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LETTER FROM THE GOLD FOUNDATION PRESIDENT/CEO & CHAIRMAN OF THE BOARD

From our current vantage point of life changed by COVID, our report on 2019 overlooks a different era. The pandemic has overwhelmed our hospitals, disrupted necessary supplies, shut down our schools and businesses, and transformed ordinary life. This is as difficult a time as any healthcare professional has faced – to be flooded with patients in dire need who arrive without family, to care with no clear treatment and sometimes with a lack of crucial PPE, to serve as witness, as a care-giver as patients die alone. Clinicians have brought immense bravery and compassion to this unprecedented crisis and shown us all the face of humanism in healthcare in their daily actions.

This health crisis has illuminated the stark disparities that people of color face and the disproportionate pain, suffering, and death that arises from a racist world. That awareness has been further heightened by the videos and reports of police killings of innocent black people, including Mr. George Floyd, Mr. Ahmaud Arbery, and Ms. Breonna Taylor.

The vast impact of these two pandemics – racism and COVID-19 – are accompanied by deep economic uncertainty and devastation in 2020. And all of this is changing the Gold Foundation’s work – how we shape our programs to elevate the human connection in a world of physical distancing, how we join together to address inequities and racism that are enormous barriers to humanism for patients and clinicians alike, and even how we fund our programs during an economic upheaval.

Anti-racism is part of humanism in healthcare and part of any work to tackle healthcare inequities in both COVID-19 and a wider context. The Gold Foundation is committed to being part of the change and a leader in the necessary work to create an anti-racist healthcare system, from medical and nursing training to physicians and nurses in practice throughout patient care. We released a statement against racism in June, and now, as this report is being assembled for release in summer 2020, we are actively working on our next steps.

We have released multiple tools to aid in the COVID-19 pandemic, including a free downloadable kit for Tell Me More for COVID-19 Care. The work will stretch far into the future, as we know the traumatic effects will be felt by clinicians and patients alike for decades.

The 2019 Annual Report is a snapshot and does not include our work that addresses COVID-19 or anti-racism. Please see our website, www.gold-foundation.org, for our 2020 initiatives and and statements and our ongoing programs.

In many ways, 2019 was a landmark year that helped lay the groundwork for our vigorous efforts in the COVID-19 and racism pandemics. In 2019, we hosted our first Gold Humanism Summit, launched three groundbreaking new awards, welcomed CVS Health to the Gold Corporate Council, and achieved new levels of support from our Gold Partners Council medical school and hospital members.
The inaugural Gold Humanism Summit was a shining highlight of 2019. A vibrant gathering of our community, including Gold Humanism Honor Society members and clinical, academic and corporate leaders, the Summit brought new voices together in Orlando, Florida, in engaging presentations, poster sessions, and video screenings. The mingling of corporate CEOs with medical school deans with future physicians still in their studies – all with the same abiding passion for humanism in healthcare – created exciting new connections and possibilities, as our Gold community awakened to the breadth and depth of their fellow champions of humanism in healthcare. (See pg. 9).

The Gold Humanism Summit was held in conjunction with the Planetree International Conference on Person-Centered Care, and such partners are critical to the growth and evolution of our work. Our Gold Partners Council (pg. 17) has continued to attract more hospitals and medical school members, and our Gold Corporate Council (pg. 20) grew to six members in 2019 with the addition of CVS Health.

Three new awards created with stellar partners also helped us expand. The new Vilcek-Gold Award for Humanism in Healthcare, a joint honor created with the Vilcek Foundation, pays tribute to the immense contributions of immigrant healthcare professionals to America. Dr. Mona Hanna-Attisha, a pediatrician and whistleblower for the Flint water crisis, received the first Vilcek-Gold Award in 2019. (pg. 14) The inaugural AFMC-Gold Humanism Award and Lecture, presented to Dr. Jeffrey Turnbull, a pioneer in care of homeless patients and an extraordinary medical leader in Canada, became our first program produced through The Association of Faculties of Medicine of Canada (AFMC) and the Gold Foundation for Humanistic Healthcare Canada, the Canadian affiliate of the U.S.-based Arnold P. Gold Foundation. (pg. 13) And finally, the BD Gold Humanism in Community Health Award, created jointly with Gold Corporate Council member BD, honored Ms. Malvise Scott, Senior Vice President for Partnership and Resource Development at the National Association of Community Health Centers and a true titan in community health. (pg. 10)

In addition to these new efforts, we have continued to nurture and grow our flagship programs — the White Coat Ceremony and the Gold Humanism Honor Society — as well as the programs that thread through medical and nursing school, through residency, into the practice and leadership space. We know future and current clinicians look to the Gold Foundation for reassurance that these values are not lost; that they have a support system and a champion advocating for their own humanity in their practice.

Your support and belief in the importance of the human connection in healthcare was essential to creating a fantastic 2019, and it is invaluable in 2020, as we face two pandemics. We could not do our work without you, and there is so much to be done.

Thank you for helping Keep Healthcare Human during this crisis of our lifetimes and always.

Warmest regards,

Richard I. Levin, MD
President and CEO

Richard C. Sheerr
Chairman of the Board
The year saw a remarkable expansion of the Gold Foundation’s reach and impact. While the rest of the report shares specific activities, events, and initiatives, this section acknowledges the sheer reach of the mission of humanism in healthcare in 2019, thanks to Gold supporters and partners like you.

**WHITE COAT CEREMONY**

54,600 pins (+58% since 2015) given to medical, nursing and other healthcare professions students during these iconic ceremonies. The Gold Foundation commemorative pins signify the critical bond between patient and clinician.

