpital général juif et le nouveau Centre de bien-être.

Situé au 4635, chemin de la Côte-Sainte-Catherine, le Centre de bien-être est une oasis de calme et de beauté. Toutes les activités y sont axées sur la guérison et le passage de la maladie à la survie.

Pour en connaître davantage sur les divers programmes et services de L'espoir, c'est la vie, visitez www.jgh.ca/hopecope.

Si vous désirez visiter nos locaux ou vous inscrire à l'un de nos programmes, téléphonez-nous à l'un des numéros qui figurent ci-dessous.

Support for cancer patients and their families at every stage

Now in its 27th year, Hope & Cope is a non-profit organization that provides a wide range of support services and innovative programs free of charge to cancer patients and their loved ones. Managed by a professional staff with the invaluable support of over 300 volunteers, we serve the entire Montreal community from two locations—our home base at the Jewish General Hospital, and our recently established Wellness Centre.

Located at 4635 Côte-Sainte-Catherine Road, the Wellness Centre is a beautiful and calm oasis with a focus on healing and on making the transition from cancer patient to cancer survivor.

To learn more about Hope & Cope's diverse programs and services, visit www.jgh.ca/hopecope.

When you're ready to visit or want to register for one of our programs, call us at the numbers listed below.



L'espoir, c'est la vie / Hope & Cope
Hôpital général juif / Jewish General Hospital
E-730.1
3755, chemin de la Côte-Sainte-Catherine
Montréal (Québec) H3T 1E2
☎ 514-340-8255



Centre de bien-être / Wellness Centre
4635, chemin de la Côte-Sainte-Catherine
(coin / corner Lavoie)
Montréal (Québec) H3W 1M1
☎ 514-340-3616



En décembre 2007, un prix spécial a été remis à Charlie Bozian (à gauche), en présence de Mel Peress, de la Fondation Linda Saab. Ces deux personnes ont été applaudies pour leur soutien exceptionnel envers L'espoir, c'est la vie, qui continue de bénéficier considérablement du tournoi de golf annuel de la Fondation.

In December 2007, a special award was presented to Charlie Bozian (left), in the presence of Mel Peress, of the Linda Saab Foundation. Both were lauded for their outstanding support of Hope & Cope, which continues to benefit tremendously from the Foundation's Annual Golf Tournament.

ÉVÉNEMENTS À VENIR UPCOMING EVENTS

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Le 26 août / August 26, 2008
Synagogue Shaar Hashomayim
Info : 514-340-8255