

DEVELOPMENTS

From the University of Massachusetts Medical School and UMass Memorial Health Care
Produced by the UMass Medicine Development Office

Transforming Medicine Through Clinical Trials

THE LIFESAVING WORK taking place every day at our two institutions is reflected in the commitment and drive of the physicians, health care professionals, scientists and individual donors whose stories fill the pages of this issue of Developments. Whether easing the experience of a child undergoing chemotherapy, seeking answers that will improve outcomes for patients with lymphoma or developing a cure for amyotrophic lateral sclerosis (ALS), what informs all that we do in our role as an academic medical center is our commitment to improving the health and well-being of our community.

Our commitment is perhaps most clearly demonstrated through our growing clinical trials program, which offers our patients access to cutting-edge therapies and treatments developed from the pioneering work of our scientists in the lab. Clinical trials are critical to transforming how we treat disease and deliver health care, and our robust clinical trials program differentiates us as an academic medical center prepared to meet the complexities of serving the health care needs of our community and the world in the 21st century.

As we continue to expand our groundbreaking efforts in rising to these challenges, we are grateful for your continued support and belief in our mission.

Michael F. Collins, MD

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To learn more about supporting medical research, patient care and medical education initiatives at UMass Memorial Health Care and UMass Medical School, please contact us at 508-856-5520 or e-mail giving@umassmed.edu.

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Cancer Center of Excellence launches clinical trials program with novel treatments



Andrew Evens, DO, MSc

ONE OF THE DEFINING CHARACTERISTICS of an academic medical center is its role in expanding the frontiers of medical science through clinical trials. With the recent appointment of a nationally known oncologist steeped in the workings of clinical translational research at the highest levels, the UMass Memorial Health Care Cancer Center of Excellence is fulfilling its mission as a comprehensive cancer center with the launch of over a dozen cutting-edge clinical trials focused on the newest types of cancer treatment.

Led by Andrew Evens, DO, MSc, deputy director for clinical and translational research and medical director of the Clinical Research Office within the UMass Memorial Cancer Center of Excellence, the trials will focus specifically on non-Hodgkin's lymphoma and Hodgkin's lymphoma. "Many of these trials are studying new treatments with the overarching emphasis on improving patient outcomes as well as decreasing treatment-related side effects," said Dr. Evens, who recently joined UMass Memorial from the Northwestern University Feinberg School of Medicine in Chicago. "The Hodgkin's cure rate is over 90 percent," he said, "but treatments can be toxic, causing other malignancies or heart disease 20 to 30 years later."

"These new clinical trials include several agents that specifically target the cancer cell. It's very exciting that we may be able to substitute radiation and chemotherapy with a targeted treatment that can avoid late toxicities," Dr. Evens said. "These novel therapies specifically target the cancer cells, and you're not harming off-target cells. It's fantastic!"

Over the past ten years, Dr. Evens has been principal investigator for a large number of hematology/oncology clinical trials and has published numerous articles with a particular emphasis on new treatments in lymphoma.

These novel therapies specifically target the cancer cells, and you're not harming off-target cells. It's fantastic!

—ANDREW EVENS, DO, MSc

The non-Hodgkin's lymphoma and Hodgkin's lymphoma clinical trials are the first trials in the academic medical center's emerging system of high-level clinical translational cancer research. Dr. Evens is working intently with others throughout the UMass Memorial Cancer Center of Excellence to help develop similar innovative clinical trials for all cancer subtypes (e.g., breast, prostate, gastrointestinal, lung, etc). "I'm used to high-level, cutting-edge translational cancer research, and I come to UMass Memorial with a grand view of research that takes place at comprehensive cancer centers," Dr. Evens said. "There is a high level of commitment here, and it's inspirational as we ramp up clinical trials for all cancers." ■

Creating leaders, changing lives

UMass Medical School's Shriver Center program trains leaders in autism advocacy

THE LEADERSHIP IN EDUCATION in Neurodevelopmental Disabilities (LEND) Program at UMass Medical School's Shriver Center has many success stories, both for the fellows who have gone through the program and for those helped by the systemic change these leaders created.

The endorsements from alumni speak volumes about life-changing experiences and knowledge gained that added direction and purpose to professional and personal lives, while helping to change the lives of people with autism and other developmental disabilities. One of 39 nationwide programs funded by the federal Health Resources and Services Administration, LEND trains clinical and other professionals to become leaders who advocate for and actively improve services for individuals and families affected by autism and other developmental disabilities.

"Children with developmental disabilities have complex problems, and complex problems require an interdisciplinary approach," said LEND Associate Director Carol Curtin, MSW, research assistant professor of family medicine & community health. "We train physicians, nurses, social workers, occupational therapists, physical therapists, speech language pathologists and other professionals. But we also take a step beyond the clinical world, and include family members as an integral part of the interdisciplinary team."

While the interdisciplinary training is the centerpiece of the LEND program, it is just one part of the overall mission to improve the health of children with autism and other developmental disabilities and their families. For example, LEND is the state lead on the Massachusetts Act Early Campaign, which involves a coalition of professionals and parents. As part of the campaign's many efforts to increase public awareness about autism, the team is developing a screening protocol and multilingual screening kit that will be distributed to 55 community health centers and approximately 300 pediatric practices across the state by November 2011.

The Shriver LEND program also has a unique focus on health promotion in children with autism and developmental disabilities, conducting research and training and providing community services around nutrition, physical activity and obesity prevention and treatment.