**LEONARD TOW HUMANISM IN MEDICINE AWARD**

222 graduating students and faculty members from 109 schools were recognized for demonstrating both clinical excellence and outstanding compassion in their care, as well as respect for patients, their families, and healthcare colleagues.
new chapters added in 2019, bringing the total to 178, a 112% increase over the past decade

new members inducted in 2019

schools participated in the second annual Thank A Resident Day (more than 3x previous year)

attendees joined the first-ever event hosted by the Gold Foundation, that was additionally open to participants of the Planetree International Conference, and brought together thought leaders across the healthcare community

students tackled service or research projects of their own design around community health with funding from the Gold Foundation
THREE DISTINGUISHED HEALTHCARE LEADERS JOINED THE BOARD OF TRUSTEES IN 2019

GREGORY S. CHER, MD

Dr. Gregory S. Cherr is a vascular surgeon, Professor of Surgery and Assistant Dean for Graduate Medical Education at the University at Buffalo-State University of New York. He has previously served as Clerkship Director, General Surgery Program Director, and Vice-Chair for Education in the Department of Surgery. He is the Chair-Elect of the Gold Humanism Honor Society and serves as the Chair of the Governance Committee. He has previously served on the Board of the Buffalo Museum of Science and the Center for Exploratory and Perceptual Art.

LORRAINE FRAZIER, PHD, RN

Dr. Lorraine Frazier is Dean of Columbia University School of Nursing. She joined Columbia Nursing from The University of Texas Health Science Center at Houston (UTHealth), where she was Professor and Dean of the Cizik School of Nursing. Prior to that, Dr. Frazier was the Dean of the College of Nursing at the University of Arkansas for Medical Sciences. She is also an accomplished cardiovascular and genetics researcher and a national expert in biobanking.

DARRELL G. KIRCH, MD

Dr. Darrell G. Kirch is President Emeritus of the Association of American Medical Colleges (AAMC), which represents the nation’s medical schools, their teaching hospitals and health systems, and related academic societies. Dr. Kirch’s career spans all aspects of academic medicine and includes leadership positions at two medical schools and academic health systems, as well as at the National Institutes of Health. He speaks and publishes widely on the need for transformation in the nation’s healthcare system and how academic medicine can lead change across medical education, biomedical research, and patient care.
In Memoriam

NORMAN SEIDEN (1925-2019)

A founding member of the Gold Foundation’s Board of Trustees, Norman Seiden provided critical support and vision in the early days of the organization, and for many years after. He was instrumental in the creation of the Gold Humanism Honor Society, one of our most far-reaching and influential programs. His legacy will be felt for generations to come.
INAUGURAL GOLD HUMANISM SUMMIT BRINGS TOGETHER HEALTHCARE LEADERS AND STUDENTS

The Gold Foundation held its inaugural Gold Humanism Summit in 2019, bringing together all of our communities to share research and strategies and to present on the impact of humanism in healthcare, both in education/training and in all the places where care is delivered.

The four-day event began with a Pre-conference Symposium where the Gold Humanism Honor Society (GHHS) and Mapping the Landscape (MTL) grantees shared their findings and details about the work they’ve conducted in their communities. The General Session and Multi-Media Room Experience began on the second day and was full of incredible presentations on the direct impact of humanism in healthcare, best practice strategies to infuse humanism in care settings, and inspirational representations of the advocacy work that is happening every day. The conference concluded with another unique experience, the Gold Executive Leadership Track, which provided valuable insight on how healthcare leadership across the healthcare ecosystem – corporate, hospital, community health centers, academic medical centers, and beyond – can systemically implement and model compassionate, collaborative, and scientifically excellent care in their daily work. The Gold Corporate Council was a key part of this track. (See pg. 20)
Steve H. Rusckowski, Chairman, President, and Chief Executive Officer, Quest Diagnostics with Richard Sheerr, Chairman of the Board, The Arnold P. Gold Foundation

Ryan Rumbarger, CVS Health, and Dr. George Thibault, Immediate Past President of the Josiah Macy Jr. Foundation; Daniel D. Federman Professor of Medicine and Medical Education at Harvard Medical School, Emeritus and Gold Trustee

Dr. Richard I. Levin, President and CEO for the Gold Foundation and Jennifer Farrington, Senior Director, Social Investing, and Vice President, BD Foundation, present the Inaugural BD Gold Humanism in Community Health Innovator Award to Malvise A. Scott, Senior Vice President for Partnership and Resource Development for the National Association of Community Health Centers (NACHC).

Dr. Levin addresses conference attendees at the Planetree/Gold Joint Opening Session.
Numerous Gold Foundation partners, Board members, Gold Corporate Council members, Gold Partners Council members, GHHS leaders and students, Gold Foundation Award winners, and other champions of humanism shared insights at the Gold Humanism Summit. President and CEO Dr. Richard Levin opened and closed the Summit with inspiring remarks, and Board Chairman Richard Sheerr kicked off the Gold Executive Leadership Track with a captivating conversation with Quest Diagnostics Chairman, President, and CEO Steve Rusckowski.

Taranjeet Kalra Ahuja, DO, Donald and Barbara Zucker School of Medicine at Hofstra/Northwell
Lolita Alkureishi, MD, Associate Professor and Clerkship Director, Department of Pediatrics, University of Chicago
Susan Ball, MD, MPH, MS, Professor of Clinical Medicine, Weill Cornell Medical College
Donald Brady, MD, Professor of Medicine, Vanderbilt University Medicine Center
Ken Browne, Founder & Producer at Ken Browne Productions
Bradford C. Connett, President, U.S. Medical Group, Henry Schein, Inc.
Paul DeChant, MD, FAAFP, MBA, Deputy Chief Health Officer, IBM Watson Health
Marcus Engel, MS, CPXP, CSP, Hillebrand Center for Compassionate Care in Medicine, University of Notre Dame
Ron Epstein, MD, Co-Director, Mindful Practice Programs
Dinali Fernando, MD, MPH, Executive Director, Libertas Center for Human Rights
Alice Fornari, EdD, RDN, Vice President for Faculty Development, Northwell Health
Susan Frampton, PhD, President, Planetree International
Ellen M. Friedman, MD, FACS, FAAP, Director, Center for Professionalism in Medicine, Baylor College of Medicine
Deborah German, MD, Vice President, Health Affairs, Dean, University of Central Florida College of Medicine
Sandra Gold, EdD, Co-Founder, The Arnold P. Gold Foundation
Deepthiman Gowda, MD, MPH, MS, Assistant Dean for Medical Education, Kaiser Permanente School of Medicine
Kevin V. Kelly, MD, Clinical Professor of Psychiatry and Clinical Professor of Ethics in Medicine, Weill Cornell Medicine
2019 GOLD HUMANISM SUMMIT SPEAKERS (CONTINUED)

