



PULSE

KEEPING STAFF INFORMED: YOUR JGH – YOUR NEWS

Love long and prosper

In our day and age, we desire, above all else, anything that's new. We follow the hottest lifestyle trends, access the latest news, covet the most advanced technology. And yet, there are those among us who buck the "new" trend—people who don't necessarily resist change, but who have an appreciation for the tried and true. That's what motivates them to devote a significant portion of their career, perhaps even their entire career, to the JGH. And in some cases, it's also what makes them so devoted to each other.

As Valentine's Day approaches, **Lucie Allocatti** and **Jimmy Holden Jr.** personify this long-lasting commit-



Dr. Sharon Bond

ment, having met at the JGH and stayed together for 20 years. In an interesting twist, they're also among the guests at the hospital's Long Service ceremony on January 22. Lucie, who works in Human Resources, and Jimmy, a supervisor in Stores and Receiving, are both receiving pins for 25 years of service.

Not surprisingly, Lucie and Jimmy describe themselves as "creatures of habit". "Stability works for us," laughs Lucie. They enjoy commuting to and from the hospital together every day, and feel a strong bond with the place that united them. "We met here," Lucie says, "so there's a sentiment behind it."

In fact, the couple views the JGH almost as a second home.

"I look at my colleagues as my family," says Lucie. Jimmy adds that he feels a sense of gratification from being with the same department for so many years. "You've seen and brought about so many changes that you want to see them through."

A marriage can also benefit from the life lessons that are learned at the hospital. "We've learned to adapt to any situation," says Jimmy. "We know how to rise above the ups and

Cont'd on page 2



Lucie Allocatti and Jimmy Holden Jr.

New symbol, enduring values

During this year's 75th-anniversary celebrations and for many years to come, a dynamic, new logo will be the foremost symbol of the Jewish General Hospital's unyielding devotion and respect for life. It will appear on letterheads, uniforms, posters, plaques and elsewhere throughout the hospital, and will gradually be phased in over the coming year.

The logo depicts a tree, a universal icon of sustenance, shelter and stability. Not only is the Tree of Life a Jewish symbol of endurance and rejuvenation, it is a recurrent theme in many religions and traditions, including Christian, Mormon, Muslim and Buddhist. Important tree-related images are also present in Chinese, Egyptian, Japanese and Armenian cultures. Thus, the logo represents the JGH's crucial role as a provider of treatment and care to individuals from many different backgrounds in Montreal, across Quebec and beyond.

While the predominant image is that of a tree, its stylized trunk and branches are also reminiscent of a menorah (candelabrum), one of the oldest and most revered Jewish symbols of light and renewal. This logo, along with the existing motto "Care for all", now becomes the primary image of the Jewish General Hospital. The traditional crest, in place since 1934, retains a prominent position of honour in the hospital's historical legacy. ♦



Universal. Natural. Optimistic. Human.



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Jewish General Hospital
75 years of care for all.

Importance of cleanliness and quality emphasized at Annual General Meeting

The quest for excellence can be the most powerful means of enabling staff to improve health care and strengthen the Jewish General Hospital, **Dr. Hartley Stern** said at his first Annual General Meeting as Executive Director. Delivering the keynote address on Oct. 23, Dr. Stern emphasized that excellence “is not the exclusive domain of experts, specialists or the upper echelon. We must all support one another, no matter what our roles may be.”

Only in this way, he said, can the JGH find “new ways of keeping our patients healthy, and better ways of treating them when they’re sick. This is why, from the moment I became Executive Director, I began emphasizing the need to upgrade cleanliness, the quality of care, and the safety of our patients.”

Those who help to correct minor problems are also likelier to help solve major problems, Dr. Stern said. As the pursuit of excellence and quality becomes second nature, there is “less risk of clinical error and infection in treatment and care; greater dignity for patients in clean, safe surroundings; and higher morale among staff.”

A highlight of the Annual General Meeting was the presentation of the Distinguished Service Award—the hospital’s highest honour—to **James Alexander**, who was JGH President from 2005 to 2007. In introducing Mr. Alexander, Past President **Stanley K. Plotnick** praised him for “his great insight and incomparable dedication”, noting that during his term, the Segal Cancer Centre was opened, Pavilion H was developed, a PET/CT scanner was acquired, and the Weekend to End Breast Cancer was launched. Mr.



The Distinguished Service Award is presented to Immediate Past President James Alexander (second from right) by (from left) President Samuel Minzberg, Past President Stanley K. Plotnick and Executive Director Dr. Hartley Stern.

Alexander said his role as President “made me realize that the phrase ‘distinguished service’ is the best way to describe the work that the entire JGH does each and every day.”

Reviewing the achievements of 2007-2008, JGH President **Samuel Minzberg** thanked everyone for enabling the JGH to acquire the da Vinci Surgical System for robot-assisted surgery; building the new Division of Radiation Oncology; and introducing digital technology in the Radiology Department and in Medical Records. *Winners of the Awards of Excellence are listed on page 3.* ♦

Cont'd from page 1

Love long...

downs.” Lucie points out: “Working in this environment, you learn compassion. You learn to be aware of others’ needs.”

The bonds that individuals form over time in their work environment are very similar to long-standing love attachments, says **Dr. Sharon Bond**. “As people follow each other over the course of time, they invest in and nurture one another.”

It came as no surprise to Dr. Bond that a lasting marriage took root at the

JGH. As Director of the Couple and Family Therapy Training Program at the JGH Institute of Community and Family Psychiatry, Dr. Bond routinely explores couples’ abilities to form and sustain adult attachments.

“There is a clear parallel between the care-giving function of the hospital and that of relationships,” she notes. “Relationships that are born from the goodness of the hospital, which offers a familial and secure work environment, can develop into marriages that also provide a caring and accepting safe haven.”

Dr. Bond explains that longevity can be achieved within such a “calming and secure” work or home setting, because people are “better able to weather difficulties, put things into perspective and achieve balance. They imbue their work and home life with emotion and intensity, and ultimately reap the rewards of their commitment, hard work and loyalty.” ♦

PULSE

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And the winners are...



