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# Celebrating 30 Years On the Waterfront

## *Star Stream Ball to commemorate three decades of growth at Palisades*



**2008 Star Stream Ball Honorees**

Howard M. Shiffman (left),  
Chairman of the Board of  
Palisades Medical Center; and  
Albio Sires (right), United States  
Representative- 13th Congressional  
District of NJ.

On Saturday, November 8, the PMC Foundation's 2008 Star Stream Ball will commemorate the past 30 years at Palisades and usher in a future of growth and expansion. The annual gala, which will be held at the Hyatt Regency Jersey City on the Hudson, will proudly honor Howard M. Shiffman, Chairman of the Board of Palisades Medical Center, and Albio Sires, United States Representative-13th Congressional District of NJ. Both honorees have taken an active role in serving our community and have tirelessly worked to support the health and well being of our local residents.

In 1978, a group of committed citizens from the North Hudson-South Bergen community helped fulfill a longstanding dream when North Hudson Hospital was relocated and renamed Palisades General Hospital. Palisades' doors were officially opened on September 10, 1978 thanks to the efforts of our founders—Harold E. Azmelian, Robert L. Boyle, Arthur E. Imperatore, John P. Morro, Joseph R. Romano, Anthony M. Schiano, DDS, and Thomas M. Venino, Esq.

"Thirty years ago, I do not believe that anyone could have predicted the degree of construction and development that we have all

seen along the waterfront in recent years," said Bruce J. Markowitz, President & CEO of Palisades. "The founders of Palisades had the foresight to bring the hospital to our waterfront location, and we have continually expanded our services to meet the healthcare needs of our growing communities."

*Continued on page 3*

# 30 YEARS *on the waterfront*

**2008 STAR STREAM BALL**

*Saturday, November 8, 2008*

**HYATT REGENCY  
JERSEY CITY ON THE HUDSON**

*For reservations or sponsorship  
information, please call*

*201-854-5008 or visit*

*[www.palisadesmedicalfoundation.org](http://www.palisadesmedicalfoundation.org)*

# News to KNOW

## ❖ Pain Management Department Opens...

Palisades has officially opened a new Pain Management Department to treat patients with a variety of conditions, including acute pain as a result of injury or illness, back problems, arthritis, cancer pain, post-surgical pain, degenerative disc disease, spinal stenosis, post amputation pain, shingles, and muscular conditions. [Scott Gottlieb, MD](#), has been named the [Clinical Director for the Pain Management Department](#), which is located on the Palisades campus at 7704 Marine Road in North Bergen. For more information or to schedule an appointment, please call 201-520-4770.



## ❖ Lab Gets New Power Processor...

A new, automated system is improving patient safety and turnaround time in the Laboratory at Palisades. The Power Processor [ensures correct patient identification from the time lab specimens are received until the time lab results are generated](#). The system features a robotic arm to load and unload sample tubes and sort specimens into testing racks. It is also linked to a new bar-coded label printer that had been installed in the Emergency Department.



## ❖ Going Smoke-Free...

Palisades' entire campus will be smoke-free 'curb-to-curb' beginning on the [Great American Smokeout Day - November 20, 2008](#). Palisades and more than 20 other hospitals and health systems throughout New Jersey are working in partnership with the American Cancer Society on this initiative to eliminate the use of all tobacco products throughout their entire campuses. Palisades is proud to support this united effort to help save lives and create a healthier environment for patients, employees and visitors. [Cigarette smoking accounts for approximately 300,000 to 430,000 deaths each year](#) in the United States.



## Letter from the Executive Director

It is a time of great energy and enthusiasm at Palisades as we celebrate our [30th Anniversary on the waterfront](#). More than 1,300 donors have expressed their commitment to Palisades' future growth by [pledging \\$4.8 million](#) to our 30th Anniversary Campaign. If you have not yet made your pledge, please join our united effort now.