Veena Lanka, MD, Research Partner, The Advisory Board
Wei Wei Lee, MD, MPH, Associate Professor of Medicine and Assistant Dean of Students, Pritzker School of Medicine
Joseph Moscola, PA, MBA, Senior Vice President and Chief People Officer, Northwell Health
Deb O’Hara-Rusckowski, RN, MBA, MTS, Founder, Nurses With Global Impact, Inc.
Nancy Oriol, MD, Harvard Medical School
Judy Ravin, President, Accents International
Kyu Rhee, MD, MPP, Vice President and Chief Health Officer, IBM Corporation and IBM Watson Health
Wayne J. Riley, MD, MPH, MBA, President, State University of New York (SUNY), Downstate Health Sciences University
Ryan Rumbarger, Senior Vice President, Retail Operations, CVS Health
Steve H. Rusckowski, Chairman, President, and Chief Executive Officer, Quest Diagnostics
Kim Schwartz, CEO, Roanoke Chowan Community Health Center
Malvise Scott, SVP for Partnership and Resource Development for the National Association of Community Health Centers
Audrey Shafer, MD, Professor, Stanford School of Medicine
Jordan Shapiro, MD, Center for Professionalism in Medicine, Baylor College of Medicine
Tara R. Shewchuk, Vice President & Deputy, Office of Ethics & Compliance, Medtronic
Ruth Shim, MD, MPH, Director of Cultural Psychiatry, UC Davis
Amy Ship, MD, MA, Harvard Medical School
Lawrence G. Smith, MD, Dean, Donald and Barbara Zucker School of Medicine at Hofstra/Northwell
Damon Taughler, Vice President, Global Programs, Direct Relief
George Thibault, MD, Immediate Past President of the Josiah Macy Jr Foundation
Michael Vitez, Director of Narrative Medicine, Lewis Katz School of Medicine at Temple University
Hedy Wald, PhD, Clinical Professor of Family Medicine at the Warren Alpert Medical School of Brown University
CREATING NEW WAYS TO HONOR AND RECOGNIZE THE VERY BEST IN HUMANISTIC HEALTHCARE

AFMC-GOLD HUMANISM AWARD AND LECTURE

The Association of Faculties of Medicine of Canada (AFMC) and The Arnold P. Gold Foundation for Humanistic Healthcare Canada presented the first-ever AFMC–Gold Humanism Award and Lecture in 2019. The goal of the award is to emphasize, reinforce and enhance the importance of humanistic qualities among medical school students and faculty.

Open to physicians, nurses and other members of the healthcare team who practice in Canada or practitioners and researchers in health professions education in Canada, the award will acknowledge the ideals of humanism and patient-centered care within the Canadian healthcare community. Individuals who demonstrate the qualities of a caring and compassionate teacher, mentor and health care provider may exemplify these by teaching ethics, empathy, and service by example.

The inaugural award was presented to Dr. Jeffrey Turnbull, a renowned physician and medical leader who has created an innovative model of care for homeless patients, at the 2019 Canadian Conference on Medical Education in Niagara Falls.

From left, Dr. Brian Postl, chair of AFMC; Dr. Jeffrey Turnbull, inaugural recipient of the AFMC-Gold Humanism Award; and Dr. Geneviève Moineau, President and CEO of AFMC on April 14, 2019, at the CCME in Niagara Falls
The Vilcek-Gold Award for Humanism in Healthcare was created jointly by the Gold Foundation and The Vilcek Foundation in 2019 to recognize a foreign-born individual who has had a demonstrable impact on humanism in healthcare through their professional achievements in the United States. This award marks the first humanism-in-healthcare-focused honor for the Vilcek Foundation and the first immigrant-designated humanism honor for the Gold Foundation. By collaborating with The Vilcek Foundation, we leverage our joint resources and expand our voice, while celebrating role models of humanistic healthcare.

The inaugural recipient of the award was Dr. Mona Hanna-Attisha, a pediatrician and associate professor at Michigan State University College of Human Medicine. Dr. Hanna-Attisha, an immigrant born in the United Kingdom to parents of Iraqi descent, drew nationwide attention to the widespread lead-poisoning of children in Flint, Michigan, through the public water supply. Dr. Hanna-Attisha was presented with the award and shared her story at Learn Serve Lead 2019: The AAMC Annual Meeting in Phoenix, Arizona. She is also a member of the Gold Humanism Honor Society.

When Dr. Mona took the stage to accept the award, she spoke candidly about her 2014 discovery of dangerously high lead levels in her young patients. Her memoir, What the Eyes Don’t See: A Story of Crisis, Resistance, and Hope in an American City, details her repeated advocacy to Michigan government officials, forcing the state to acknowledge the crisis and take action.

“Pediatricians are the ultimate witnesses to failed social policies. It’s not easy being a whistleblower. But I quickly realized this fight has nothing to do with me, but everything to do with my kids. Every number in my research was not just a number. It was a child.”

– Dr. Mona Hanna-Attisha
The Golden Thread Gala brings together a wide variety of supporters who believe passionately in our mission of keeping healthcare human—leaders and faculty of medical schools and teaching hospitals, corporate healthcare leaders, captains of industry, thought leaders in healthcare, compassionate nurses and physicians, and patients and their families.

The 2019 gala marked the finale of our 30th anniversary celebration. We honored three extraordinary individuals with our National Humanism in Medicine Medal:

Elaine Adler, Entrepreneur, Community Activist & Internationally Recognized Patient Advocate

Anna Quindlen, Bestselling Author, Pulitzer Prize-winning Journalist & Social Critic

Dr. George E. Thibault, Eminent Professor, Physician & Distinguished Leader in Medical Education

“It will be hard to have humanism in medicine if there is no humanism in the world around us. Human interest, values, and dignity must predominate.”

– Board member George Thibault, from his essay in *Academic Medicine*
“I know you must often feel under fire these days. There’s so much criticism of the health care system, everything from delays in appointments to insurance reimbursement. All my friends complain. They hate the system. But they love their doctors. That’s the bottom line. We often feel as though you hold our lives in your hands. We don’t want to feel like you’re doing that at arm’s length.”

