## **Cooley Cares for Kids**

MAY 1-31, 2010



This new event involves local businesses partnering with Cooley Dickinson to help local kids and families. Each donation benefits over 9,000 children —newborns to teens

—who receive care at Cooley

Dickinson each year. There are 2 easy ways to participate in this community fundraiser:

- Purchase a paper teddy bear for \$1 from a variety of local businesses including Burger King.
- Bring your spare change to Penny Arcade inside TD Bank stores located on Main Street in Bank Northampton, Amity Street in Amherst, America's Most Convenient Bank®

South Hadley. Penny will sort your coins for free—you do not have to be a TD Bank customer—then take your receipt to the teller and make your donation.

and Newton Street in

Your gift supports the loving care provided to babies and families in our Childbirth Center to ensure a healthy beginning of life, in our Pediatric Rehabilitation Program so children can reach their full potential, and in our Emergency Room where speciallytrained physicians and nurses are available 24/7 to handle life-threatening illnesses as well as broken bones and stitches.

For more information and a list of participating businesses, please visit www.cooley-dickinson.org/giving or call (413) 582-2255.

**Cooley Dickinson Hospital** 

Right Now.

Right Here. mproving

# Caring Connections

A Newsletter for Friends of Cooley Dickinson Hospital

**SPRING 2010** 

### **SUPPORTING THE HOSPITAL'S GREATEST NEEDS**

What do a company involved with asphalt and construction and a hospital have in common? It's a shared vision of the importance of having excellent staff and of serving the community, which has led both All States Materials Group and Cooley Dickinson to success in their respective fields.

"We are in the business of building roads; you are in the business of improving lives. You know best how to direct the funds and how they will benefit the community as a whole."



Aaron Hankowski of All States Materials Group

The Hankowski family has been involved with the Sunderland-based business from its early years. David Hankowski, a Northampton native, began working at the company as a summer employee while attending UMass Amherst. Several years after graduation, he returned to All States as the Chief Financial Officer. In the late 1970s, he and a partner bought the company, which has grown exponentially and now offers a wide array of services from locations throughout the Northeast. Aaron Hankowski, along with his younger brother Seth, recently joined their father in the family business.

Whether a business is for-profit, as is All States, or nonprofit like the hospital, growth and success are often attributed to the hard work and dedication of their employees. "Our business has been a success due to the efforts of our excellent employees," explains Aaron.

(continues inside)

#### THE GIFT OF CARING

#### **HONORS EXCEPTIONAL CAREGIVERS**

Every day at Cooley Dickinson, people like you experience caregiving that fills them with gratitude. Maybe a nurse's sense of humor made you laugh when you wanted to cry. Perhaps a doctor showed heartfelt concern not just to your husband, but to your entire family. Or maybe a therapist showed particular gentleness when handling your ailing mother.

Several months ago, the Gift of Caring program was introduced to offer grateful patients and families a meaningful way to support the hospital, while also honoring a staff member who exemplifies an exceptional level of care. The stories shared by donors are especially heartwarming, and



"We don't even want to think about how our son's life would have been if he hadn't come to Cooley Dickinson. Therapists of the way." Grateful Parents

provide affirmation to those honored that they are making a difference in patients' lives.

Currently, 11 Cooley Dickinson caregivers have been honored with gifts of \$500 or more. Walking through the North Building lobby near the Kittredge Surgery Center, you will see a display of photographs honoring these talented and caring individuals:

Margaret Chappuis, pediatric physical therapist

Leanne Greene, physical therapist Alvah Hinckley, MD, surgeon

Holly Michaelson, MD, surgeon

Paula Murphy, oncology social worker

Louis Pacilio, MD, radiology

Edward Patton, MD, obstetrics and gynecology

Lindsay Rockwell, D.O., medical oncology and hematology

Henry Rosenberg, MD, internal medicine

Allison Ryan, MD, neurology Alicia Ziegler, pediatric speech therapist

Honorary gifts at all levels ensure the highest quality of care that was so important to you continues to be available right here at your community hospital. For more information or to request a Gift of Caring donation form, please contact the Development Office at (413) 582-GIVE (4483) or visit www. cooley-dickinson.org/giving.

#### **NEW LOOK AND ADVANCED TECHNOLOGY** IN RADIOLOGY IMAGING SERVICES



Respondents to our recent donor survey expressed great interest in learning more about hospital services and especially what's new. So, we are sharing with you the latest improvements in Radiology Imaging Services, which are among the most frequently used services at the hospital.

Each year, Cooley Dickinson performs over 97,000 imaging exams including x-rays, MRI exams, and digital mammograms. As you might imagine, the Imaging Services reception area can be a busy place.

Renovation of this space was recently completed. The reception desk was

relocated and three new private interview rooms were added for patient registration. The waiting area is enclosed and more accommodating for patients.

"We want to provide our patients with the best experience," explains Nancy King, director of Imaging Services. "Privacy and confidentiality are very important, as is our patients' satisfaction. We've had a great response so far from patients and our staff."

Another improvement is the addition of a 64-slice CT scanner, new stateof-the-art technology offering greater benefits for patients and physicians. "The images are taken more quickly which increases comfort and a dose reduction capability allows for less radiation to the patient," explains Ellen LaRoche, CT Team Leader. "The 64 images are higher quality and allow for 3-D images that provide better diagnosis."

# Cooley Dickinson Hospital

21st Annual

**Tournament** 

**Golf Fore Health** 

Tuesday, September 14, 2010

**Hickory Ridge Country Club, Amherst** 

The tournament has raised more than \$850,000

since its inception for a variety of hospital programs such as cancer, critical care, pediatrics, and emergency services. Proceeds from this year's tournament will

support the cardiology

program and help to purchase needed vascular ultrasound equipment. Having this new technology will expand the range of vascular services available including early detection and preventive treatment that can reduce the risk of stroke and heart attack for patients in our community.

#### **Healing Garden** Next order of engraved bricks due June 30

Thanks to generous donors, the newly installed Healing Garden offers a natural sanctuary for patients, visitors, and staff. Alongside the North Building, you'll find a bench-lined walkway paved with specially engraved bricks donated by individuals and families. Brick by brick, these gifts



literally form a pathway of inspiration for everyone who enters this lovely space. As part of this on-going project, the next installation

of engraved bricks will take place this summer. We are asking interested supporters to consider purchasing a brick (ranging from \$250 to \$1,000) or selecting another named giving opportunity such as trees and plantings by June 30, 2010.

For more information, call (413) 582-GIVE (4483) or visit www.cooley-dickinson.org/giving.

(cover story continued)

"We are proud of all our employees, and what they and the business have been able to give back to the community," he adds.

Several years ago, All States made a generous five-year unrestricted pledge to be used for the hospital's greatest needs. Over the past year, annual unrestricted gifts and pledges to Cooley Dickinson have supported some of our greatest needs: nursing care at the bedside, expansion of programs and services such as Cancer Care, updates to our facility including the Emergency Room, as well as patient safety and quality improvement efforts. Giving to the hospital really does impact every patient every day.

"There are so many people who benefit from Cooley Dickinson Hospital. I think that we have a real gem in this community, and it is important to continue to support it," says Aaron.