

Auxiliary and Volunteer NEWS

Spring 2009

Ronald Reagan UCLA Medical Center

Inside this issue:

Remembering Madelyn Katz

Message from the President

Director's Corner

Volunteer Services
Welcomes Vivian Cho

UCLA Nurses and
Their Canine Companions

Spiritual Care Volunteer
Bob Brown

Rosamond Kohen
Celebrating Life
Through Volunteerism

National Volunteer Week

Memorials and Tributes

Front Door Greeter Program Welcomes Patients into Hospital



Visitors now walking into the Ronald Reagan UCLA Medical Center in the early morning hours will be greeted and escorted by our student volunteers who are working as front door greeters. The program, which originated out of the Volunteer Office, was put into place after realizing that many patients feel overwhelmed by the enormity of the UCLA medical buildings, and need assistance to find their destination.

Kirsten Lung, UCLA student and a current volunteer intern for the program states, "The Student Ambassador program is a great and rewarding way for students to assume an active role in enhancing visitor-hospital relations by creating a warm, welcoming atmosphere for both visitors and hospital staff. Currently there are 10 students in the program, and more are being recruited along the way.

"We've expanded the original early morning hours, and are now hoping to have the greeters there throughout the day," states Carey McCarthy from Volunteer Services. "The patients feel relieved when there is a friendly face who can actually walk with them to their appointment or to be admitted."

While the program is primarily made up of students, the staff is hopeful that adults will be interested in the program as well. "It's a great opportunity to make a positive first impression," states McCarthy. "Our goal is to reach out and make a difference."

Auxiliary Office: **825-7283**

Editor: Carey McCarthy **267-8186**

E-mail: cmccarthy@mednet.ucla.edu

Copy Editor: Rita Loew

Contributing Photographers:

Jack Barron, Jr.

Peter Mitchell

Volunteer Office: **267-8180**

Remembering Madelyn Katz



Madelyn "Maddie" Katz, philanthropist and former president of the UCLA Medical Center Auxiliary, died March 1 at her home in Los Angeles after a lengthy battle with pancreatic cancer. She was 73.

Katz and her husband, Ronald A. Katz, both alumni of UCLA, generously supported many initiatives at UCLA, the most recent being Operation Mend, which was created by the Katz Family Foundation. A unique partnership between Ronald Reagan UCLA Medical Center and Brooke Army Medical Center in San Antonio, Texas, Operation Mend was established to help treat U.S. military personnel wounded during service in Iraq and Afghanistan.

The project was launched by the Katzes to underscore the point that providing excellent care to injured soldiers need not be limited to the U.S. Department of Veterans Affairs and the military. The project aims to serve as a model for other medical institutions interested in helping wounded service members.

"Maddie was so proud of Operation Mend," said her husband, a well-known inventor and a Ronald Reagan UCLA Medical Center board member. "It's an extraordinary collaboration between the best surgeons the military has to offer and the best surgeons in the private sector to help those who so valiantly serve our country."

The Katz Family Foundation funds all uncovered costs associated with the project.

Maddie Katz enjoyed a long-standing relationship with UCLA that spanned more than 20 years. She and her husband enriched UCLA in the areas of health care, the arts, athletics and music. They

said Dr. David Feinberg, associate vice chancellor and chief executive officer of the UCLA Hospital System. "She knew they needed a place of their own."

Katz shared her vision with her husband, leading to a generous gift by the Katzes that created the surgical intervention waiting room at the new Ronald Reagan UCLA Medical Center. She was thrilled when she saw the new room come to life.

"It's private, peaceful and welcoming — just what people need when they're in that stressful situation," she said when the room was completed and opened in June 2008. "Ron surprised me by

"Her generosity to UCLA, both in her volunteerism and in her philanthropy, has been an inspiration to colleagues and friends alike. Maddie was one of the most endearing, dedicated and hard-working benefactors that I have ever had the privilege to know. The UCLA community deeply mourns her loss."

recently donated \$1 million to establish the Mickey Katz Endowed Chair in Jewish Music at UCLA in honor of Ron's late father, the master musician and performer, to preserve and expand the study of Jewish music on the UCLA campus.

Katz's tenure at the helm of the UCLA Medical Center Auxiliary from 1996 to 1999 was enormously productive. One of her major accomplishments was inspired by a walk through the old UCLA Medical Center, where she saw families waiting for word about loved ones in surgery.

"Her heart went out to them,"

stipulating that it be called 'Maddie's Room,' and I'm proud that it bears my name."

Katz's contributions went beyond her leadership of the UCLA Medical Center Auxiliary. She was a member of the planning committee for the new Ronald Reagan UCLA Medical Center, which she pronounced a "superb home for UCLA's lifesaving doctors and nursing staff," and served on The UCLA Foundation Board of Governors. She also served on the board of Women & Philanthropy at UCLA and was a member of that organization for more than a decade.