[The 2008 Star Stream Ball](#) is only a few weeks away! This spectacular gala will surely be a memorable night as we celebrate Palisades' past, present and future. It will also be the perfect time to honor [Howard M. Shiffman](#), Chairman of the Board of Palisades Medical Center, and [Albio Sires](#), United States Representative – 13th Congressional District of NJ.

We applaud the Auxiliary and Planning Committee of our [2nd Annual Casino Night on the Waterfront](#) for orchestrating a fun-filled evening for all attendees. In addition, we appreciate the generous support we received from our event sponsors and raffle prize donors.

[Volunteer recruitment has reached an all-time high](#) at Palisades. We have seen an impressive 95% increase in new volunteers during the past several months. We sincerely thank our volunteers who always offer their time and energy.

Our Women's Health Initiatives have been enhanced thanks to [recent grant support from Susan G. Komen for the Cure – North Jersey Affiliate](#) and strong partnerships with the [Cancer Detection and Early Education \(CEED\) Programs](#) in Hudson and Bergen Counties.

As always, I thank you for your continued support and I encourage you to stay connected to our latest news by visiting our website at [www.palisadesmedicalfoundation.org](http://www.palisadesmedicalfoundation.org).

A handwritten signature in black ink that reads "Elisse Glennon".

Elisse E. Glennon  
VPI/Executive Director

# Celebrating 30 Years (continued from page 1)



(At center) Maria E. Bornia, MD, VP of Medical Affairs and Quality Assurance, has been with Palisades for more than 30 years. Pictured with Dr. Bornia are Eurice E. Rojas, Elisse E. Glennon, Bruce J. Markowitz, Donna Cahill, David J. Berkowitz and John Calandriello.

## Loyalty and Pride at Palisades...

34 of the hospital's current employees, and 18 of our active physicians helped make the Palisades' grand opening a reality to ensure improved care for all patients. These dedicated individuals literally helped move patients, equipment, medical records and supplies to the hospital's new location. Many employees also brought their family members to assist in the move to help establish Palisades as a true family of professionals serving our community.

Two of Palisades' most loyal and hard-working volunteers—Pearl Reis and Joan Venino—have done their share by generously donating their time and energy at the hospital since 1978. Louise Kraus also played major role in Palisades' move-in day 30 years ago as an employee, and she continues her service today as a volunteer.

On September 10, 2008, Palisades



Pictured, from left: Lorna Schneider, APN, Maureen Cocco, RN, Fay Spragley, NP, Adel Nammour, RN, and Joanne Misiunas, RN.

Medical Center officially marked its 30th Anniversary of serving residents throughout Hudson and Southern Bergen Counties. Employees, volunteers and members of the Medical Staff enjoyed the beautiful, sunny day by celebrating the historic occasion during a waterfront barbecue.

## Looking to the Future...

The PMC Foundation is in the midst of a special 30th Anniversary Campaign to help modernize and expand Palisades' services to keep pace with the growing needs of our community.

The 30th Anniversary Campaign will create an Endowment Fund that will continue to grow over time to ensure the sustainability of quality programs. Donations will also support projects that are critical for the delivery of quality healthcare in the future, including renovations of patient rooms and Same Day Surgery facilities, upgrades to the Emergency Department, expansion of Operating Rooms, a women's health initiative, and growth of community wellness programs and screenings.

To date, the 30th Anniversary Campaign has already inspired more than 1,300 local residents to pledge over \$4.8 million to support the future growth of the Medical Center and the Harborage.

**For more information or to support the 30th Anniversary Campaign, please call 201-854-5008 or visit [www.palisadesmedicalfoundation.org](http://www.palisadesmedicalfoundation.org)**

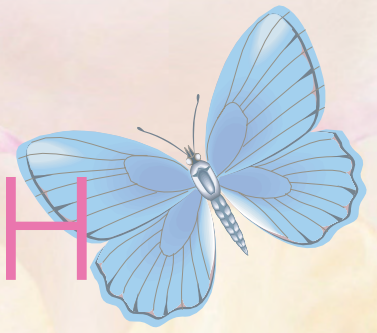


Pictured, from left: Gongar Konah, Chef Christen Gorman, Endri Borova, and James Cardo.