Judith Gradinger



Elizabeth Iacono



Jan Ingram



Dr. John Hiscott

The following received awards at the Annual General Meeting in recognition of their outstanding contributions to the JGH:

- **Dr. Daniel Wiener**, staff physician in the Department of Obstetrics and Gynecology – Medical Excellence
- **Dr. Nancy Feeley**, senior researcher in the JGH Centre for Nursing Research – Excellence in Nursing
- **Jan Ingram**, Coordinator of the JGH Quality Program – Excellence in Management
- **Dr. John Hiscott**, Director of the Molecular Oncology Group at the JGH Lady Davis Institute for Medical Research – Excellence in Medical Research
- **Judith Gradinger**, child psychologist in the Department of Psychiatry – Excellence among Allied Health Professionals
- **Elizabeth Iacono**, Executive Assistant to the Chief of Geriatric Medicine – Excellence in Administrative Support
- **Sonia Zuker**, founder and organizer of The Auxiliary's Book Nook – Outstanding Volunteer
- **Vasiliki "Bessy" Bitzas**, Head Nurse in the Division of Palliative Care – The Archie Deskin Scholarship Award

An "everlasting" marriage begins at the JGH



Two hearts are one in 4 West.

For 42 years, **Joyce and Malcolm** had a partnership that was firmly rooted in love. Now the Jewish General Hospital has sealed that bond—a bittersweet result of the discovery last fall that Joyce had terminal cancer. "It took a terminal illness to make us realize we wanted to get married after all," says Joyce, who asked that her and Malcolm's family names not be used.

Having been admitted to the JGH for treatment in November, Joyce felt that a hospital setting, though unusual for a wedding, was a perfectly suitable place to tie the knot. Her social worker, **Auxilia Monroe**, recalls that Joyce "wanted to get married before Christmas, and asked me to help fulfill her wish. It was a tall order; I wasn't sure how to go about it."

So Ms. Monroe took the next, most logical step: "I went shopping. I bought her a bridal outfit and accessories. These were my gifts to Joyce.

To me, this is the heart of social work—reaching out and making somebody's dream come true."

Out of respect to the different religious backgrounds of the bride and groom, Ms. Monroe contacted a Justice of the Peace to officiate at the ceremony on Dec. 4. She also transformed the 4 West family room into a veritable wedding hall, decorated with flowers and balloons. Through bakers who work with the hospital, she arranged for a cake to be brought in, and for the JGH Auxiliary to donate pink roses for the bridal bouquet.

The bride and groom, red roses tucked into their lapels, exchanged vows in an intimate ceremony, attended by Ms. Monroe, several nurses from 4 West, and three of the couple's relatives. "Do you take Malcolm to be your wedded husband?" asked the Justice of the Peace. Joyce smiled and replied, "Everlasting." ♦

Is it medical or musical?



Ratchet musicians bring healing melodies to a patient's room.



Is this sousaphone really a medical instrument?

Here's a quick quiz. Try to find the instrument that may not belong on the following list: scalpel, stethoscope, sousaphone, forceps.

If you said "sousaphone", you'd be right. But **Bryan Highbloom**, who thinks outside the "music" box, would disagree. Even though the sousaphone (or marching tuba) is a musical instrument, Mr. Highbloom, the JGH Music Therapist, believes it should take its rightful place in the medical category. The catch is that it has to be part of a performance at the Jewish General Hospital.

The sousaphone's deep, rumbling sounds were a far cry from the sweet and sprightly strains of Mr. Highbloom's guitar. But both were welcomed when he invited some of his friends—a 28-piece jazz orchestra!—to accompany him on his musical rounds through the JGH on Dec. 1.

A hospital may seem like an unusual venue for jazz performances, but the underground jazz orchestra, Ratchet, is far from conventional. It's composed of leading musicians on the Montreal jazz scene, and its founder **Nicolas Caloia** describes it as "the antithesis of a classical orchestra. I want Ratchet to sound like a party of typing monkeys."

The band split into duos and trios, and swung by the hospital's nursing units. **Catherine Forbes**, a nurse in the Stroke Unit, said her patients became joyful and animated when they heard the saxophone and violin: "A lot of our patients can't communicate verbally, but it was clear the music reached their inner soul. They were smiling and even conducting!"

An open rehearsal in the Samuel S. Cohen Auditorium delighted members of the Psycho-Geriatric Treatment Program and children from Child Psychiatry, who were eager to learn about the orchestra's many unusual instruments. The day came to a rousing close with a public concert for patients, family, staff and visitors of all ages and backgrounds. ♦

Israeli visitors explore family values



Israeli visitors meet with Dr. Hartley Stern (seated, centre); Ellen Yarrow (front, second from left), Federation CJA; and Dr. Judy Hagshi (rear, third from right), a Family Medicine physician.

At the Jewish General Hospital, providing information, advice and support to a patient's family is as crucial as treating the patient, a delegation of Israelis was told during a visit to the JGH last October. As the group toured the JGH Segal Cancer Centre, Nursing Coordinator **Antoinette Ehrler** said this approach is one more way of helping to ensure that the patient is treated as a person and not just a medical case.

The visitors from Beersheba, the Montreal Jewish community's sister city, included medical and non-med-

ical professionals who hope to help the partnered cities cooperate more closely. **Dr. Hartley Stern**, Executive Director of the JGH and a colorectal surgeon, recalled operations he has performed at the Soroka Medical Centre in Beersheba. He also called the JGH "a Jewish institution to the core. People here care; they care passionately. They take on Jewish values of tikkun olam, to leave the world a better place." For this reason, he said, medical care is extended to people of all backgrounds. ♦

Rabbi answers firefighters' burning questions

Three times in November, the JGH opened its doors to firefighters—not in response to Code Reds, but as part of a new program to teach them about interacting with people from many ethnic backgrounds.