"Maddie was a remarkable

Message From the President

spirit,” said Dr. Gerald S. Levey, Vice Chancellor of UCLA Medical Sciences and Dean of the David Geffen School of Medicine at UCLA. “Her generosity to UCLA, both in her volunteerism and in her philanthropy, has been an inspiration to colleagues and friends alike. Maddie was one of the most endearing, dedicated and hard-working benefactors that I have ever had the privilege to know. The UCLA community deeply mourns her loss.”

Maddie and her husband established the Katz Family Foundation in 2002 and since then have made more than 30 major gifts to various charities.

Madelyn Rae Guttelman was born on Dec. 2, 1935, in Sioux City, Iowa, and was a resident of Los Angeles. She is survived by her husband of 52 years, Ronald Katz; two sons, Randall Katz and Todd Katz; daughters-in-law Kathy Katz and Dana Katz; four grandchildren, Hailey, Joseph, Sean and Sarah; two step-grandchildren, Gracen and Sara Evall; her sister, Helen Sinderman; and her brother-in-law, actor Joel Grey.

In lieu of flowers, the Katz family requests that donations be made to the UCLA Hospital System Maddie Katz Fund for Operation Mend. Please make checks payable to The UCLA Foundation, include “Maddie Katz Fund” in the memo section and send to:

Director of Development
UCLA Hospital System
10945 Le Conte Ave., Suite 3132
Los Angeles, CA 90095-1784

Spring is in the air! I am getting lots of use from the new light up umbrella I recently purchased in our Gift Shop, and there are also several new changes on the Auxiliary’s Board to report.

I am pleased to announce that Marina Aronoff has accepted the appointment as our Executive Vice President for the remainder of this term. Marina has served on the Executive Board for the past few years as an Evaluations Committee Chair. Luckily, she and Myra Porter will also continue in this role for the remaining four months of the term. Marina has been an important part of the UCLA family for many years. She served as a Nurse Practitioner for the Les Kelly Clinic, an RN in the UCLA OB/GYN Clinic, and a long-time volunteer for the UCLA Kidney Cancer Program. She was one of the founding volunteers of the Venice Family Clinic, and serves on the Board of Queens Care, a Public Charity and she was elected to the board of The Riviera Country Club. Marina is dedicated, intelligent, capable, generous, and extremely organized. We are so fortunate she has agreed to serve our Auxiliary in this capacity.

Also, with all the changes at the hospital, the name of our Auxiliary requires an update. Currently, we are the UCLA Medical Center Auxiliary, but the UCLA Medical Center is a label no longer in use. At our next general meeting, the Student Awards Luncheon on May 6th, I will propose officially changing our name to the UCLA Health System Auxiliary to more accurately reflect our scope of work and to support the hospital systems’ new identity. If you have any questions about the change, please feel free to call me.

Our Nominating Committee, chaired by Susan Oswald, is busy reviewing nomination forms for new Board Members and for Executive offices, and will present a new slate at our next meeting.

In addition to the cheery umbrellas, there are always wonderful new items to find at our gift shops, so please stop by for a look.

The Thrift Shop is in the process of clearing out all of its old merchandise, spring cleaning the store, and restocking it with special merchandise. Our very own Susan Pearson has appeared on the Dr. Phil Show highlighting some of the amazing designer treasures that can be found. The store reopens with a big, spring event on April 4th at 10 am to 4 pm. Do not miss it!

Finally, taking a short break from our hospital volunteering, the Auxiliary Board of Directors took an extraordinary field trip to the Wildlife Way Station, a reserve for exotic animals. We were face to face with lions, tigers, a tigress, chimps and wolves. The camaraderie was especially warm and engaging as well. Special thanks to Amy Peer and Linda Rich for organizing the fun.

See you all at our general meeting in May.

Sincerely,

Helen Hutchison Levin
President, UCLA Medical Center Auxiliary

Director's Corner

Kathy Sipes, Director of Volunteers

Dear Volunteers,

As we settle down in our new home here at Ronald Reagan UCLA Medical Center, we have the opportunity to think about how we continue to move forward effectively satisfying our patients' and families' needs. As a result of the last seven months, Volunteer Services is in the process of implementing some new and exciting volunteer opportunities.

Heart-To-Heart is a new program in which our heart transplants provide "Buddy" support to prospective transplants, offering hope and encouragement on a daily basis.

Operation Mend will have clerical and administrative duties and will provide escorts to service men here for their procedures.

Healing Harps will provide soothing volunteer harp music in public areas.

Student Ambassadors and Front Door Greeters will welcome, meet and escort all who enter Ronald Reagan.

Emergency Room Greeters will greet and offer assistance to incoming patients and visitors to the EMC.