## 30 Years of Growth

- 1978** — **September 10, 1978:** Palisades General Hospital officially opens as a highly sophisticated 202-bed facility.
- 1983:** The CAT Scan Unit is introduced allowing images of organs inside the body.
- 1984:** Palisades Child Care Center opens to ensure that local children receive the highest quality care in a warm, nurturing environment.
- 1985** — **1985:** New MRI technology offers much higher detail without moving the patient.
- 1990** — **1991:** The Harborage opens, offering a 239-bed rehabilitation center and nursing home to patients as they recover from surgery, serious injury, or debilitating diseases or stroke.
- 1995** — **1995:** The Delivering for the Future Capital Campaign generates funding to completely renovate the Birthing Center at Palisades.
- 1999:** Palisades General Hospital becomes a member of the prestigious New York-Presbyterian Healthcare System—and officially changes its name to Palisades Medical Center.
- 1999:** The Palisades Medical Center Foundation is created to build a source of perpetual financial stability for Palisades Medical Center and the Harborage.
- 2000** — **2001-2003:** Expanded service offerings include the Columbia Presbyterian Breast Care Center, Reconstructive Foot & Ankle Center, Cardiac Catheterization Lab and Neonatal Critical Care Unit.
- 2005** — **2001-2005:** Technology enhancements include the PAC system for filmless x-rays, the Emergency Dept.'s Vital Works System, and a 64-slice CT Scanner for diagnostic imaging.
- 2005:** The Faith-Based Community Outreach Program is introduced to promote health education, screenings, and research in our culturally diverse communities.
- 2005:** The Endowment Fund is launched with a generous pledge from John C. Meditz to support the programmatic and capital needs of Palisades Medical Center.
- 2006:** Arthur E. Imperatore makes a \$2 million bequest to support the Foundation. The Arthur E. Imperatore Legacy Society recognizes donors who generously support the Foundation well beyond their lifetime through bequests, charitable trusts and gift annuities.
- 2007:** A Clinical Pastoral Education (CPE) training program is created to teach leaders of various religions to minister to our spiritually diverse population.
- 2007:** The Wound & Limb Healing Institute opens.
- 2008** — **2008:** Palisades becomes the first hospital in Hudson County to implement an automated bar-coded system to administer medicine to improve patient safety.
- 2008:** Women's Health Services are expanded with the opening of the Maternal-Fetal Medicine Department and the Continence Center.

# FOCUSING ON WOMEN'S HEALTH



*In the past, many local women had to travel outside of our community for specialty care. To improve access to many of these services, Palisades has expanded its onsite programs and opened a new Women's Wellness Center.*

*Palisades new Women's Wellness Center is located at 1131 Washington Street in Hoboken and it features OB/GYN services, the Continence Center and a mid-*

*wifery program. The opening of the new center underscores Palisades' focus on providing comprehensive women's health services for our community.*

*Women's health programs located within the Medical Center's main location include The Birthing Center at Palisades, the Maternal Fetal Department, the Columbia Presbyterian Breast Center, and services for fibroid treatment and bone densitometry.*



## BIRTHING CENTER 201-854-5702

For the second straight year, The Birthing Center at Palisades has received a perfect 5-Star Rating from Health Grades, the world's leading healthcare ratings organization. The Birthing Center features luxurious hotel-like suites, state-of-the art technology, first-rate specialists and a spectacular view of the New York City skyline. Moms-to-be and their families can enjoy the miracle of birth in the privacy of their own full-service labor, delivery, recovery and postpartum suites.

## MIDWIFERY PROGRAM 201-854-5702

Today, there are more than 7,000 Certified Nurse-Midwives in the nation who attend approximately 200,000 births annually, primarily in hospitals.

## MATERNAL-FETAL MEDICINE 201-295-4805

For a pregnant woman, nothing is more important than the health of her baby. Women experiencing medical or obstetrical complications can find the comprehensive treatment and reassurance they need at Palisades. Whether the diagnosis is diabetes, hypertension, multiple births or other conditions, the Maternal-Fetal Medicine Department provides extensive care throughout a woman's pregnancy. The clinical team also performs our area's most advanced 4-D ultrasound and prenatal diagnostic procedures, including amniocentesis.