But it may be the individual journeys taken by LEND fellows that create the biggest impact for the autism community. LEND alumni have gone on to serve as directors of city public health departments, directors of clinical services and officers in state departments of education. Several have won prestigious awards for their leadership, advocacy, teaching and clinical work. Many are now faculty members at medical schools, universities and other institutions of higher learning, where they make regular contributions to scientific and peer-reviewed journals and books.



Babs Donahue with Dr. Andrew Karellas (left), and Dr. Stephen Glick, co-principal investigators for the dedicated breast CT research

Barbara Donahue strives to make a difference with her giving

BARBARA ("BABS") DONAHUE has some rules regarding her philanthropy. Her charitable giving "must be very specific and targeted, and it must save or change lives for the better."

This philosophy was established several decades ago with her late husband, Irving James Donahue. "Jim and I always felt that our charitable investments should be thoroughly thought out and very impactful," explains Babs.

"If this machine can help reduce the frequency of mammograms and provide more detailed, accurate readings of the breast, I want to help make that happen."

—BARBARA DONAHUE

One of their earliest charitable gifts was a heart pump for Memorial Hospital 30 years ago, around the time that Jim was chairman of the Memorial Hospital Board of Trustees. Perhaps the most significant gift was Jim's body, which he left to the University of Massachusetts Medical School for research purposes upon his death in 2003.

Babs has carried on the legacy of support since Jim's passing. When she learned recently

that the Medical School sought to purchase an experimental dedicated breast computed tomography (CT) machine (as reported in the last issue of *Developments*) to undertake clinical trials, she determined that this was an opportunity that fit her philosophy perfectly. "Mammograms can be tremendously painful, and breast cancer continues to be a devastating problem for women," Babs explains. "If this machine can help reduce the frequency of mammograms and provide more detailed, accurate readings of the breast, I want to help make that happen."

Babs saw her desire to help as an opportunity to become a true partner in bringing the benefits of the CT scanner to the community. When she learned that nearly half of the \$500,000 required to purchase the equipment and set up a room in the new Ambulatory Care Center had been raised, she decided to help close the gap with a \$250,000 gift. "I want this machine ordered as soon as possible so the researchers can begin the clinical trials."

If you would like to learn more about the dedicated breast CT machine or contribute to its purchase, please contact Cheryl Cusson in the UMass Medicine Development Office at 508-856-1614. ■



Commencement

On June 5, 2011, UMass Worcester awarded 80 MDs; 57 PhDs; one Master of Science degree in clinical investigation; five MD/PhDs; and, in nursing, 38 Master of Science degrees, five post-masters' certificates, three PhDs and three Doctor of Nursing Practice degrees. Among those receiving honorary degrees was founding **UMMS faculty member Arthur Pappas, MD**, professor of orthopedics & physical rehabilitation and pediatrics, who received his degree in recognition of his unparalleled leadership in the Worcester community and his years of dedication to sports medicine along with numerous academic and philanthropic contributions to UMass Medical School.

Life-changing — and often lifesaving — options for overweight patients

“WHEN ADULT PATIENTS have weight problems that become medical problems, we can help,” said Mitch Gitkind, MD, medical director of the Weight Center at UMass Memorial Medical Center. The center offers comprehensive surgical and nonsurgical resources to help patients who are struggling with obesity and weight-related conditions, including type 2 diabetes, hypertension, hyperlipidemia (high blood cholesterol and triglycerides), sleep apnea, cardiovascular disease and joint pain. Dr. Gitkind encourages individuals to keep the Weight Center in mind when they have a body mass index (BMI) of 35 or higher and also have these types of medical issues.

“These patients can benefit medically from losing a significant amount of weight and keeping it off permanently,” he said. “Our programs are a good fit for them, and we have a track record of excellent outcomes.”

Accredited as a Level 1a facility by the Bariatric Surgery Center Network Accreditation Program of the American College of Surgeons, the Weight Center has met stringent criteria for the comprehensiveness of its services. Its multidisciplinary team includes

physicians, surgeons, nurses, dietitians, behavioral psychologists and exercise physiologists, all centralized in a single, convenient location on the University Campus of UMass Memorial Medical Center.

And while the Weight Center’s bariatric surgeons perform more than 500 gastric bypass and gastric banding procedures annually —making it one of the busiest programs of its kind in New England—Dr. Gitkind stresses that surgery is not the only treatment option for obesity.

“All patients who come here are required to go through an orientation meeting where we do a balanced presentation about purely lifestyle-based approaches to weight



Mitch Gitkind, MD (left), and John Kelly, MD, surgical director of the Weight Center

loss as well as bariatric surgery. We do a good job of educating the patient and family about options, and help them make a decision.”

Members of the Weight Center team describe the surgical and

nonsurgical approaches to weight loss at orientation meetings held on the **first Friday of the month, noon to 1 pm, and on the fourth Thursday of the month, 6 to 7 pm. Learn more and register for these free sessions online at www.umassmemorial.org/weightloss. For more information, please call 888-358-6277. ■**



Hudson Hoagland Annual Dinner

Robert H. Brown Jr., DPhil, MD, nationally recognized for his commitment to finding cures for neuromuscular diseases, was the keynote speaker at the 2011 Hudson Hoagland Society Annual Meeting. Dr. Brown, a physician-scientist, presented the latest research progress related to ALS and the implications for treating this devastating disease.