Partnership with the Sherry Lansing Foundation will assist with recruiting volunteers who come from the entertainment industry.

So you can see, we have many new programs and are very interested in forming others that meet the needs of our patients, families and visitors. If you would like to become part of any of these new programs, or have any suggestions in forming other programs, please give me a call at 310-267-8185.

Best regards,

Kathy Sipes

Director of Volunteer Services

Volunteer Services Welcomes Vivian Cho



Vivian wanted to learn more about US culture and what her passport symbolized, so she decided to spend her college years attending Arizona State University in Tempe, AZ. She received her Bachelor of Arts Degree in Communication along with an "over-compensated knowledge of movies, music and all things related to pop-culture."

After attending college, Vivian explored many interesting areas of work including newspaper journalism, public

"The unselfish effort to bring cheer to others will be the beginning of a happier life for ourselves."

— *Helen Keller*

Volunteer Services welcomes Vivian Cho as our new volunteer coordinator in the department. Vivian formerly worked in the People Animal Connection Office where she assisted with the program and became familiar with the Volunteer Services Department.

Her new role will include interviewing and placing both students and non-students throughout the UCLA Health System.

Vivian was born in Edison, New Jersey and moved to Singapore when she was a year old. She spent her childhood there, until she moved to Hong Kong at the age of 15. By the time Vivian was 17, she had travelled to 19 countries and lived in several multi-cultural environments.

relations, sales and marketing. She also had the pleasure of working as a make-up artist, transforming people into a new appearance for movie and television productions.

Vivian has now settled into life working in the Volunteer Services Department, and feels fortunate to work among such a respected group. "It is so gratifying to see ordinary people having an extraordinary desire to give back to the community by sharing something they deeply treasure with perfect strangers — important facets of their life, like invaluable time, energy and skills," states Vivian. "I feel blessed to be able to witness these personal transformations on a day-to-day basis."

UCLA Nurses and Their Canine Companions Touch Lives of Patients

No one knows better the pain, loneliness and frustration a patient can experience than the nurses working on the floors. Day after day they become intimately involved in the care, treatment and the recovery of the patients at our hospital. Danielle Palmieri and Jennifer Makely, UCLA hospital nurses, have gone a step further, and together with their pet dogs, have touched the lives of many of our patients. Both nurses are volunteers in the People Animal Connection program at UCLA Health System.

Jenn and Danielle both own Chihuahuas, who weigh less than ten pounds combined, yet play a significant role in the outlook of the patients. “Just as rewarding as helping a family welcome their new child into this world is seeing a patient who is unresponsive and shut down, smile and come to life at the sight of this two pound bundle of joy,” states Danielle, who works in the Labor & Delivery Department.

Recently Danielle experienced a life-changing moment when her two-pound Chihuahua, “Gracie” was placed in the lap of a six-year-old girl who had undergone major surgery and had not spoken in a week. Danielle asked the patient if it was okay to place Gracie on her bed and she nodded okay. Danielle then asked her if she had any dogs at home, and amazingly the young child began talking all about her dogs and herself. Doctors, nurses and family members were in awe. This is something modern medicine has not yet discovered — how to reach the heart of someone in just the right way to give them that “awakening” moment and spirit of

happiness. Danielle will never forget the impact her tiny pet made on this young patient.

Jenn also recognizes the amazing contribution of the animals. “They can do everything we can't,” she explains. “They provide unconditional love and support beyond what humans can do.” Jenn is a clinical nurse specialist for trauma and general surgery and volunteers with

Gracie are two examples of the more than 50 teams (volunteer and canine) who provide daily visits with our patients both young and old in more than 35 diverse departments of the UCLA Health System (Westwood and Santa Monica). Each month PAC volunteers and their dogs make hundreds of patient visits and since 1994 more than 45,000 patients have experienced visits with our wonderful teams.

“Truly, there is no better feeling than seeing the face of a patient who has had a difficult time, light up and smile. If only for a short time, these patients have felt happiness and relief from their medical condition.”



Danielle Palmieri (left) and Jenn Makely, UCLA nurses enjoy volunteering with the People Animal Connection program.

“Simon” several times a month. “Truly, there is no better feeling than seeing the face of a patient who has had a difficult time, light up and smile. If only for a short time, these patients have felt happiness and relief from their medical condition.”

Jack Barron, Director of the People Animal Connection program at UCLA, is proud we have such a successful program at the hospital. “Simon and

The animals, ranging in size from a two pound Chihuahua, to a Newfoundland at over 130 lbs. all have their unique personalities and charm. All possess a common trait, though — their love of people and desire to please. Next time you see a furry, four-legged pooch walking down the hospital corridor with an ID badge, you'll know they are part of the UCLA healthcare team!