## CONTINENCE CENTER 201-520-4790

According to recent studies, more than 25 million Americans, the majority of whom are female, suffer from incontinence - an ailment that many will not talk about with their best friends or their doctors. Women who experience incontinence or other urinary tract or pelvic floor problems can find successful ways to cure or manage their disorder in one caring, convenient setting thanks to modern treatment methods available at the Continence Center at Palisades.



## FIBROIDS

201-854-5114

Thousands of women suffer from the pain and bleeding of benign tumors known as Fibroids because they fear traditional treatment options — typically hysterectomies. But women can now come to Palisades to take advantage of a non-surgical treatment option for uterine fibroids. This Interventional Radiology procedure shrinks the fibroids, often eliminating the need for surgical removal. Recovery time is short and women may be back to their normal routine in just a few days.



## BONE DENSITOMETRY

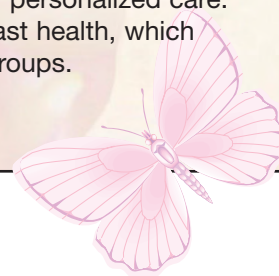
201-854-5109

Bone density scanning is an enhanced form of x-ray technology that is used to measure bone loss. It is a painless medical test that takes just a few minutes with the state-of-the-art equipment used at Palisades. Bone densitometry testing is primarily performed to identify persons with osteoporosis and osteopenia (decreased bone mass) so that the appropriate medical therapy and treatment can be implemented.

## COLUMBIA PRESBYTERIAN BREAST CENTER

201-295-4836

The Columbia Presbyterian Breast Center at Palisades provides women in Hudson and Southern Bergen counties with the most comprehensive diagnosis and treatment of all forms of breast disease. It has been heralded for its world-class medical expertise, sophisticated technology and personalized care. The Breast Center offers a multidisciplinary approach to breast health, which includes medical care, educational programs, and support groups.



# BREAST CANCER COMMUNITY OUTREACH



*Pictured, from left: Mary Hess, Komen North Jersey Affiliate; Rich Ward, Hudson County CEED; and Nikki Mederos, Palisades Medical Center.*

Susan G. Komen for the Cure – North Jersey Affiliate has awarded a \$30,000 grant to the PMC Foundation to provide a full circle of breast cancer education and care to our area's uninsured and underinsured women.

Palisades will partner with the Cancer Education and Early Detection (CEED) Programs in Hudson County and Bergen County in this important initiative. Eligible participants selected by the CEED programs will receive free educational materials, initial breast exams, and mammograms at Palisades. The Breast Cancer Community Outreach Program will also offer transportation services and a bi-lingual case manager to ensure that personalized

support is provided throughout the continuum of care. As part of National Breast Cancer Awareness Month, Palisades will host a free educational seminar on October 29. Guest speakers will discuss current treatment and research and provide attendees with information about self-help/self-exams, genetic counseling, baseline mammogram examinations, guidelines for early detection and more. Information will be provided in English and Spanish. This seminar is made possible thanks to additional grant funds from the Komen North Jersey Affiliate.

October is National  
Breast Cancer  
Awareness Month

susan g.  
**komen**  
FOR THE  
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NORTH  
JERSEY

**FREE**  
**Breast Cancer**  
**SEMINAR**

**October 29, 2008 • 7:00–9:00 P.M.**

**Palisades Medical Center**

*To register, call Nikki at 201-854-5702*

# Casino Night!

Glitz, glam and gambling delivers \$10,000 to the Palisades Medical Center Foundation!