During three lively sessions **Rabbi Raphael Afilalo**, Director of Pastoral Services, fielded a wide variety of questions about Judaism (for example, "Why do observant male Jews wear skullcaps or hats?" "Why were Jews targeted during the Holocaust?"). Rabbi Afilalo also explained some of the limitations that ultra-Orthodox Jews accept on the Sabbath (Saturday), as well as restrictions on physical contact between men and women, except in cases where human life is endangered by fire or other emergencies. He depicted the JGH as a microcosm for cosmopolitan Montreal, with a staff from dozens of backgrounds, all of whom "get along very well and display mutual respect."



Rabbi Raphael Afilalo meets with student firefighters.

The Montmorency College firefighter students came from across Quebec, from the Abitibi to the Saguenay, from St-Jean-Sur-Richelieu to Alma. Because of their limited exposure to individuals from other ethnic groups and religions, they also arranged to meet representatives from the Moslem, Sikh, Chinese and Hindu communities. ♦

New research chair to focus on psychosocial aspect of cancer

Just 30 years ago, the psychological trauma of patients and their families was largely ignored in the treatment of cancer. However, the value of this aspect of cancer care has since evolved to the point where it has now merited its own research position at McGill University: the **Christine and Herschel Victor - Hope & Cope Chair in Psychosocial Oncology**.

In a ceremony on Oct. 31 at the JGH Hope & Cope Wellness Centre, Hope & Cope founder and Chair **Sheila Kussner** announced that the position will be awarded to “the best possible research clinician” whose work will greatly help patients and “further strengthen the productive relationship between the JGH and McGill.”

The establishment of the chair was

described as a “historic achievement” by Professor **Heather Munroe-Blum**, Principal of McGill, who added that Mr. Victor has proved to be “an extraordinary alumnus of McGill.” **Dr. Hartley Stern**, JGH Executive Director, said this joining of forces brings the hospital and McGill closer to jointly becoming “the best academic health sciences centre in Canada.”

Dr. Gerald Batist, Director of the JGH Segal Cancer Centre, added that the research chair will have a life-affirming impact on patients, while **Dr. Richard Levin**, Dean of McGill’s Faculty of Medicine, said the results will enable healthcare professionals to better deal “not with the death, but the life of people with cancer.” ♦



From left: Dr. Gerald Batist, Marvyn and Sheila Kussner, Herschel and Christine Victor, Heather Munroe-Blum, Dr. Jimmie Holland, Dr. Richard Levin, and Dr. Hartley Stern.

Diminishing the scars of breast-cancer surgery

Decades ago, when a woman underwent surgery for breast cancer, doctors often performed a complete mastectomy, leaving the patient with scars that were not only physical, but emotional. This was the practice that **Dr. Richard Margolese** helped change during his long career at the Jewish General Hospital—an achievement for which he was honoured on Oct. 29 at the JGH’s 45th Annual André Aisenstadt Memorial Clinical Day. Dr. Margolese, former JGH Chief of Oncology and a current member of the department, performed surgeries that conserved as much of the breast as possible. This was based on his research which showed that “complete” or “radical” surgeries did not fully root out the cancer with any degree of certainty. Dr. Margolese brought this innovative approach to breast-cancer treatment and pre-

vention to thousands of Quebec women. **Dr. Richard Levin**, Dean of Medicine at McGill University, noted Dr. Margolese’s position as the Herbert Black Professor of Surgical Oncology at McGill, adding that “Richard’s name tops the list of doctors who search for new treatments and approaches to the surgical treatment of breast cancer.”

Guest speakers at the international symposium included leading breast-cancer experts from Europe, the U.S. and Montreal. Clinical Day is named for **Dr. André Aisenstadt**, an Honourary President of the JGH and key founding figure of the JGH Foundation. Dr. Aisenstadt created a commemorative and educational fund that enables the hospital to hold an annual symposium that continues his spirit of inquiry. ♦



Dr. Gerald Batist (rear, third from left) and Dr. Richard Margolese (rear, second from left), former Chief of Oncology, welcomed members of the Segal Cancer Centre staff to their first retreat.

Won't you be my neighbour?

Textbooks are full of details about the critical aspects of cancer care, but here’s one you may not be aware of: the word “and”.

In fact, “and” was the unifying principle behind the first annual JGH Segal Cancer Centre retreat last October at the Château Vaudreuil. More than 150 JGH staff members, belonging to 17 teams or “neighbourhoods”, were encouraged by the Centre’s Co-Director, **Lynne McVey**, to harness the connective power of “and”: “Transcend the boundaries of your neighbourhoods... create new associations within and across your programs,

specialties and disciplines.”

In the inclusive spirit of the retreat, new members of the Centre were invited to share their knowledge and insights in lectures alongside more seasoned staff. Discussion workgroups were also formed, with post-doctoral fellows and physicians alike discussing their vision for the Centre’s future.

Director **Dr. Gerald Batist** told the participants, “Through your shared commitment to providing the best evidence-based, compassionate cancer care, you have saved, prolonged and improved the quality of lives of thousands of cancer patients.” ♦

Cleaner, faster, safer

New staffers boost housekeeping efficiency

To better prevent infection and improve cleanliness, JGH Enviro Services (formerly the Housekeeping Department) recently boosted its ranks and re-allocated staff. Among the upgrades:



supervisors, each supervisor is now in charge of fewer cleaners and can take more time to ensure that proper standards are maintained.

- An extra administrative clerk has been hired to relieve supervisors of routine administrative tasks.

Enviro Services is also trying to determine whether the float teams can handle the workload in critical areas. In addition, Technical Services is looking at the possibility of installing a garbage chute; since garbage would no longer have to be hauled away on each floor, congestion would be alleviated and elevator time would be freed up. ♦

Now, two great ways to fight cancer

2009 is shaping up to be a banner year in the fight against cancer. Not only is this the landmark fifth year of the Weekend to End Breast Cancer, it marks the launch of a brand new event: the Ride to Conquer Cancer.