Pursuing Life's Passions – 13,000 Feet in the Air



Spiritual Care volunteer Bob Brown always believed in pursuing his passions. So when it was time to plan his 80th birthday, he thought of no better time to fulfill a lifelong dream — skydiving from a

plane thousands of feet in the air! When asked how the experience was for Bob, he said that he was “not nervous at all”, and that everyone should try it!

Bob’s family and friends were waiting for him on ground level, watching his descent through the air and seeing him make a “thumbs up” sign. While his wife, Lori, was a bit nervous at first about his big jump, his family ultimately supported his special birthday wish.

Last year Bob enjoyed a river rafting trip in Alaska, and after the thrill of that adventure, felt confident to move on to the next challenge. He had been inspired by former President George Bush who also pursued sky diving on his 80th birthday.

Although Bob has an adventurous side to him, he also is very traditional and feels it is important to serve the community.

As a volunteer for the Spiritual Care Department, Bob comes in twice weekly to distribute communion to Catholic patients. Being able to visit the patients and spend meaningful time is important to Bob, who has been a volunteer at the Medical Center for 15 years.

Bob retired from Hughes Aircraft in 1989, and has been living life to the fullest every day. He enjoys time with his wife Lori, eight children and 8 grandchildren. He also plans on volunteering for a long, long time to come.

Celebrating Life through Volunteerism

Rosamond Kohen has always believed in giving back. Almost 50 years ago she began volunteering at UCLA Medical Center as a nurses' aide. Back then volunteers worked alongside nurses doing many of the tasks now assigned to paid staff — making hospital beds, delivering meal trays, helping to clean the rooms and assisting hands-on with the patients.

Rosamond has fond memories of those days and over the years has kept her volunteer spirit alive. Although she left UCLA to pursue volunteer work at other health care institutions, she always knew that one day she may be back.

Now, at the ripe age of 94, Rosamond volunteers weekly in



the Oncology clinic at 200 Medical Plaza where she works with patients undergoing treatment, or lends a helping hand to staff. “I never discuss their medical condition,” states

Rosamond. “I try and focus on everyday events and make light-hearted conversation to ease their mind and keep them distracted from what's at hand.”

Rosamond barely looks her years. She feels extremely fortunate to have had good health throughout her life and attributes her well-being to keeping active and fit. She enjoyed swimming for many years along with spending time sewing. Rosamond also is close to her two daughters, five grandchildren and nine great-grandchildren.

She hopes her life will be an example to others — that giving back really is good for both the mind and body, and keeps you “young at heart.”

National Volunteer Week

April 19th – 25th

UCLA Health System would like to thank over 2,000 volunteers that contribute their time and talent to benefit our patients, visitors and staff.

During the month of April we celebrate National Volunteer Week by recognizing the enormous contributions of our volunteers. Without the daily assistance of volunteers, the hospital would not be able to offer the same level of service it now provides.

Volunteer Services is an enormous department — currently responsible for 2,000 people that serve as volunteers. The services provided are widespread, and involve almost every department including nursing care, administrative support, research, and clinical care.

Please take a moment during National Volunteer Week to thank the many wonderful volunteers who donate their time and effort to the medical center.

Here are some interesting highlights from the volunteer services department:

- Over 4,700 volunteers are recruited and interviewed each year.
- Volunteers contribute more than 169,000 hours to the Health System each year.
- This would be the equivalent of 81 full-time employees
- The department with the most volunteers is Child Life, with 342 volunteers.
- Our youngest volunteer is 15, and the oldest is 94.
- Volunteer interns work 15 – 20 hours per week, helping the hospital's management team.
- Each summer, Volunteer Services interviews and places over 600 student volunteers.

Volunteer Education Update

All volunteers who utilize the phone as part of their volunteer work should be utilizing proper telephone etiquette. Most important is to always identify yourself and your unit. Below is a basic telephone script to utilize during your volunteer shift.

Good Morning or Good Afternoon.

Name of Unit.

This is (your name).

How May I Help You?

Offer phone number before transferring the call.

Verify the phone number before hanging up.

Is there anything else I can help you with?

Your welcome or my pleasure.

Thank you to all the volunteers who practice the World Class Practices while volunteering at UCLA. You are an integral part of the healthcare team, and make a positive impact on our patients, visitors and staff.

*Please stop by
the Volunteer Office
during the week of
April 19th to pick up
a small token of
appreciation and
personal “thank you”
from our staff.*

Memorials and Tributes

The UCLA Medical Center Auxiliary thanks the following friends who have donated to our Memorial and Tribute Fund to December 1, 2008 – March 1, 2009.

MEMORIAL AND TRIBUTE FUND

In Memory of:

Donna Egle

Maddie Katz
Mort Leib
Rose Shandro
Kenneth Tinckler

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