Diabetes scorecard a helpful tool for physicians and patients

ONE OF THE BIGGEST CHALLENGES of managing patients with diabetes is to get them engaged in their own care and taking responsibility for their health outcomes. To help overcome this challenge, UMass Memorial Health Care is the first health care provider in the U.S. to launch an innovative diabetes “scorecard.”

“The scorecard encourages communication among diabetic patients and their physicians and other members of the health care team,” explained Lynne Caloggero, MBA, CPHIMS, an independent clinical consultant working with UMass Memorial and its Allscripts™ outpatient electronic health record (EHR) system, part of the UMass Memorial Health Care Cornerstone initiative. “It’s printed out before the patient’s appointment and given out in the exam room,” explained Ms. Caloggero. “The doctor and patient review the contents and talk about goals they hope to achieve regarding health measures such as blood pressure, weight, immunizations or consultations for eye and foot care.”

The scorecard contains the patient’s diabetes-relevant health information obtained from Allscripts, much of it presented in an easy-to-comprehend graphical format.

“There are visuals showing the patient’s most recent A1c scores charted against the goal of 7.0,”



Ronald Adler, MD (left) and his patient, Donna DaSilva-Mangra, review her diabetes scorecard together at the UMass Memorial Hahnemann Family Health Center.

Ms. Caloggero said. “It charts LDL and HDL in a similar way and shows the last year or two of results. It also includes the patient’s last microalbumin/creatinine ratio results and BMI (body mass index), and notes if the patient is a smoker. And it includes text about the risks of cardiovascular disease for people with diabetes.

“There’s a lot of information packed into a single sheet,” she added. “And it’s all generated by the data mining and analytics application of the electronic health record system. You simply enter the patient’s medical record number, press go and it’s formatted on the scorecard.”

The scorecard for adults with diabetes was developed by a physician team headed by David Harlan, MD, co-director of the UMass Memorial Health Care Diabetes Center of Excellence, and includes colleagues Ronald Adler, MD (family practice), and Samir Malkani, MD (adult diabetes). The scorecard was rolled out in June. Ms. Caloggero also is working with pediatric endocrinologists Mary Lee, MD, and Angela Angelescu, MD, to develop a pediatric version.

“We’re hopeful that this is the first of many such scorecards to help patients better self-manage other chronic diseases such as asthma, heart failure or ADHD,” Ms. Caloggero said. “The data is there in the system; the scorecard transforms it into useful information that can help improve patient outcomes.”

For more information, please call 508-856-3800. ■

Outpatient toxicology clinic is one of a kind

THE UMASS MEMORIAL MEDICAL Center Division of Medical Toxicology has expanded its clinical services to include an Outpatient Toxicology Clinic. The clinic is the only one of its kind in Central Massachusetts staffed by board-certified medical toxicologists, underscoring the role of UMass Memorial as the region's tertiary referral center.

"While our division has been at UMass Memorial for a long time, our consultation

service previously was limited to the Emergency Department and inpatients with acute exposure or illness," said Sean Rhyee, MD, MPH, assistant professor of emergency medicine in the division. "Yet even without a formal clinic, and with no advertising or promotion, patients were being referred to us from as far away as upstate New York, and we would use the ED space to see them."

To serve these patients and fill a demonstrated need, UMass Memorial launched a formal clinic. In the outpatient realm, most of the cases seen are due to known or suspected exposure to substances encountered in the

workplace. This can include health problems related to lead poisoning, asbestosis and other occupational lung diseases, heavy metal poisoning (arsenic, mercury), pesticides and other chemical exposures and adverse drug reactions. The clinic also addresses concerns about household mold and other exposures.

"If a concern exists about exposure, we can evaluate it and help make a definitive diagnosis," Dr. Rhyee noted.

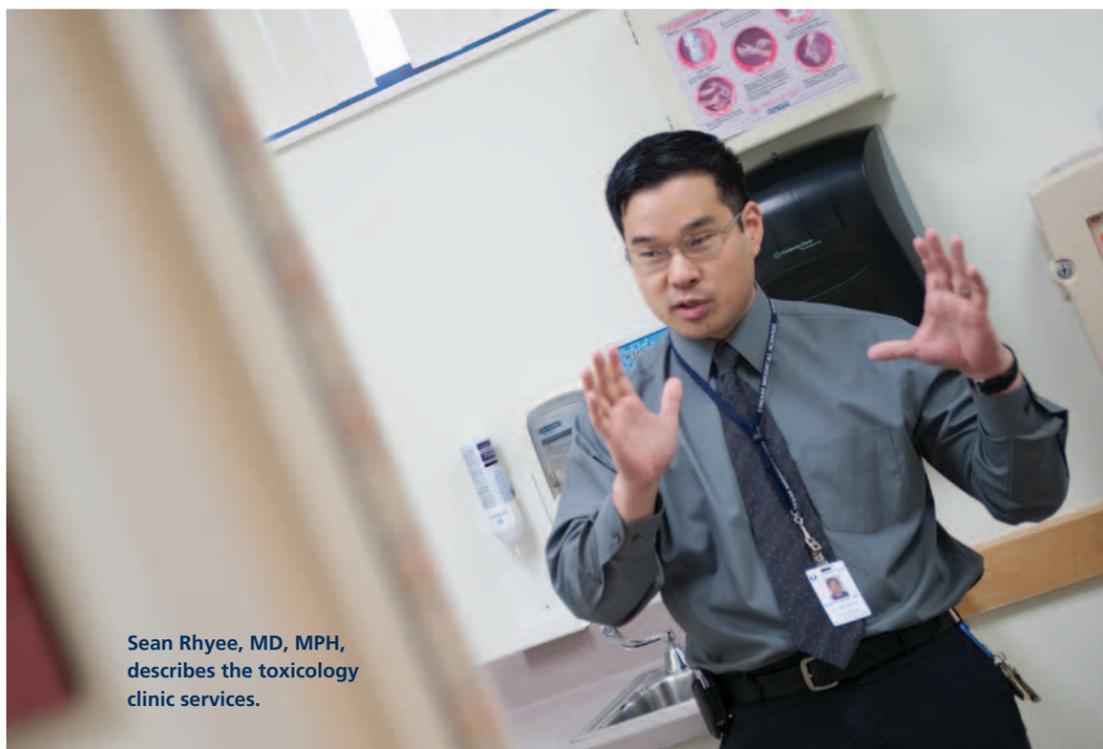
"Part of our mission is also education," he said. "There's a lot of misinformation and confusion out there about the risks of typical exposures, and in many cases we can exclude toxicity as the cause of health issues. But if there is anything of potential concern, we're happy to see that patient."