- Anna Quindlen
THE GOLD PARTNERS COUNCIL

The Gold Partners Council is a critical ally for the Gold Foundation, both as a vibrant extension of its mission into medical schools and hospitals, and as invaluable support to ensure humanistic care is sustained in the future.

The members of the Gold Partners Council are leaders of humanism in healthcare. Beyond the many tangible benefits, their membership sends a signal to their staff and their patients that they recognize that optimal care must be compassionate, collaborative, and scientifically excellent.

We look to the Gold Partners Council members in our development of new programs and evolution of our current ones.

We often highlight best practices of Gold Partners Council members and important collaborative work – just one of the many membership benefits. For instance in 2019, the Gold Foundation collaborated with Gold Partner Council member Penn State College of Medicine to develop a PennState Health Physician Writers Group Thought Leadership Webinar. This webinar offered insights into how PennState Health developed its successful writing group and the great value it brings to physicians in supporting their own well-being and their care of patients. A downloadable list of best practices provided guidance for other institutions interested in developing their own physicians writers group. We also collaborated with Gold Partner Council Member Sidney Kimmel Medical College at Thomas Jefferson University and Assistant Dean Bon Ku on an article spotlighting their health design thinking program, the first at a medical school.
2019 GOLD PARTNERS COUNCIL MEMBERS

HOSPITALS AND MEDICAL CENTERS

HIPPOCRATES
Cedars-Sinai Medical Center
NewYork-Presbyterian Hospital
Northwell Health
NYU Langone Medical Center
SUNY Downstate Medical Center

BLACKWELL
Einstein Healthcare Network

OSLER
Christiana Care Health System
Lehigh Valley Health Network
Massachusetts General Hospital
OhioHealth

MEDICAL SCHOOLS

HIPPOCRATES
Columbia University Vagelos College of Physicians & Surgeons
NYU Grossman School of Medicine
Rutgers New Jersey Medical School
Rutgers University Robert Wood Johnson Medical School
SUNY Downstate College of Medicine
Donald and Barbara Zucker School of Medicine at Hofstra/Northwell

BLACKWELL
NYIT College of Osteopathic Medicine
University of Massachusetts Medical School

OSLER
Albany Medical College
Albert Einstein College of Medicine
Central Michigan University College of Medicine
David Geffen School of Medicine at UCLA
Drexel University College of Medicine
2019 GOLD PARTNERS COUNCIL MEMBERS
MEDICAL SCHOOLS | OSLER (CONTINUED)

Geisinger Commonwealth School of Medicine
Georgetown University School of Medicine
Icahn School of Medicine at Mount Sinai
Marshall University Joan C. Edwards School of Medicine
Medical College of Georgia - Augusta University
Medical University of South Carolina
Nova Southeastern University Dr. Kiran C. Patel College of Osteopathic Medicine
Oakland University William Beaumont School of Medicine
Penn State College of Medicine
Perelman School of Medicine of the University of Pennsylvania
Sidney Kimmel Medical College at Thomas Jefferson
University Texas A&M University Health Science Center
Touro University California College of Osteopathic Medicine
Tulane University School of Medicine
University at Buffalo Jacobs School of Medicine and Biomedical Sciences
University of Arizona College of Medicine
University of California - Davis School of Medicine
University of Central Florida College of Medicine
The University of Chicago Pritzker School of Medicine
University of Cincinnati College of Medicine
University of Colorado School of Medicine
University of Connecticut School of Medicine
University of Hawaii John A. Burns School of Medicine
University of Iowa Roy J. and Lucille A. Carver College of Medicine
University of Kansas Medical Center School of Medicine
University of Miami Miller School of Medicine
University of Minnesota School of Medicine
University of Mississippi School of Medicine
University of Nevada School of Medicine
University of New England College of Osteopathic Medicine
University of New Mexico School of Medicine
University of North Carolina School of Medicine
University of Pikeville-KY College of Osteopathic Medicine
University of South Dakota Sanford School of Medicine
University of South Florida Morsani College of Medicine
University of Utah School of Medicine
University of Virginia School of Medicine
Vanderbilt University School of Medicine
Virginia Tech Carilion School of Medicine
Wright State University Boonshoft School of Medicine
GOLD CORPORATE COUNCIL GROWS IN SIZE, IMPACT

We are thrilled to welcome CVS Health as the newest member of the Gold Corporate Council. Created in 2017, the Gold Corporate Council is a select group of corporate healthcare leaders that have come together to collaborate and support efforts to further the Foundation’s mission of humanism in healthcare.

The council represents some of the world’s foremost healthcare companies and a diversity of businesses within that industry. CVS Health joins the five founding members: BD (Becton, Dickinson and Company), Henry Schein, Inc., IBM Watson Health, Medtronic and Quest Diagnostics.

The Gold Corporate Council members have committed to adopting humanistic policies and procedures within their own organizations and to partnering with the Gold Foundation to impact change across the broader community, as highlighted during the Gold Humanism Summit. A 2019 article in Health Affairs highlighted many of the ways in which the Gold Corporate Council has already made a significant impact, including Quest Diagnostics’ adoption of Tell Me More® going through their Everyday Excellence program.

“The work of the Gold Corporate Council is just beginning. We plan to map a path for other corporations and institutions to build upon the power of humanism and instill it within their product development, work culture, employee support, and the ultimate care of patients and customers.”

- excerpt from “Scientific Excellence Is Just The First Step To Optimal Care” on the HealthAffairs.com blog
TELL ME MORE®

The Tell Me More® program offers a powerful and elegant strategy to anchor compassion and human connection in ongoing interaction. The program is designed to create real human connections and to help us see beyond the immediate professional relationship, whether it’s between a patient and a healthcare professional or between co-workers. Tell Me More® enhances professionalism by building bridges between two unique individuals.

First implemented in 2014, Tell Me More® was originally designed as a research project by students in the Gold Humanism Honor Society at the Icahn School of Medicine in New York City. Since that time, hundreds of Gold Humanism Honor Society members have participated in Tell Me More® projects across the country.