Over the past four years, more than 10,000 walkers have participated in the Weekend to End Breast Cancer, raising over \$30 million for research, treatment and prevention of breast cancer at the JGH's Segal Cancer Centre. For this special anniversary, we invite you to come and celebrate our successes and dedicate yourselves to making a difference in one truly unbelievable weekend. Register at www.endcancer.ca or call 514-393-WALK (9255). For more information, contact **Jackie Leibov** at ext. 2763.

If you're looking for a truly epic way to fight cancer, why not join us on the Ride to Conquer Cancer, a two-day bicycle trip from Montreal to Quebec City! Imagine riding out of Montreal and having the city skyline fade away behind you, as city streets give way to gorgeous countryside. Everything you need will be provided all along the route and at a full-service campsite. To learn more, visit www.conquercancer.ca, call 1-866-996-VELO (8356) or contact **Siobhan O'Brien** at ext. 3069. ♦

MARK YOUR CALENDARS!

The Ride to Conquer Cancer: July 10 - 12
The Weekend to End Breast Cancer: Aug. 21 - 23

– **Siobhan O'Brien**
 Associate Coordinator, Special Events, JGH Foundation

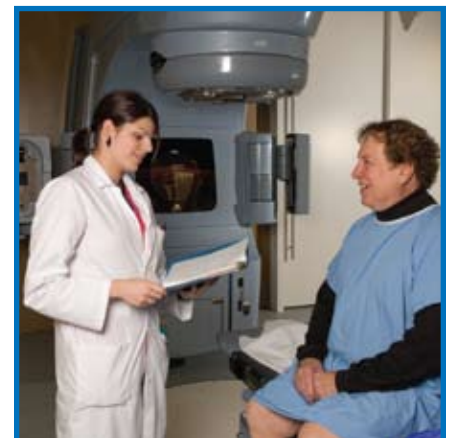


Artist's concept of new main entrance.

Construction update

Location	Use	Activity	Date
Pavilion G	Division of Radiology Oncology	Major expansion	Completed January 2009
2nd Floor Pavilion E	Cardiology	Full renovation	Begun January 2009
4 Main Pavilion B	Palliative Care	Major renovations	Begun December 2008
8 North West Pavilion D	General Medicine	Full renovation	Completed December 2008
Pavilion D	Emergency	Extension	Completed December 2008
6 West Pavilion C	For patients relocated during renovations to other areas	-----	-----

The JGH is constantly upgrading its facilities to address the changing needs of patients and staff. Renovation and expansion projects provide space for additional beds and equipment, an improved layout and a more attractive environment.



Claude Levasseur is treated on the Clinac-IX radiation machine. The Radio-Oncology Division is at the end of its \$30 million renovation and expansion. The new facility opened its doors to patients for treatment on state-of-the-art equipment on Nov. 24.

Bringing the past to life

Dress codes just aren't what they used to be! Need proof? Just look at the nurse's cap that the JGH Legacy Project has received from the hospital's Department of Nursing. These items will be documented by the Legacy Project, based in the Health Science Library, in an effort to preserve JGH history during the hospital's 75th anniversary this year.

Your department can help keep the past alive by donating or lending photographs, documents, medical instruments or any items of historical importance to the JGH. This is your opportunity to play a lasting role in the 2009 festivities! For more information, please contact Linda Lei at ext. 3277 or dlei@jgh.mcgill.ca; or Shiri Alon at ext. 2453 or salon@jgh.mcgill.ca. ♦

– **Linda Lei**, Archival Consultant



Shiri Alon, Library Technician, and Linda Lei, Archival Consultant, with a decades-old cap once used by the Department of Nursing.

Learn more about the Legacy Project online at JGH.ca/legacy-fall-2008

PHinding out about the PHlu vaccine

PHarmacy PHacts

What is the flu vaccine and how does it work?

The vaccine is created using elements of inactivated influenza viruses which are grown in fertilized hens' eggs and then purified. It works by stimulating the production of antibodies in your immune system to help keep you from contracting the flu virus. The flu virus often mutates from year to year, which means the vaccine has to be updated annually. That's why you must get a flu shot

starting in the fall and as early as possible during the winter.

Who should receive the vaccine?

About 10 million doses of influenza vaccine are distributed in Canada each year during the flu season. Shots are particularly important for people with chronic lung and heart disease, asthma, and other illnesses. They are also strongly recommended for people living in a care facility; children 6 to 23 months old; those 65 and older; healthcare and daycare workers; and people who travel frequently.

According to Health Canada, certain people should not receive the

vaccine, including children less than 6 months old and people who have had a severe allergic reaction to eggs or a prior dose of the flu vaccine.

Where is it available?

If you're an employee of the JGH, just come to Health Services during office hours; be sure to bring your hospital and Medicare cards. Flu vaccine are also available at local CLSCs and from family physicians.

Tips on avoiding the flu

- Wash your hands with water and soap several times a day.
- If you get the flu, increase your intake of fluids.

- If a member of your family is sick, keep hand sanitizer in the house and be sure to disinfect household items, such as telephones and remote controls.

- Get enough vitamins in your diet. If necessary, talk to your doctor about supplements.

For more information, contact the JGH Pharmacy at 514-340-8222, ext. 5025, or Megan Martin at mmartin@jgh.mcgill.ca. ♦

– **Megan Martin**

Pharmacy Communications Officer

A healthy shot in the arm

As unappealing as a vaccination shot might seem to some people, **Dr. Mark Miller** says that being struck by the flu is worse still. "I've had the flu and it felt like I'd been run over by a Mack truck—five times," Dr. Miller, Chief of the Division of Infectious Diseases, told staff who had gathered in the Block Amphitheatre for their flu shots.

To inject some fun into the vaccinations, the Division packed learning, games, contests and prizes into Infection Prevention and Control Week from Nov. 10 to 14. JGH staff were visited by flu vaccine and hand-washing carts,

treated to tours of the Microbiology Lab, and had an opportunity to get their flu shots alongside senior administrators, including Executive Director **Dr. Hartley Stern** and Director of Nursing **Lynne McVey**. Anyone vaccinated before Dec. 17 was eligible to win prizes such as an LCD TV, digital cameras, MP3 players and more.