"If a concern exists about exposure, we can evaluate it and help make a definitive diagnosis."

—SEAN RHYEE, MD, MPH

The clinic, located on the Medical Center's University Campus, provides outpatient evaluation for environmental and occupational toxicology and interpretation of toxicological testing. The center also provides analysis of herbal products and substances of abuse as well as expert consultation for hazardous materials or chemical weapons.

Appointments: 508-421-1455. ■



Sean Rhyee, MD, MPH, describes the toxicology clinic services.

Announcing the establishment of an endowment to fund ALS research

BREAKING HIS PUBLIC SILENCE about his battle with amyotrophic lateral sclerosis (ALS), former Governor Paul Cellucci announced he is raising money for an endowment at UMass Medical School that will fund ALS research. Governor Cellucci revealed in January that he has ALS, a progressive, neurodegenerative disorder affecting the motor neurons in the central nervous system, also known as Lou Gehrig's disease. The disease destroys the brain's ability to send signals to the body's muscles, leading to the loss of voluntary muscle movement, paralysis and eventually death from respiratory failure.

Finding new treatments, perhaps even a cure, for ALS has become one of the top research priorities of the University of Massachusetts Medical School.

Governor Cellucci will be raising money to support research by Robert H. Brown Jr., DPhil, MD, chair of neurology. An internationally known researcher and physician leading the quest to cure neurodegenerative and neuromuscular diseases like ALS, Dr. Brown's 1993 discovery of the first ALS-related gene was the seed from which most current ALS research has grown.



UMass Medical School Chancellor Michael F. Collins, former Governor Paul Cellucci and Robert H. Brown Jr., DPhil, MD, met to discuss the UMass ALS Champion Fund.

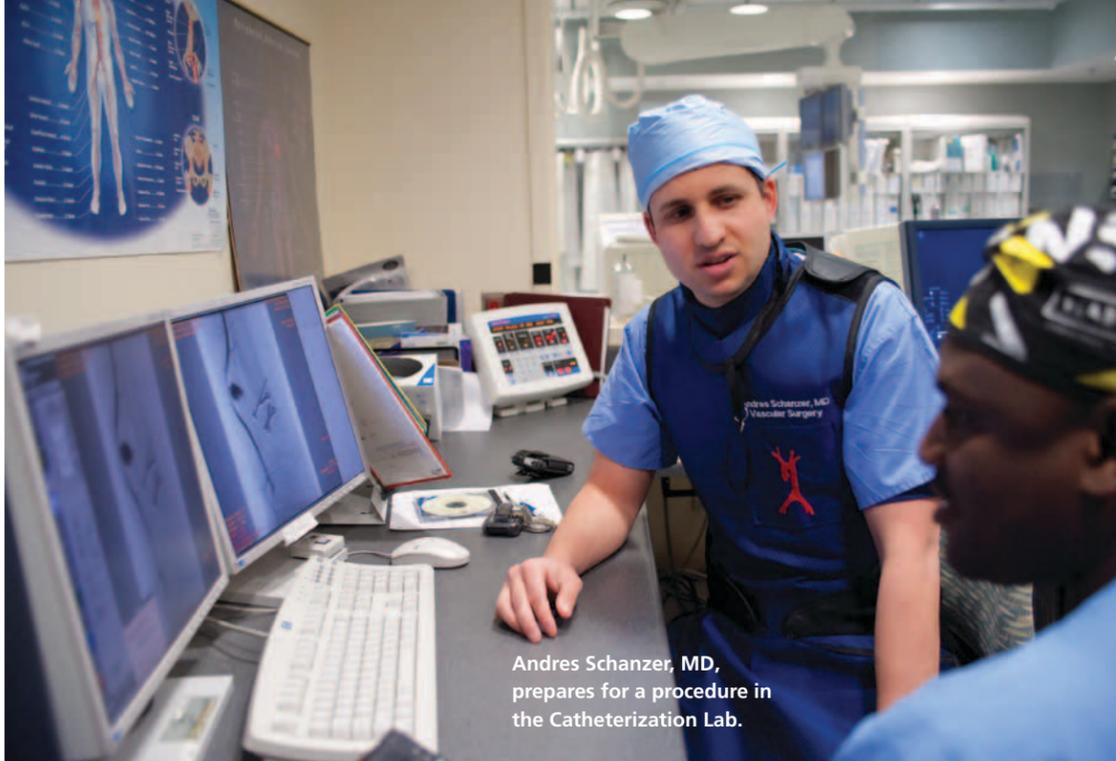
For Governor Cellucci and the 30,000 Americans who suffer from ALS, hope lies in the discoveries and subsequent therapies that can only emerge from research.