Tell Me More® (TMM) has been implemented in hospitals, academic medical centers, and corporations, such as Quest Diagnostics. TMM is a licensed communication tool that invites patients, practitioners, and hospital staff to connect quickly on a human level, beyond the patient’s diagnosis or hospital staff job description.

In 2019, two large organizations, Northwell Health and Quest, extended their implementation of TMM in very different settings, showing applicability in diverse care setting spaces.

**Quest Diagnostics** continued its rollout of Tell Me More® through its Everyday Excellence Program and created both internal training and overview informational videos of TMM to facilitate further implementation at Quest and to support the Gold Foundation’s ongoing rollout efforts.
Northwell Health and Zucker School of Medicine are working to expand Tell Me More® within their health system of 23 hospitals and 650 outpatient clinics with support from Dr. Lawrence Smith, Dean, School of Medicine and EVP & Physician-in-Chief, Northwell Health, under the leadership of Dr. Alice Fornari, VP, Faculty Development and Associate Dean, Educational Skills Development and Dr. Taranjeet Kalra Ahuja, Asst. Prof. of Science Education & Pediatrics. In 2019, this powerful program was rolled out in the Palliative Care Unit.

Here are thoughts from Northwell patients, providers, and students:

“I felt like I was treated like a person, and not just as a patient.” - quote from a patient*

“I moved the poster [from the wall beside me] to the wall in front of me so that I can look at it often.” - quote from a patient*

“I think the poster helped us to see her--and helped her to see herself--as a mother, a sister, a wife, a daughter--not just another patient.” - quote from a healthcare provider*

“It [Tell Me More®] reminded me that our patients truly are our greatest teachers.” - quote from a medical student*

“They taught me so much about the true value of health, life, and resilience, and put everything into perspective.” - quote from a medical student*

OUR PARTNERSHIP WITH THE AAMC

The partnership between the Gold Foundation and the Association of American Medical Colleges (AAMC) is stronger than ever. Several of the Gold Foundation’s key awards and lectures are held at the AAMC Annual Meeting: Learn Serve Lead.

VOICES OF MEDICINE AND SOCIETY LECTURE SERIES

On November 9, 2019, the Vilcek Foundation, in partnership with The Arnold P. Gold Foundation, presented the inaugural Vilcek-Gold Award for Humanism in Healthcare to Dr. Mona Hanna-Attisha at the Association of American Medical Colleges (AAMC) Learn Serve Lead meeting in Phoenix, Arizona.

Dr. Mona (as most call her) also presented a lecture to over 300 attendees in the celebrated discussion series Voices of Medicine and Society, which spotlights innovative scholars and thinkers who challenge the status quo in medicine and public health. Her lecture, titled “What the Eyes Don’t See: A Story of Crisis, Resistance, and Hope in an American City,” detailed her repeated advocacy to Michigan government officials, forcing the state to acknowledge the crisis and put forth a plan of action.

Dr. David J. Skorton, President and CEO of the AAMC, and Dr. Richard I. Levin, President and CEO of The Arnold P. Gold Foundation, made introductory remarks, highlighting the partnership of the organizations that allowed for the new award, and the invaluable need for immigrants to contribute to the field of medicine and healthcare. “Mona’s advocacy and her work as a physician and researcher is that of a champion of humanism — of someone who truly elevates our society with human interests, values, and dignity at the core tenets,” Dr. Levin said.
The Gold Foundation, in partnership with the AAMC, sponsors the Jordan J. Cohen Humanism in Medicine Thought Leader Session at the AAMC Annual Meeting. This high-profile lecture, which began in 1999 and was renamed in 2013 to honor Dr. Cohen, former leader of AAMC and current Gold Foundation Board member, features prominent speakers on topics related to humanism and medicine.

The 2019 Jordan J. Cohen Humanism in Medicine Lecture at the AAMC in November 2019 was given by Dr. Rana Awdish: “The Wound is the Gift.”

Dr. Awdish is the author of *In Shock*, a critically acclaimed, bestselling memoir based on her own illness. A critical care physician and faculty member of Wayne State University School of Medicine in Detroit, Michigan, she completed her medical degree at Wayne State in 2002 where she was inducted into the Alpha Omega Alpha national medical honor society, her residency at Mount Sinai Beth Israel in New York, and her fellowship training at Henry Ford Hospital where she serves as the current Director of the Pulmonary Hypertension Program. She also serves as Medical Director of Care Experience for the entire Health System.

“Medicine cannot heal in a vacuum. It requires connection.”
– *In Shock*, Dr. Rana Awdish
Also at the 2019 AAMC Annual Meeting, Hoover Adger Jr., MD, MPH, MBA, Professor of Pediatrics, Adolescent Medicine Section Chief, Johns Hopkins University School of Medicine, was presented the 2019 Arnold P. Gold Foundation Humanism in Medicine Award.

A professor of pediatrics at the Johns Hopkins University School of Medicine (JHUSOM), Dr. Adger has focused his research, medical practice, and educational efforts on adolescent health and substance use disorders. In employing a patient-centered, family-first approach, Dr. Adger transforms the lives of his patients while modeling humanistic care for his students.

“Whether with adolescents struggling from addiction or with medical students discovering their paths, Dr. Adger’s ability to deeply connect with others and elevate them has demonstrated the true meaning of humanism in medicine,” says student James Senter.

Dr. Adger is a sought-after mentor for many students and junior faculty, due in large part to his listening skills and ability to thoughtfully guide the individual in finding the path that best suits them. One student noted that Dr. Adger frequently demonstrates respect for others by leveraging silence, making space for patients and students to share their stories.

Collaboration is equally important to Dr. Adger’s humanistic approach to medicine. He partners with adolescents and their families to address issues early on and avoid future addiction-related health problems. He also looks to junior learners for their insights and works to advance their interests in learning more about how to effectively support vulnerable populations.
The Gold Humanism Honor Society (GHHS) signifies compassionate and collaborative healthcare in action. Founded in 2002, through the generous support of Robert Wood Johnson Foundation, The Berrie Foundation, and an anonymous donor, GHHS now has more than 170 chapters in medical schools and residency programs. More than 35,000 medical students, physicians, and other leaders have been inducted and serve as role models of the human connection in healthcare.