But not even great prizes can motivate everyone. **Dr. Joseph Portnoy**, Director of Professional Services and an infectious diseases specialist, drew laughter when he told staff that 5 per cent of respondents to a 2008 *Consumers Reports* survey refused a flu shot

because they said they'd rather get sick than go to work. Dr. Portnoy said he doubts any JGH employees share this sentiment, but they may have some of the other reservations cited in the survey—namely, that they never get the flu, or they know of someone who became sick despite being vaccinated.

Dr. Portnoy explained that those struck with the flu soon after they received the vaccine were probably already infected when they were vaccinated, even if they showed no symptoms. Another possibility is that they were suffering from an influenza-like illness, which results in flu-like symptoms but is not caused by a virus. Flu shots do not contain a live virus, he said, and are our best bet for avoiding



Ronni Czuzoj, a nurse in Health Services, gives Lynne McVey a flu shot.

influenza and its related symptoms, as well as hospitalization and even death. "I even encouraged my pregnant daughter to get vaccinated, and to have her two children vaccinated."

If you missed the Infection Prevention and Control Week festivities, you can still be vaccinated against the flu at Health Services. ♦

Get ready to celebrate

With the JGH celebrating its 75th anniversary this year, the Department of Public Affairs and Communications and the JGH Foundation are planning a series of special events. We'll be inviting hospital staff, their families and our Côte-des-Neiges neighbours to take part, so stay tuned for more details.

Webcast broadens horizons on quality



Dr. Donald M. Berwick, one of the United States' leading champions of safe, high quality health care, headlined a special webcast that was made available to JGH staff on Dec. 10 and 11 by the hospital's Quality Program. Dr. Berwick's remarks, along with speeches by some of the world's most influential leaders in quality improvement, were delivered in Nashville, Tennessee, at the 20th annual National Forum on Quality Improvement

in Health Care organized by the Institute for Healthcare Improvement. This forum is considered the premier meeting place for approximately 6,500 international healthcare leaders.

Thanks to the Canadian Patient Safety Institute, the webcast was offered free to staff at the JGH and hospitals across Canada. Users were able to select from among more than 25 presentations on quality improvement. ♦



Belly dancer Samantha Burnstein sways to the music and keeps spirits high at the Staff Appreciation Party.



From left: Dr. Joseph Portnoy, Director of Professional Services; Dr. Hartley Stern, Executive Director; Dr. Alan Forster; and Lynne McVey, Director of Nursing. Dr. Portnoy and Ms. McVey also co-chair the Quality and Risk Management Committee.

Commitment to safety re-emphasized

Despite a hospital's commitment to the safety of its patients, the regrettable fact is that a certain number of preventable adverse events are bound to occur, a guest lecturer told JGH staff in October. However, **Dr. Alan Forster**, a patient safety expert and Associate Professor of Medicine at the University of Ottawa, added that hospitals should still keep aiming for a perfect record. Speaking to doctors and nurses at a special joint sessions of Medical and Nursing Grand Rounds, Dr. Forster also emphasized the importance of disclosure and accountability, and he suggested ways of improving the culture of safety. ♦

— **Paula Caestagne**

Patient Satisfaction Program Coordinator

A party of 1,001 delights

Outside, Montreal was shivering through its first snowstorm of the year. But in the Samuel S. Cohen Auditorium, belly dancer **Samantha Burnstein** kept turning up the heat at the JGH Staff Appreciation Party on Dec. 9.

She fit right into the party's exotic Arabian Nights theme, with the auditorium transformed into a colourful desert palace, complete with flowing draperies and an assortment of decorative items, such as Middle Eastern pots and lamps. The festivities also included a zesty, Moroccan-style dinner in the Cafeteria, tarot card read-

ers, one of the region's premier Arabic music bands, energetic DJ **George Thomas** who kept the crowd dancing, and a henna artist who was so popular that some members of staff waited in line for more than an hour.

In his informal remarks, **Dr. Hartley Stern**, the JGH's Executive Director, applauded the diversity of hospital staff, adding that warm relations on the job and at the party account for much of the hospital's success. Dr. Stern also noted that this multiplicity of backgrounds is consistent with the core values on which the JGH was built. ♦

Write right, all right?

Even people whose reading and writing skills are strong may not necessarily be health literate. That's why **Francesca Frati**, a JGH Patient Information Specialist and Instruction Librarian, has helped produce a handbook for hospital staff who need to explain health-related concepts in writing to the average person.

How to Create Effective Written Patient Education Materials—available online at JGH.ca/PEN—is a step-by-step guide for departments that want to publish clear, understandable handbooks of their own. Ms. Frati says clarity is important, since many readers may be unfamiliar with medical terminology or may feel nervous and unfocused after undergoing medical testing.

The handbook, created in conjunction with the JGH Patient Education Network (PEN), is a "how-to" for all sorts of healthcare professionals, such as nurses, nutritionists and physical therapists. For this reason, the PEN Committee included representatives from many departments who tried to create a standard handbook with guidelines that can be applied throughout the JGH.

The handbook covers such topics as writing for specific reading levels, use of language and complementary design. Also included is contact information for hospital departments that can be used as resources in preparing and publishing patient education materials. ♦

Names in the news

Congratulations



Dr. Jacques Corcos

Dr. Jacques Corcos, Director of the JGH Urology Department and Professor of Urology at McGill University, has been appointed General Secretary of the International Continence Society, an organization with over 3,000 members from more than 100 countries. In cooperation with the leaders of a new ICS Board, Dr. Corcos seeks to improve the standards of continence care throughout the world, by promoting physician and patient education through research grants, prevention and training at leading centres. Dr. Corcos, a long-standing member of the society and Chair of the 35th ICS annual meeting which garnered the event's highest ever-attendance, views his international position as "a great thing for the visibility of the hospital and the university, and Canada in general."