## PRESENTING SPONSORS

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## PRINTING SPONSOR

I.O.U., Imprint On Us

## Special thanks to our raffle prize donors:

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## CASINO NIGHT COMMITTEE

### Nancy Boden, Chair

Kathy Aitchison  
Jacqui Atcheson  
Jackie Baran  
James Cardo  
Carmen Criscione  
Charles Crugnola  
Erika Desimone

### Claire Friedman

Beatriz Garcia  
Marian Gordon  
Gary Mignone  
Kyle Raffo  
Joanie Tridente  
Denise Whitley



Visit our website  
to see even more photos  
from Casino Night!  
[www.palisadesmedicalfoundation.org](http://www.palisadesmedicalfoundation.org)



# Community Connections

To see more photos from these and other special events, please visit [www.palisadesmedicalfoundation.org](http://www.palisadesmedicalfoundation.org).



## Partnering to Keep Our Neighbors Healthy

Palisades Medical Center and the West New York Lions Club have a longstanding partnership in serving our neighbors. Palisades helped provide free screenings and educational materials to hundreds of local residents during the Lions Club's recent health fair at the West New York Community Center. The Lions Club also recognized Palisades for its outstanding community outreach efforts by presenting an award to Nikki Mederos, Manager of Patient Relations, during its 2008 Annual Dinner.



## Lights... Camera ... Action!

Dozens of actors and film crewmembers came to Palisades to shoot several scenes for a soon-to-be-released TV drama on the A&E Network. The new show, *Watching The Detectives*, will feature true stories of real-life police detectives, and it is scheduled to premiere in the Fall. Throughout the day, scenes were filmed in Palisades' Main Lobby, Emergency Room, Cardiac Catheterization Lab, and on the 5th Floor. Several Palisades employees were also selected to appear on camera.



## Feeding the Hungry

Palisades Medical Center and Sodexo Corporation work throughout the year to support our area's hungry and homeless by donating prepared and perishable foods to Table-to-Table, the first and only food rescue program in Northeast New Jersey. Table-to-Table delivers fresh food to agencies throughout the area, including elder care facilities, drug rehabilitation centers, homeless shelters, and homes for victims of domestic violence and pantries serving the working poor.



## Prepping and Planning

The 2nd Annual Casino Night on the Waterfront was a big success thanks to the efforts of the PMC Auxiliary and the Casino Night Planning Committee. Auxiliary members worked hard to prepare attractive prize baskets for the big raffle, and the Planning Committee did an excellent job of coordinating all event logistics and attracting sponsors to help raise more than \$10,000 for the PMC Foundation.

## Grassroots Outreach

Thanks to a partnership with NJ Transit, Palisades employees and volunteers distributed health education materials at the Hoboken train station. Several outreach team members dressed in colorful costumes, greeted commuters and handed out apples, flowers, and sleep masks with powerful messages about good nutrition, women's health issues and the dangers of sleep disorders.



# KIDZ CONNECTIONS



## Special Visitors

More than 30 children (ages 4-5) from the Maria Eugenia Early Childhood Center in Union City learned some valuable healthcare lessons during a recent tour at Palisades. The children began the day by visiting the Emergency Room where they practiced first aid care on 'Teddy.' Other stops during the tour included the Radiology Department, Birthing Center and Sleep Wake Center before the young visitors enjoyed snack time in the Auditorium.

## Childversity Fair

Palisades participated in West New York's *2nd Annual ChildVersity Fair* at the West New York Early Childhood Center. Volunteer staff from the center and visiting organizations assisted children and their parents in a series of activities, which included literacy and scientific exercises, and creative expression through art and music. Attendees also learned about valuable community resources. Senator Frank Lautenberg and Congressman Albio Sires were also on hand to support the event.



## Top of the Class

Richa Goel has been recognized as a dependable and hard-working volunteer in the Pharmacy Department at Palisades. But recently, Richa earned even-greater accolades for her academic skills when she was named Weehawken High School's 2008 Valedictorian. After being named Valedictorian, Cablevision Reporter Jeff Henig interviewed Richa and her student advisor Catherine Campen at Palisades. Richa received countless academic awards during her high school career and graduated with perfect attendance. We all wish Richa the best as she now moves on to study at New York University.

# How You Can Get Involved

When you get involved in your community, everyone wins.

Palisades Medical Center and the Harborage offer a variety of ways for you to offer your time, talent and treasure.