Collaborating with some of the world's leading RNA biologists at UMMS, Brown believes RNA interference, with its ability to create and regulate the complex patterns of gene expression, holds immense potential as a therapeutic for neurodegenerative diseases such as ALS.

Recognizing the need for scientists to have the ability to pursue new ideas quickly and

continue promising research with the potential for treating ALS, the medical school has created the UMass ALS Champion Fund to support ALS research.

Visit the UMass ALS Champion Fund website at www.umassals.com for more information and to contribute to the fund. ■



Andres Schanzer, MD, prepares for a procedure in the Catheterization Lab.

Clinical trial offers hope for patients with aortic aneurysms

A CLINICAL TRIAL currently underway at the University of Massachusetts Medical School and UMass Memorial Medical Center may offer new hope to patients with aortic aneurysms, a dangerous weakening of the walls of the main artery in the abdomen.

“We consider this new device to represent a significant step forward in expanding the pool of patients who will be able to have a potentially lethal problem repaired with an effective and durable minimally invasive technique,” said Andres Schanzer, MD, vascular surgeon at UMass Memorial Medical Center and assistant professor of surgery at UMass Medical School. The new technique requires a shorter hospital stay—just one to three days—and minimal recovery time.

Dr. Schanzer and colleagues in the division of vascular and endovascular surgery at UMass Memorial Medical Center recently performed the first implantation in the United States of an investigational branched endovascular graft. Its unique design allows for the maintenance of blood flow to vessels originating off of the aneurysm. This advance enables surgeons to

treat a broader spectrum of patients with this minimally invasive technique, including those who are too ill to undergo the traditional open surgery.

“It is a tremendous opportunity to be able to provide this technology to patients in New England,” said Schanzer. “Through this trial, our minimally invasive aortic team is now able to repair complex aortic aneurysms, in medically high risk patients, with less pain and recovery time for the patient.”

An aortic aneurysm is a bulge that can form in the main artery that carries oxygenated blood from the heart to the rest of the body. The walls of the artery can become weak and go on to rupture, which causes catastrophic internal bleeding that is fatal in 75 percent of cases; more than 15,000 people in the United States die from a ruptured aortic aneurysm annually.

The clinical trial will include 40 patients across six sites; UMMS and UMass Memorial are the first in the United States to perform the procedure and the only center in Massachusetts to participate in the trial. ■



Feedback and suggestions from members of the Patient-Family Advisory Council are essential to helping UMass Memorial deliver high-quality care to our patients.

Honoring the patient experience within high-tech medicine

WHEN HIPPOCRATES SAT under a plane tree teaching his medical students, one of his tenets was that given the right environment, patients would heal better. Today, patients and family members at UMass Memorial Medical Center are experiencing how that ancient Greek principle becomes reality in the high-tech world of medicine.

The Planetree approach to patient care creates a healing environment where staff members share in decision making and help personalize the patient experience. “It’s a philosophy of how we deliver health care,” explains Denise Skrocki, MS, RN, director of patient experience. “It is about human interaction, how we greet you from the minute

you arrive. The interaction becomes very important in helping patients reduce their stress.” Since the medical center began working under the Planetree model of patient care in October 2009, approximately 3,000 staff members have participated in training retreats. “We give them a sense of what it’s like to be a patient and to gain that different perspective on how they’re providing care,” Skrocki said. Each retreat includes a mix of staff, from nurses and therapists to housekeeping staff, administrators, patient transporters and physicians, so that everyone comes to understand a patient’s full scope of care.

While staff’s approach to care continues to evolve, the Patient-Family Advisory Council

New President Takes Helm of University of Massachusetts System



Robert L. Caret, PhD

ROBERT L. CARET, PHD, a chemist with a robust record of creating academic growth, building business partnerships and diversifying student bodies, became president of the five-campus University of Massachusetts system July 1.

“It is an honor to have been asked to lead this world-class and world-renowned university system,” President Caret said. “I look forward to building upon its tradition of excellence in academics, research and public service.” He replaces UMass President Jack M. Wilson, who has become the Distinguished Professor of Higher Education, Emerging Technologies and Innovation at UMass Lowell.

Dr. Caret’s leadership at two state universities positions him uniquely to lead the UMass system. After 21 years at Towson University, Dr. Caret left in 1995 to assume the presidency of San Jose State University, where he helped reinvigorate the campus before returning to Towson University in 2003 as president. Dr. Caret received his PhD in organic chemistry from the University of New Hampshire and has authored articles on chemistry, chemical education and higher education in addition to textbooks in the fields of organic chemistry and allied health chemistry.