Dr. Mervyn Gornitsky

Dr. Mervyn Gornitsky, Chief of the JGH Department of Dentistry from 1971 to 1998, has been named the department's Emeritus Chief—the first time an honour of this kind has been bestowed at the JGH. In his congratulatory letter, Dr. Mel Schwartz, Chief of Dentistry, acknowledged Dr. Gor-

nitsky's "dedication to the hospital, as well as exemplary academic achievements and notable contribution to research and patient care." In 2002, Dr. Gornitsky was named Professor Emeritus in McGill University's Faculty of Dentistry.



Dr. Togas Tulandi

Dr. Togas Tulandi, Chief of the Department of Obstetrics and Gynecology, received the 2008 Carl Nimrod Educator Award at the annual meeting of the Association of Professors of Obstetrics and Gynecology on Dec. 7 in Toronto. The award is "in recognition of the excellence, commitment, innovation and leadership demonstrated in teaching knowledge, attitude and skills."

Dr. Christiano Ferrario

Congratulations to **Dr. Cristiano Ferrario**, a researcher at the JGH Lady Davis Institute for Medical Research and a clinician at the Segal Cancer Centre, who was awarded the prestigious Terry Fox Foundation Post-MD Research Fellowship Award by the National Cancer Institute of Canada. The fellowship is granted to outstanding candidates and designed to provide specialized training in cancer research. Dr. Ferrario studies the use of "a very promising new drug called Sorafenib" to treat patients with breast cancer. His research is intended to produce customized treatment that more accurately targets specific types of breast cancer, while making the chemotherapy process more tolerable to the patient.

**Dona Saladin
Lofaine M. Moore**

Congratulations to two JGH nurses who were among those achieving the highest marks on the exam of the *Ordre des infirmières et infirmiers du*



Dietitian **Sondra Edelstein Sherman** (left), nurse **Joyce Arsenault** (centre) and endocrinologist **Dr. Tina Kader**—all Certified Diabetes Educators in the JGH Division of Endocrinology—successfully completed the New York City marathon on Nov. 2, raising a total of more than \$58,700 as part of Team Diabetes Canada. They were joined by 27 other Canadian team members in the biggest fund-raising program for the Canadian Diabetes Association.

Québec: Dona Saladin, who trained at CÉGEP de Saint-Laurent, and **Lofaine M. Moore**, who trained at Dawson College.

closely with Mr. Castiel on numerous projects, Dr. Rosenthal and Mr. Virgilio are well positioned to maintain the group's momentum during this transitional period.

Appointments



Philippe Castiel

Philippe Castiel has been appointed Director of Planning and Development, Real Estate Management, Biomedical Engineering and Special Projects. His main focus will be the development of Pavilion K, a state-of-the-art facility where all of the hospital's critical care services will be centralized. As Director of Information Services over the past two years, Mr. Castiel spearheaded such projects as Chartmaxx and Electronic Health Records. Mr. Castiel will continue to consult with the informatics team during this period of transition.

Dr. Stephen Rosenthal

Dr. Stephen Rosenthal has been named Acting Director of Information Services on an interim basis, while Pino Virgilio becomes Acting Associate Director. Having worked



Mary Iacuesa

Ms. Mary Iacuesa has been named Chief Technologist in the Diagnostic Radiology section of the Radiology Department. Ms. Iacuesa comes to Diagnostic Radiology following four years as Technical Coordinator in the Catheterization Laboratory, where she was instrumental in developing, organizing and managing the lab.

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Names in the news

Cont'd from page 9

Welcome

Dr. Doreen Wan-Chow-Wah

As a new member of the Division of Geriatric Medicine, **Dr. Doreen Wan-Chow-Wah** will play a key role in the clinical, teaching and research program in geriatric oncology. These duties will occupy part of her time, with the rest spent at the MUHC where she will conduct clinical activities in general geriatric medicine. Dr. Wan-Chow-Wah trained at McGill University and completed her internal medicine residency at Royal Victoria Hospital, followed by a two-year fellowship in geriatric medicine and a one-year fellowship in oncology.

Dr. Beth-Ann Cummings

Dr. Beth-Ann Cummings, newly arrived in the Division of Internal Medicine, will develop a special pre-operative consultation service at the JGH, while pursuing her interests in medical education and pre-operative medicine. Dr. Cummings trained in Internal Medicine at McGill University and is completing her Masters degree in Medical Education.

Yves Morency

Yves Morency joins the Department of Human Resources as head of Labour Relations, following 20 years' experience in this area of the health-care sector, most recently at the CSSS Pierre-Boucher.

Condolences

Lionel Rappaport

The JGH would like to extend its condolences to **Dr. Jamie Rappaport** on the loss of his father, **Lionel Rappaport**, who died on Nov. 12. Members of the Rappaport family extend a very special thanks to **Dr. Martin Gyger**, **Dr. Michael Dworkind**, **Dr. Robin Billick** and the entire staff of 7NW, for their compassionate and dedicated care, and to Hope & Cope for its kindness and devotion.

Elizabeth Russell

The JGH extends its condolences to the family, friends and former colleagues of **Elizabeth Russell**, a social worker at the hospital from 1984 to 2005. Ms. Russell perished in the Mumbai terror attacks in late November. ♦

Well, well, well, JGH Mini-Med School's back!

Learn to embrace aging and enhance your later life by taking control of your mind, body and soul, at this year's JGH Mini-Med School series, *The New Old Age: Living Well. Staying Well. Being Well.*

Registration is now open! Fees for the series of lectures are \$80.00 for adults and \$50.00 for students and seniors. A discount of \$5.00 is available if you register online at JGH.ca/minimed.

For further details about this year's program, visit jgh.ca/minimed or contact us at minimed@jgh.mcgill.ca or 514-340-8222 ext. 3337.



New JGH website in the works

Blue Lemon Media (www.bluelemonmedia.com) has been chosen to help the JGH upgrade its website, whose new version will be launched this spring. The JGH.ca team will work with Blue Lemon to create a website that is more polished, pleasant to navigate and simple to keep updated, with many new features such as blogs, a career centre, more substantial departmental sites and videos.