GHHS DISTINGUISHED CHAPTER AWARDS

Each year, the Gold Humanism Honor Society presents the Distinguished Chapter Awards. These awards recognize and celebrate exemplary chapter achievement in fostering humanism in medicine through chapter-initiated action, events, and research.

Distinguished Chapter Award Winner | New Chapters
Lincoln Memorial University-Debusk College of Osteopathic Medicine

Distinguished Chapter Award Winners | Established Chapters
The University of Colorado, University of Minnesota Medical School, and The Perelman School of Medicine at the University of Pennsylvania

Honorable Mention
Indiana University School of Medicine, Louisiana State University School of Medicine – New Orleans, Medical University of South Carolina, The Ohio State University College of Medicine, and Wayne State University School of Medicine
In February 2019, the Gold Humanism Honor Society organized its annual Solidarity Week for Compassionate Patient Care. GHHS chapters at more than 50 medical schools across the country participated in 2019, in new and inspiring ways.

Our chapters held panel discussions on topics such as the impact of gentrification on health in West Philadelphia, immigrant health, and how to better care for our veterans. Our members baked, cooked, crafted, and put together gift baskets for their patients and their families, and most importantly spent hours harnessing a deep human connection with them. We are grateful to all of our members for the ongoing humanistic impact that they are having in their communities.

A total of 112 GHHS chapters participated in our second annual Thank A Resident Day, more than three times as many as the previous year. Chapters organized events and other activities to show their appreciation for the hard work of residents during an especially challenging time of year.

The GHHS also launched a new national program to support veterans. The new Veterans Gold Health Initiative encourages community and academic clinicians in all specialties to more effectively identify, diagnose and treat America’s veterans.

The initiative was inspired by the work of Dr. Jeffrey L. Brown, who is a pediatrician and mentor of GHHS Vice President, Dr. Dorothy Levine, who is also a pediatrician. Dr. Brown served as a combat infantry battalion surgeon in Vietnam. Years after his military service was over, he noticed a widespread problem – that civilian doctors and nurses often had insufficient training to identify risk factors in their veteran patient population, and often failed to identify the veteran status of patients at all. Dr. Brown began to develop materials to educate civilian doctors and nurses in taking a proactive role in identification and assessment.
The GHHS Chapter at Rosalind Franklin University of Medicine and Science held a D.I.Y Valentine’s Day Card station to celebrate Solidarity Week.

The GHHS chapter at the Perelman School of Medicine at the University of Pennsylvania celebrated #SolidarityWeek with events centering on the theme of creating space for community awareness /engagement at Penn Medicine.

The GHHS Chapter at The Ohio State kicked off #solidarityweek with Wake and Shake!

Uniformed Services University and Walter Reed National Military Medical Center celebrated #ThankaResidentDay to show their appreciation to their team.

The University of Iowa celebrated their residents bright and early with a thank you breakfast.

The Internal Medicine Residency at Mayo Clinic in Minnesota thanked their wonderful residents for their hard work, advocacy for patients, and endless curiosity and thirst for knowledge!
TAKing the Oath: Record Number of Students Participate in White Coat Ceremony

Established in 1993 by the Gold Foundation, the White Coat Ceremony is an iconic ritual providing an important emphasis on compassionate, collaborative, scientifically excellent care from the very first day of training.

Intended for first-year students in medical, nursing and physician assistant programs, the White Coat Ceremony is a rite of passage that often takes place during the initial days of orientation. It serves to welcome students to healthcare practice and elevate the value of humanism as the core of healthcare. It provides a powerful emphasis on compassion in combination with scientific excellence. For the first time, students receive their white coats, as well as a Gold Foundation “Keeping Healthcare Human” pin, which features a Mobius loop that represents the critical patient-clinician bond that is at the core of optimal healthcare.

In 2019, the Gold Foundation distributed 54,600 pins, an increase of 58% since 2015, to medical, nursing and other healthcare professions students during these iconic ceremonies. More than 390 schools participated in Gold-supported White Coat Ceremonies, including eight international schools of medicine.

The most important element of the ceremony is the oath that students take in front of family members, school leadership and their peers to acknowledge their central obligation of caring for the patient. Individual schools decide what their ceremony will look like, but all ceremonies include an oath, Gold Foundation’s pins, speakers and some way to commemorate the occasion — whether it be with the presentation of a white coat to each student or some other icon of medicine, such as a stethoscope.

In 2019, the Gold Foundation and the American Association of Colleges of Nursing (AACN) announced that 50 additional schools of nursing across the nation were selected to receive funding to host White Coat Ceremonies for incoming nursing students in the 2019-2020 academic year. Since 2013, AACN and the Gold Foundation have collaborated to provide support and
technical assistance to 360 schools of nursing in 49 states to offer ceremonies designed to inspire a commitment to providing compassionate, patient-centered care among students entering the nursing profession.
LEONARD TOW HUMANISM IN MEDICINE AWARD

This award program recognizes graduating students and faculty members who demonstrate both clinical excellence and outstanding compassion in the delivery of care and who show respect for patients, their families, and healthcare colleagues. The campus-wide nomination and selection process allows students and faculty an opportunity to reflect on the values of compassionate, collaborative and scientifically excellent healthcare practitioners. Awardees are typically recognized at graduation ceremonies and held up to the wider community (campus, staff and family and friends) as exemplars of humanistic practice.

The Tow Awards demonstrate the value placed on humanism at each school. They encourage campus-wide reflection on compassionate, collaborative, scientifically sound practice and the recognition and celebration of individuals who exemplify those ideals. In 2019, 110 schools presented Tow Awards to 222 awardees (alumni of 3,215 Tow winners through 2018).

Leonard Tow has been a student and teacher all of his life. He was the first in his family to pursue higher education, studying at Brooklyn College and the School of Business at Columbia University. He pursued a Masters Degree and Ph.D. while working as an educator at Hunter College, and then at his two alma maters. As a result of a successful business career, Leonard used his means to become an active philanthropist. Known for a strong caring nature and a desire to create opportunities for others to help themselves, his giving has focused on medical research, student and faculty grants, social justice issues and humanism in medicine.