## GIFTS/PLEDGES

Personal donations can support general services, specific programs or an endowment fund. All gifts/pledges are acknowledged on the Medical Center's donor wall unless the donor requests to remain anonymous.

## THE TREE OF LIFE

Honor your parents, a family member, or a doctor or nurse with an everlasting part of our Tree of Life, a beautiful display in the Harborage Chapel.

## SPONSORSHIPS

Various sponsorship levels are available for each fundraising activity with generous acknowledgement in event promotions.

## VOLUNTEER OPPORTUNITIES

Many volunteer positions are available throughout the Medical Center and the Harborage. For more information, please call Denise Whitley, Coordinator of Volunteer Services, at 201-854-5011.

## FUNDRAISING COMMITTEES

Join a committee or the PMC Auxiliary to help plan special events to support the PMC Foundation.

## THRIFT SHOP

Buy or sell items at the Palisades Thrift Shop to support the PMC Foundation. Seasonal clothing, accessories, and household items are accepted in good condition. Furniture pick-ups can be arranged by appointment. The Thrift Shop is located at 595 Anderson Avenue in Cliffside Park, and it is open Monday-Saturday, 10 am - 5 pm and Thursdays until 10 am - 8 pm. For more information, please call 201-945-6965.

## eBAY GIVING WORKS

Support the PMC Foundation by selling your items on eBay, the world's largest online marketplace. Registered eBay users may select the PMC Foundation to receive a percentage of his or her auction sales.

# Health Seminars at Palisades

Hundreds of local residents have learned valuable information about key health issues thanks to health seminars at Palisades. The free seminars serve as a perfect venue for attendees to ask questions and discuss health topics with physicians.

Antonio Morgado, MD, Chief of Endocrinology, and Gregory G. Magee, MD, Director of the Sleep Wake Center at Palisades, recently spoke to attendees about sleeping disorders and ways to prevent and treat diabetes. Scott Gottlieb, MD, Clinical Director of the Pain Management Department, also led a special seminar focused on treatment options for a variety of chronic pain conditions, including back problems, arthritis and muscular conditions.



*For more information about Health Seminars, please call Nikki Mederos at 201-854-5702.*



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# Palisades Ranked #1 in Heart Care

Palisades Medical Center was one of only six hospitals in the entire state to receive a 100% score in heart failure care in the New Jersey's Department of Health and Senior Services' 2008 Hospital Performance Report.

The annual report focuses a great deal on heart failure care because it is among the most common reasons for patient admissions.

"We are extremely pleased that the 2008 New Jersey Hospital Performance Report acknowledges Palisades for providing high-quality medical care for the people of Hudson and Southern Bergen Counties," said Bruce J. Markowitz, President and CEO of Palisades. "We applaud our entire medical and hospital staff for their tireless efforts in helping us reach these high standards of excellence in patient care."

During the past several years, Palisades has also been recognized for consistently improving its hospital facilities, expanding its clinical programs and services, and adding modern technology to meet the changing healthcare needs of its patients.

The New Jersey Hospital Performance Report was created to provide hospital quality information to patients, their families and health care professionals. Report scores are based on the per-



(Pictured, from left) Bruce J. Markowitz, President and CEO, Mark S. Gabelman, MD, Medical Staff President and Chief of Cardiology, Maria E. Bornia, MD, Medical Director/VP of Medical Affairs, and Ruben D. Fernandez, VP of Nursing Administration.

centage of eligible patients that received correct treatments and care in order to fully recover from their medical problem. The complete report can be viewed at [www.state.nj.us/health/hpr](http://www.state.nj.us/health/hpr).

## Upcoming Events!

### STAR STREAM BALL

SATURDAY, NOVEMBER 8, 2008  
Hyatt Regency Jersey City  
On the Hudson

### PALISADES CLASSIC

MONDAY, MAY 11, 2009  
Ridgewood Country Club, Paramus NJ  
(Home of the PGA's 2008 Barclays)



**Palisades Medical  
Center Foundation**

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