“We very much look forward to working with our new president, as together we build upon and enrich the ways in which the university prepares our students to be the next generation of scholars, leaders and pioneers in a challenging and ever-changing world,” said Chancellor Michael F. Collins. ■

(PFAC) is quickly giving voice to the patient. Composed of 18 patients or family members as well as five staff, including the chief medical officer and other clinical and patient quality leaders, the council focuses its work around the same principles that support the Planetree model of care. In only its first year, the PFAC has enhanced elevator and pathway signage on the University and Memorial campuses to simplify directions regardless of literacy or language, increased the number of phones available to access patient interpreters (tripling the use of interpreters), begun work to streamline discharge processes and enhanced the care of families of trauma patients.

“The PFAC has been essential in implementing the patient care model,” Skrocki said. “Our goal is to understand what is important to our patients and families so that we can treat them the way they want to be treated—not the way I want to be treated. It’s all about compassion and human interactions.” ■

NOTABLE GRANTS IN...

THERAPIES FOR GLIOBLASTOMA

Thanks to a five-year \$1.8 million grant from the National Institute of Neurological Disorders and Stroke, **Alonzo H. Ross, PhD**, professor of biochemistry & molecular pharmacology, and his colleagues are exploring a double-therapy approach to treating glioblastoma multiforme, which is the highest grade and most aggressive type of brain tumor. Even with treatments such as surgery, radiotherapy and chemotherapy, the prognosis for patients with this tumor is poor. In most cases, the tumor mass can be substantially diminished, but it comes back even more resistant and difficult to treat. Ross and his colleagues recently identified a double-therapy approach that combines chemotherapy with a targeted therapy to decrease the recurrence of glioblastoma multiforme. In the models they evaluated, they saw that the combination of temozolomide, the chemotherapy drug of choice for glioblastomas, with a Notch inhibitor more effectively reduced tumor growth and recurrence compared to either agent alone. Either drug used individually slowed tumor growth only transiently. They have been collaborating with Richard Moser, MD, professor of surgery and radiation oncology at UMass Medical School and chief of neurosurgery at UMass Memorial Medical Center, who has considerable experience in treating glioblastoma patients. Their hope is that this research will lead to clinical trials and eventually an effective treatment option.

CHANGES IN BRAIN CHEMISTRY

Constance M. Moore, PhD, associate professor of psychiatry, has received a three-year \$985,000 National Institute of Mental Health grant to study Glutamine and Glutamate in Children and Adolescents with Bipolar Disorder. Her primary area of interest is in studying mood disorders, with a focus on mood disorders in children and adolescents. She hopes to gain insight into how brain chemistry changes with brain development; the effects of medication on cerebral metabolism and how cognition and mood may be affected by different metabolite concentrations.

MELANOMA PROGRESSION

Craig Joseph Ceol, PhD, assistant professor of molecular medicine, has been awarded a three-year \$750,000 grant from the National Institute of Arthritis and Musculoskeletal and Skin Diseases to identify events and genetic regulators of melanoma progression. As Dr. Ceol describes, "Our work thus far has focused on melanoma, the most aggressive and deadliest skin cancer. Like other cancers, melanoma is caused by an accumulation of gene defects—defects that allow cells to divide without exhaustion and, in advanced disease, to spread and colonize distant sites in the body. By looking for gene defects that endow cancer cells with these properties, we can try to understand how normal cellular processes are corrupted when tumors arise." The gene defects Ceol and his colleagues identify may have some benefit in cancer diagnosis and treatment. For example, they recently discovered that a class of enzymes—histone methyltransferases—are overly active in melanomas, which can promote the establishment and aggressiveness of melanomas. A number of biotech companies are currently designing drugs that target histone methyltransferases, and Ceol is curious to see if inhibitors of these enzymes will be effective anti-melanoma therapies.



Patient Liam Fitzgerald loves the Chemo Duck and plays with it regularly, giving it medicine to help it feel better.

Waterfall of rubber duckies brings windfall of comfort to kids

What do you get when you combine 3,000 rubber duckies cascading down a waterfall, one family's unwavering gratitude and pediatric cancer patients' needs? Fuzzy yellow toys that bring much-needed comfort and education.

WITH FUNDING by the Richardson family's 6th annual Rubber Duck Race at the Wayside Inn's Grist Mill, UMass Memorial Children's Medical Center Child Life Services purchased 24 Chemo Ducks that feature catheters and an arm immobilizer, dressed in hospital pajamas and a bandana. "Chemo Ducks are a great comfort item, and they help kids with cancer understand what is happening to them and why. It's also a great way to show their siblings and friends what's going on," explained Robert J. Wing, MA, CCLS, director of Child Life Services. Chemo Ducks include a DVD and educational materials for parents.

Maddy Richardson was diagnosed with leukemia at age three and underwent lifesaving treatment at UMass Memorial. Today she is a long-time cancer survivor and a recent high school graduate headed to Penn State University. Her parents, Scott and Terry, along with her grandmother, Peggy Richardson, remain committed to supporting Child Life Services. "When Maddy was there, we realized how important Child Life Services is for kids who are hospitalized," said Peggy, who organizes the duck race. "Our first year, we

paid for individual televisions for every room, and we can decide each year what we fund. With our fundraisers, there is absolutely no overhead, so everything goes to Child Life Services for the kids," she said.

As owners of Bullfinch's Restaurant in Sudbury, the Richardson family sponsors the annual Labor Day event, selling \$5 rubber ducks to customers and others throughout the community. The top three "duck owners" win prizes, and families enjoy picnics and the historic landmark. "The 3,000 rubber duckies eventually make their way down a stream and crash down the waterfall, but they all come up with smiles on their faces!" Peggy said.