A role model for many, Leonard has lived his life with great compassion and empathy. He has made himself accessible and offered personal assistance and counseling to friends and colleagues. By funding medical programs and research, he has become a strong advocate and supporter of humanism in medicine. The award has been named The Leonard Tow Humanism in Medicine Award presented by the Arnold P. Gold Foundation, a fitting tribute to a man who has lived his life with great compassion and respect for others, and an advocate for students and humanitarian healthcare.
IMPACT OF GOLD FOUNDATION FELT FAR AND WIDE

DR. NANCY ORIOL RECEIVES 2019 HURWITZ AWARD

The Pearl Birnbaum Hurwitz Humanism in Healthcare Award is presented annually to a woman who exemplifies humanism and has advanced, through her scholarship, advocacy, leadership or work, the well-being of vulnerable or underserved populations in the healthcare arena.

The 2019 honoree is Dr. Nancy Oriol, a renowned anesthesiologist, innovator, educator, and pioneer in mobile medicine.

2019 STUDENT SUMMER FELLOWS

The Gold Student Summer Fellowship program offers opportunities for medical students to complete research or service projects related to community health. Projects must be focused on understanding and/or enhancing culturally competent practice, developing skills to become a relationship-centered physician, and addressing a public health need in an underserved community or population. We are particularly interested in projects that encourage collegial and interprofessional teamwork, are creative, and designed and implemented by students, and, will encourage a lasting or systemic change.

Student Summer Fellows Angela Chang and Rebekah Boyd said, “Perhaps most significantly, we experienced the importance of slowing down and listening to our patients to know their stories. Participating in the Gold Student Summer Fellowship was among the best decisions we have made since beginning medical school, and it has been the most impactful. The awareness we gained will travel forward with us and strengthen our ability to connect with our future patients.”
2019 STUDENT SUMMER FELLOWS

**Angela Chang and Rebekah Boyd** Columbia University Vagelos College of Physicians & Surgeons
*Interdisciplinary Refugee Partnership in Health: A Pilot Project*

**Cassidy Muir** Loyola University Chicago
*Assessment of Different Interpretation Modalities in Limited English Proficiency Patients Presenting to the Emergency Department*

**Ashish Bibireddy** University of Central Florida
*A Case for Supportive Housing Programs: Assessing Longitudinal Blood Pressure Readings and PHQ-9 Scores in Chronically Homeless Individuals*

**Katherine Ku** Touro University California
*“Turning walls into doors – from incarceration to inspiration” – Transitions Photovoice Project*

**Virginia Ju** University of Michigan
*Scientific Enrichment to Empower Developing Students (SEEDS)*

**Aparna Nutakki** Rush Medical College
*Patient Perceptions of Patient-Centered Healthcare in Zambia*

**Pooja Shah** Wake Forest University
*Knowledge, attitudes, and HPV vaccine intention among women in South India*
PICKER GOLD CHALLENGE GRANTS FOR GRADUATE MEDICAL EDUCATION

2019-2021

Nationwide Children’s Hospital
Ashley Fernandes, MD, PhD
Project Title: Using a Team-Based Learning Curricula to Teach and Assess Patient-Centered, Humanistic Ethics for Pediatric Residents and Health Professionals

Johns Hopkins
Raquel Greer, MD, MHS
Project Title: Development and Implementation of a Longitudinal Community Engagement Curriculum to Enhance Residents’ Capacity to Address the Social Determinants of Health

2018-2020

Penn State College of Medicine
Paul Haidet, MD, MPH
Project Title: Building Systems to Foster Deliberate Practice of Communication Skills

The Ohio State University
Cheryl T. Lee, MD & Tasha Posid, PhD
Project Title: A “Global Health” Experience for Resident Cross-Cultural Training

Dr. Ashley Fernandes and Dr. Raquel Greer, recipients of the 2019 Picker Gold Challenge Grants.

Dr. Paul Haidet and Dr. Cheryl Lee, recipients of the 2018 Picker Gold Challenge Grants. (A photo of Dr. Posid was not available.)
HUMANISM SCHOLARS AT THE HARVARD MACY INSTITUTE
PROGRAM FOR EDUCATORS

Dimitrios Papanagnou, MD
Thomas Jefferson University
Project Title: Fostering Provider Resilience and Empathic Patient Care in the Emergency Department

Reeni A. Abraham, MD
University of Texas Southwestern Medical School
Project Title: Reflection Rounds Curriculum Quality Improvement Project

Greg Cherr, MD
University of Buffalo, Jacobs School of Medicine & Biomedical Sciences
Gold Faculty Mentor for Humanism Scholars

2019 BUD BALDWIN WINNERS

The DeWitt “Bud” C. Baldwin Jr. Award, in its fourth year, is presented by the Accreditation Council for Graduate Medical Education (ACGME) and the Gold Foundation to recognize institutions with accredited residency/fellowship programs that are exemplary in fostering a respectful, supportive environment for medical education and the delivery of patient care, which leads to the personal and professional development of learners. The awards were announced in Orlando, Florida, on March 8, 2019, as part of the 2019 ACGME Annual Educational Conference, Engaging Each Other: Meaning in Medicine.

Henry Ford Hospital | Detroit, Michigan
University of Massachusetts Medical School | Worcester, Massachusetts
Middlesex Health | Middletown, Connecticut
INTERNATIONAL NURSES DAY AT THE UNITED NATIONS

The Gold Foundation was pleased to participate in the third annual celebration of International Nurses Day at the United Nations hosted by Nurses with Global Impact, Inc. The event on May 10, 2019, at the United Nations in New York, honored exemplary nurses who are making an impact on global healthcare.

The Gold Foundation brought in a special keynote speaker, Marcus Engel, from our Gold Speakers Bureau. An educator and author, Mr. Engel presented “The Other End of the Stethoscope.” He and his wife have created the “I’m Here” movement, which is changing the culture of care with two simple words.