If your department is interested in updating its web page (or creating a new one), or if you have any suggestions about the website, please contact Daniel Nahmias-Léonard at dnahmias@jgh.mcgill.ca or at local 2676. ♦

Easing pain's sting

Momentary pain is just an annoyance, but ceaseless pain can be devastating, **Dr. Bernard Lapointe** reminded staff during Pain Management Week in November. "Unrelieved pain can lead to depression, disability, loss of independence and a decreased quality of life. We are constantly trying to improve the quality of pain management at the Jewish General Hospital."

Dr. Lapointe, Chief of Palliative Care and organizer of Pain Management Week, added that finding ways to relieve this acute discomfort is extremely important at the JGH. "We

care about patients' pain and we are working toward improving the quality of their care."

For the first time, the lecture series in the third annual Pain Management Week (Nov. 3 to 7) was not open to the public; the audience consisted of physicians, nurses and other health-care professionals. Information was provided to the public through information booklets, online materials and an exhibition on the final day of the event. Lectures for staff were delivered by leading medical experts in various fields from the Montreal area and elsewhere. ♦

Baring the truth about lung cancer

Here's a sobering thought, shared by **Dr. Victor Cohen**, of the Oncology Department: "Lung cancer is the number one cause of cancer death, higher than breast, prostate and colorectal cancers combined." The Canadian Cancer Society estimated that in 2008, 23,900 Canadians would be diagnosed with lung cancer, and 20,200 would die from the disease.

Now here's a reassuring thought, again according to Dr. Cohen: lung cancer is the most preventable type of cancer, because in 85 to 90 per cent of cases, it is caused by tobacco smoke. Yet, few people are aware that lung cancer can sometimes also afflict

those who have stopped smoking or never smoked.

Cue the second annual Lung Cancer Awareness Month in November, organized by the JGH Pulmonary Oncology team, under the Division's Chief, **Dr. David Small**. To educate JGH staff and the public about the truths and myths of lung cancer, the team organized an educational booth, complete with a quiz and prizes, and a public lecture. Topics ranged from women afflicted with the disease (discussed by **Dr. Carmela Pepe**) to new treatment options (**Dr. Jason Agulnik**) and coping with lung cancer (**Tara Jesion**). ♦

From the Rabbi's study

Have you ever wondered about the small, gold-coloured, rectangular cases that you've seen on most of the doorposts in the hospital? Inside each of these cases is a *mezuzah*, a piece of rolled parchment on which are written two Hebrew passages from the *Torah* (the Bible, sometimes referred to as the Old Testament). On the back of this small scroll, one of the names of God is written.

The *mezuzah* is not, as some may think, a good-luck charm. Rather, it is a constant reminder of God's presence and God's commandments. The essence of the *mezuzah* is the concept of the oneness of God, since the first verse on the parchment states: "Hear,

O Israel, the Lord is our God, the Lord is one." This verse is known in Hebrew as the Shema.

The *mezuzah* must be handwritten. If it is printed, copied, photographed or produced by any means other than writing, it is invalid and may not be used. The parchment is wrapped in plastic, inserted into a plastic or metal case, and affixed to the right side of the doorpost, around shoulder height.

The *mezuzah* is placed on the doorpost of each room of the home. As we move from one domain or one sphere of activity to another, we renew our consciousness of God's presence and his perfect and unique oneness. This awareness of God extends beyond the



Rabbi Raphael Afilalo with a patient.

home and into all areas of life. Just as a house has doorways, so we too have eyes, ears, nose and mouth—portals to the external world. The *mezuzah*

reminds us to make these values an everyday part of our lives. ♦

– **Rabbi Raphael Afilalo**
Director of Pastoral Services

With grateful thanks

The dedication of JGH staff to patients' well-being does not go unnoticed. Here are three recent letters of thanks.

This letter, addressed to Rabbi Raphael Afilalo, Director of Pastoral Services, was sent to the JGH by the granddaughter of a former patient.

When I celebrated my Bat Mitzvah, I decided to do a *chesed* (compassionate) project with my friends to help bring some happiness to patients who are less fortunate and stuck in the hospital for Hanukkah. We have made some bookmarks to distribute to patients who can use some cheering up.

I am grateful that my *zaidy* (grandfather) is *baruch hashem* (thank goodness) doing much better in the hospital. I know how hard it is for patients who are in the hospital because they are ill. *Chag Hanukkah same'ach* (Happy Hanukkah).

Deena Drazin
Montreal



The following was sent to Dr. Stephen Caplan, Chief of the Division of Hematology.

Yesterday was the fourth anniversary of the day we first met, which as you may recall, was life-changing for me. When we met, you told me that if I gave you a year of my life, you would cure me and thus far, you have been true to your word. The last few years have been, without a doubt, the best of my life, and I count every day as an invaluable gift. I would like to thank you and your team once again.

William Brock
Montreal

This letter was sent to Dr. Joseph Portnoy, Director of Professional Services.