Child Life Services supports all children treated at the UMass Memorial Children's Medical Center, including patients of the pediatric emergency department and outpatient clinic as well as hospitalized children. Child Life Services has an online wish list of materials, and purchases specific toys and other equipment with financial donations.

If you are interested in supporting Child Life Services, visit its website at www.umassmemorial.org/HowYouCanHelp ■



Teddy Bear Clinic

Thousands of teddy bears and other stuffed toys and their owners took over the Greendale Mall for the annual **Teddy Bear Clinic** sponsored by the Children's Medical Center. Volunteers taught the children how to "perform" surgery, eat healthy and stay safe in the sun. One of the favorite booths was Dr. Dress Up, where kids could don physician apparel.

HEALTH ADVICE

Enjoying summer sun the smart way



SUMMER'S HERE! Longer days, barbecues and trips to the beach can put a smile on anyone's face. They can also put a sunburn on many, which is why it's important to always wear sunscreen, even on cloudy days.

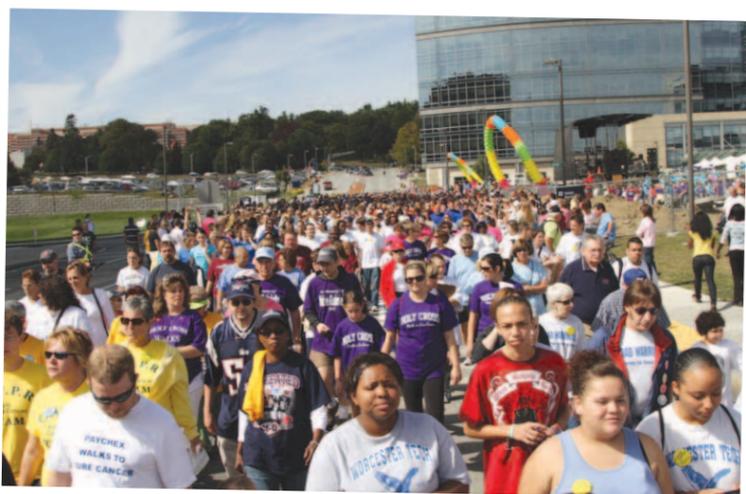
Dermatologists at UMass Memorial make it a top priority to remind patients of the importance of protecting your skin. "All skin types are susceptible to skin cancer," said Mary Maloney, MD, Chief of Dermatology. "Even though light-skinned and fair-haired individuals have an inherently increased risk for skin cancers, all individuals should practice sun precautions."

The Division of Dermatology provides comprehensive diagnosis and treatment of all skin disorders for adults and children on an outpatient basis on our Hahnemann Campus. Special services, including phototherapy, laser treatments, a wide variety of surgical treatments and microscopically controlled surgical excision of skin cancer using the Mohs surgical technique are also available.

For information, call 508-334-5979. ■

Sun Facts

- Anyone can sunburn, regardless of skin or hair color.
- Medical experts now believe that protecting the skin as a child and teenager can significantly reduce the risk of skin cancer and premature skin aging as an adult.
- Research shows a link between blistering sunburns in children and an increased risk of melanoma (the deadliest form of skin cancer) and other skin cancers.
- Sun-induced skin cancers are the most common cancers of Caucasian adults. The incidence of skin cancer is increasing in epidemic proportions in our country.
- The risk of developing a melanoma, a deadly skin cancer, doubles every 10 years.
- Protecting skin from the sun's rays could prevent about 80% of skin cancers.
- Harmful ultraviolet (UV) rays reflect off water and light-colored surfaces, such as concrete, water, sand and snow. UV rays also reach below the surface of water.



UMass Medicine Cancer Walk

There is still time to register for the 2011 UMass Medicine Cancer Walk, which will take place rain or shine on Sunday, September 25. Funds raised by the five-mile walk support research studies, state-of-the-art laboratory facilities and equipment and, most importantly, the world-renowned scientists and medical professionals of UMass Medical School and UMass Memorial who are collaborating to find a cure. Join thousands of other committed individuals raising funds to support the UMass Medicine Cancer Center. To register online and obtain a team leader kit, including information and supplies for building a successful walk team, go to www.umassmed.edu/cancerwalk or contact the Cancer Walk staff, who are ready to assist you at cancerwalk@umassmed.edu or 508-856-2589.

19th Annual Tee Up for Tots Golf Tournament

Monday, August 8, 11 am Shotgun; 5:30 pm Dinner and Auction
MT. PLEASANT COUNTRY CLUB, Boylston, Massachusetts

The Tee Up for Tots Golf Tournament raises funds to support the family-centered care at the UMass Memorial Children's Medical Center Newborn Intensive Care Unit. The event includes a day of golf and a buffet dinner and auction.

For more information, contact Millie Larson at millie.larson@umassmemorial.org or 413-284-5318 or visit www.teeupfortots.net

Convocation

Thursday, September 15, 4 pm

UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL, Worcester

Convocation is an annual celebration where members of the UMass community—faculty, students and staff—are "called together" to mark the official opening of a new academic year. In addition to Chancellor Collins' address and recognition of distinguished faculty with Chancellor's awards, this year's Convocation will feature a keynote presentation relative to *The Emperor of All Maladies: A Biography of Cancer*, authored by Siddhartha Mukherjee, MD, PhD. The book was selected for our annual "Summer Read" and will be the focus of student discussion at our Dinner and Dialogue event earlier in the week.