As part of the celebration, the Gold Foundation also honored Geraldine “Polly” Bednash, PhD, RN, FAAN. Dr. Bednash is a pioneering leader in nursing education and advocacy and the former CEO of the AACN. She is a former Board member of the Gold Foundation and currently sits on the Chairman’s Council.
WINNERS OF ESSAY CONTEST

For more than 20 years, the Hope Babette Tang Humanism in Healthcare Essay Contest has prompted healthcare students to engage in a reflective writing exercise that illustrates an experience where they or a team member worked to ensure that humanism was at the core of care. In 2019, first-, second-, and third-place essays for both nursing and medical students were selected and published in two esteemed journals, Academic Medicine and Journal of Professional Nursing. Academic Medicine is published by the Association of American Medical Colleges and Journal of Professional Nursing is published by the American Association of Colleges of Nursing. Both organizations are key supporters of the annual essay contest and partners of the Gold Foundation. 2019 marked just the second year that the contest has included nursing students.

2019 Medical Student Winners
First Place | “The Healing Yellow Raincoat”
April Butler, University of Louisville School of Medicine

Second Place | “A Second Home”
Neha Verma, University of North Carolina at Chapel Hill School of Medicine

Third Place | “The Hallmark Store”
Henry Bair, Stanford University School of Medicine

2019 Nursing Student Winners
First Place | “Untitled”
Kathleen Schultz, University of Massachusetts Medical School Graduate School of Nursing

Second Place | “Knowing Noah”
Jessica Corcoran, University of Alabama at Birmingham School of Nursing

Third Place | “The Bubble Bath”
Chelsea Huffhines, University of Kansas School of Nursing

Excerpt from The Healing Yellow Raincoat: “They both knew he was dying, and he willingly left his home, so he could live out his last few weeks by her side. She vowed to hold his hand on the good days and bad days. She vowed to wear her yellow raincoat on the rainy days to remind him of March Flowers and the sunshine. She knew these would be the last four walls he would ever see, and she vowed to make it feel like home.”
## 2019 FINANCIAL SUMMARY

**Dec 31, 19**

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BUILDING A MEMBERSHIP ORGANIZATION

With the growth of the Gold Partners Council, Gold Corporate Council, and Gold Humanism Honor Society, the Gold Foundation’s engaged hospital, medical, corporate, and clinician members are funding a greater share of our budget.
2019 FINANCIAL SUMMARY

**Revenue**
- Donors: $2,416,367
- Members: $1,206,000
- **Total Revenue**: $3,622,367

**Expenses**
- Program: $2,294,990
- Management & General: $253,052
- Fundraising: $731,507
- **Total Expenses**: $3,279,549

**Net Surplus/(Deficit) bef Investments**: $342,818

**Investments**
- Investment Income: $1,558,291

**Net Surplus/(Deficit)**: $1,901,109
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Temple Emanu-El
  Rabbi David-Seth Kirshner
    In Honor of Elaine Adler
Dr. Norma and Mr. George Wagoner
  In Honor of Sandra Gold
Hanita and Sarabjit Walia
Dr. Andrew Watson
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Dr. Terri Babineau
Irma and Philip Ball
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Dr. Eileen Barrett
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Amelia Gold Benson and Dr. Brian Benson
Michaela Moran and Dr. Eugene Beresin
Rachel and Charles Berkowitz
Dr. Leonard B. Berkowitz
  In Honor of Dr. Donald Friedman

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Mary and Dr. Jeffrey Allen
Allergy & Asthma Center of Northern New Jersey
  Dr. Neil Minikes
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Charles Dumas
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   Roberts Family
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Joan F. Ehrlich
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Lisa Elliott
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Dr. Alice Fornari
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Dr. Ruthellen Fried
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Lorna and William Goldberg
Dr. Hope Schlossberg Goodman and Mr. David Goodman
Dennis Gorman
Sharon and Sidney Granetz
Mildred and Seymour Graye
David Greif, II
  In Memory of Utta Kravet
Nanette and Irvin Greif, Jr.
  In Memory of Ariana Sue Kravet
Dr. Edward Hart
  In Honor of Dr. Arnold P. Gold and Dr. Michael Painter
Ria Grace Hawks
Drs. Gail Solomon Hecht and Harvey Hecht
Anna Helbich-Fedorczak
Heide Ilgenfritz and John Herman
Mimi and Kenneth Heyman
2019 DONOR HONOR ROLL

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   In Honor of Lindsey Hindel
Alice Hoffman
Vivian Holzer
Mary A. Hopkins
Dr. Stanley Hsia
Teddi and Ted Hunter
Melinda and Ronald Insana
Ginger L. Janow and Andrew R. Friedman
   In Honor of Jeffrey Saltzer
Carol and Dr. Frank Jones
Just Give
Marvin Kalb
Robin Abeshaus and Stephen Kalm
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Roberta and Kenneth Kaplan
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Jana Katcher
Pnina and Dr. Meyer Kattan
Nancy and Jack Katz

Dr. Michael Katzman
   In Honor of Rebecca Katzman
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   In Honor of Richard Sheerr and Deb and
   Steve Rusckowski
Karen and William Kaufmann
Kellerman Family
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Pauline and Louis Kislik
Deborah and Zachary Klehr
   In Honor of Richard Sheerr
Dr. Matthew Klein
Dr. Richard Kogan
Drs. Roselyn and Edwin Kolodny
Drs. Jody and Steven Konstadt
   In Honor of Aron Troy
Martha Koven
Marjorie A. Maguire-Krupp and Joseph M.
Krupp
Tamar Kurland
Jed Kwartler
Dr. Philip Lammers
2019 DONOR HONOR ROLL

FRIEND: UP TO $499 (continued)
Jesse Lazarus
   In Memory of Utta Kravet
Drs. Cathy Lazarus and Edward Simon
Ellen Lazarus
Dr. Stuart P. Leitner
Cathy Seibel and Dr. Barron Lerner
Roberta and Dr. Martin Levitt
Allan M. Levy
Toni and Kenneth Liebman
Vicki Lipoff
   In Honor of Dr. Donald Friedman
Dr. Randi Rosner and Mr. Jeffrey Lipton
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