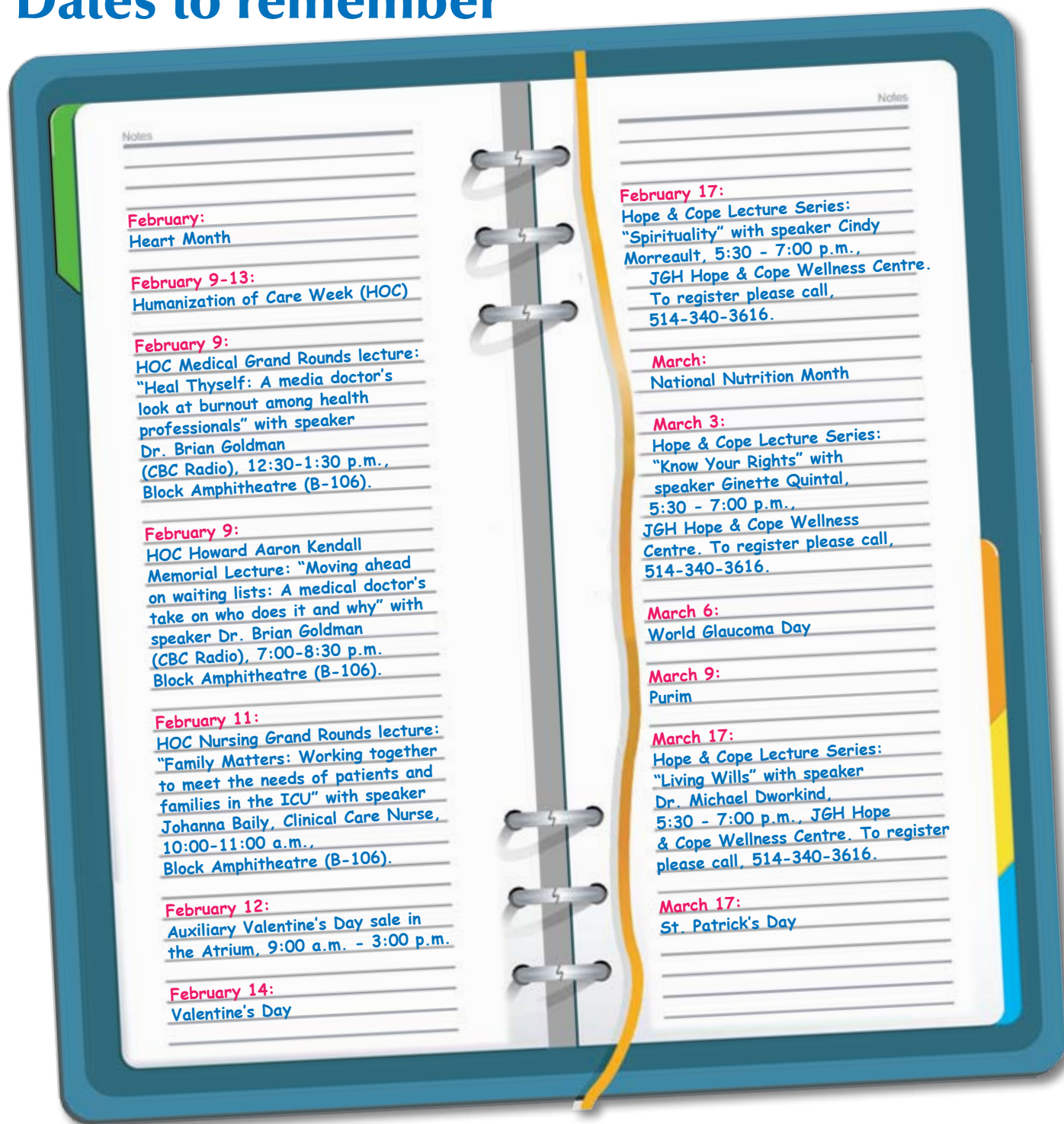
Dear Dr. Portnoy,

I was an Emergency patient on October 11, after falling off my bicycle. Surgery was necessary, but doctors determined it would have to be done in Toronto. I was very impressed by the excellent care I received from the time I was seen at triage, to the application of surgical glue to a cut on the chin, and finally when an upper extremity splint was applied for my return home. The care I received from Dr. Michael Ben Simon was outstanding. He spent a great deal of time explaining the nature of the injury and the prognosis. I was quite anxious about the severity of the injury and he reassured me that a full recovery would be expected after the operation. (This was important, since I am a physiotherapist who works with the elderly). Manny, the X-ray technician, was also very caring; when I was in excruciating pain, he was extremely careful in the way he positioned my arm. Since the media often criticize Emergency rooms, I feel I had to highlight my positive experience after a nasty accident.

Eloise Karp,
Thornhill, Ont.



Dates to remember



February:

Heart Month

February 9-13:

Humanization of Care Week (HOC)

February 9:

HOC Medical Grand Rounds lecture: "Heal Thyself: A media doctor's look at burnout among health professionals" with speaker Dr. Brian Goldman (CBC Radio), 12:30-1:30 p.m., Block Amphitheatre (B-106).

February 9:

HOC Howard Aaron Kendall Memorial Lecture: "Moving ahead on waiting lists: A medical doctor's take on who does it and why" with speaker Dr. Brian Goldman (CBC Radio), 7:00-8:30 p.m., Block Amphitheatre (B-106).

February 11:

HOC Nursing Grand Rounds lecture: "Family Matters: Working together to meet the needs of patients and families in the ICU" with speaker Johanna Baily, Clinical Care Nurse, 10:00-11:00 a.m., Block Amphitheatre (B-106).

February 12:

Auxiliary Valentine's Day sale in the Atrium, 9:00 a.m. - 3:00 p.m.

February 14:

Valentine's Day

February 17:

Hope & Cope Lecture Series: "Spirituality" with speaker Cindy Morreault, 5:30 - 7:00 p.m., JGH Hope & Cope Wellness Centre. To register please call, 514-340-3616.

March:

National Nutrition Month

March 3:

Hope & Cope Lecture Series: "Know Your Rights" with speaker Ginette Quintal, 5:30 - 7:00 p.m., JGH Hope & Cope Wellness Centre. To register please call, 514-340-3616.

March 6:

World Glaucoma Day

March 9:

Purim

March 17:

Hope & Cope Lecture Series: "Living Wills" with speaker Dr. Michael Dworkind, 5:30 - 7:00 p.m., JGH Hope & Cope Wellness Centre. To register please call, 514-340-3616.

March 17:

St. Patrick's Day

Now's the time for **JGH Now**

So your department or committee has an exciting event or announcement that it wants to share with the rest of the hospital staff. Now what? Now is when JGH Now helps you spread the word.

Developed by the Public Af-

airs & Communications Department, JGH Now is available only online, enabling it to be updated continually. So say good-bye JGH This Week, the paper predecessor of JGH Now.

JGH Now is actually a new page on the hospital's website, and it

appears automatically when you log on to the internet on your hospital computer. You can also read JGH Now on any home computer by visiting jgh.ca/Now.

To include a notice about an

upcoming event, an ongoing project or a timely announcement in JGH Now, please email your text (which must be in both English and French), along with any attachments (flyers, agendas, programs, etc.) to communications@jgh.mcgill.ca. ♦