For more information, contact Lanny Hilgar at lanny.hilgar@umassmed.edu or 508-856-2680

White Coat Ceremony and Reception

Friday, September 16, 3:30 pm

UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL, Worcester

In the presence of family, guests and faculty, students entering the School of Medicine are welcomed into the medical community by campus leaders and ceremonially presented with their white coats. The white coats are gifts from members of the School of Medicine Class of 2011 to the Class of 2015.

For more information, contact Lanny Hilgar at lanny.hilgar@umassmed.edu or 508-856-2680

Annual Alumni Scholarship Dinner

Wednesday, September 21, 6 pm

UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL, Worcester

Alumni will gather with students and friends of UMass Medical School to celebrate student achievement and alumni and donor support.

For more information, contact Diana Tsotsis in the Office of Alumni and Parent Relations at diana.tsotsis@umassmed.edu or 508-856-1593

UMass Medicine Cancer Walk

Sunday, September 25; Registration at 8 am, Walk at 10 am

UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL, Worcester

Join others in raising critical funds that support the lifesaving work of the UMass Medicine Cancer Center of Excellence to improve diagnosis and treatments, increase survival rates and ultimately bring us closer to a cancer-free future.

For more information, contact cancerwalk@umassmed.edu or call 508-856-2589

UMass Memorial Children's Medical Center Virtual Gala

October 1-31, 2011

www.umassmed.edu/development/starlight

This year, we have decided to forgo the caterer, the flowers and the band and, instead of transforming a venue with bright stars, are asking you to be a star and transform the life of a child. Be a sponsor, purchase a ticket or make a donation . . . and then take the night off.

For more information, contact events@umassmed.edu or call 508-856-3665

Pink—Lighting the Way to a Cure

Wednesday, October 19, 6 pm

UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL, Worcester

Benefiting breast cancer research and patient care at the UMass Memorial Health Care Cancer Center of Excellence, the annual event features a community forum of physicians and survivors discussing the latest advances in treatment and care.

For more information, contact Audrey Kurlan-Marcy at audreykm@townisp.com

UMass Medicine Development Council Fall Meeting

Tuesday, November 1, 4 pm

UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL, Worcester

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NEWS BRIEFS

■ **UMass Medical School is a Grand Challenges Explorations winner**, an initiative funded by the Bill & Melinda Gates Foundation. Melissa J. Moore, PhD, *Howard Hughes Medical Institute Investigator* and professor of biochemistry & molecular pharmacology, will pursue an innovative global health and development research project to explore the application of RNAi therapeutics for preeclampsia.

■ **UMass Medical School is one of seven research institutions** in Massachusetts—and the only one outside of Boston—to **team up with Pfizer Inc.’s new Center for Therapeutic Innovation, a \$100 million collaboration to develop new medical treatments** with Massachusetts academic researchers. The collaboration brings Pfizer’s resources, including its data and scientists, to academic researchers early in the scientific process, with the hope of sparking new avenues for drug development.

■ **More than 10 percent of UMass Memorial Health Care doctors were named in 2011 to the prestigious Best Doctors® Inc. list**, which continuously surveys health care specialists worldwide to ask which doctors they would choose for treatment in their own specialty. Nationally, less than 5 percent of U.S. doctors are named to the list.

■ **The first seven stem cell lines grown and banked at UMass Medical School’s Human Stem Cell Bank became available for worldwide distribution to researchers** working on discovering new therapeutic treatments for diseases such as cancer, juvenile diabetes, Alzheimer’s and Parkinson’s. Developed in partnership with, and supported by, the Massachusetts Life Sciences Center, the Human Stem Cell Bank provides the biomedical research community with expertly derived and maintained human embryonic stem cell lines for fundamental biological investigation and therapeutic applications.

■ Acknowledging the need to provide more options for pacemaker patients while addressing safety concerns around Magnetic Resonance Imaging (MRI) procedures, **the Heart and Vascular Center of Excellence at UMass Memorial Medical Center became the first hospital in New England to use the Revo MRI system**, the only **MRI-Conditional pacing system** designed, tested and FDA approved for use in the MRI environment.

■ **The Albert Sherman Center was “topped off” on June 15** as the final steel beam was lifted into place, marking a major construction milestone as work on the 480,000-square-foot research building continued on schedule. The building is slated to open in 2012 and will house the Advanced Therapeutics Cluster, the Department of Quantitative Health Sciences and the Center for Experiential Learning and Simulation.

■ **The UMass Memorial Injury Prevention Office launched a website for Mobile Safety Street at www.mobilesafetystreet.com**. Injury is the leading cause of

death in children. The site educates the community about safety, offers interactive activities for children and promotes Mobile Safety Street services to teachers and parents. The site is a unique tool designed to offer the community ways to provide a safe environment and gain hands-on experience with real-life dangers encountered at home or in the street.

Contact Information:
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UMass Memorial Medical Center has joined the social web with Facebook, Twitter, YouTube and FourSquare. Like us on Facebook and get involved with our online community. Follow us on Twitter for the latest news and updates. Subscribe to our YouTube channels and watch our latest videos. Check into our University, Memorial and Hahnemann Campuses on FourSquare to connect and share tips with others.