

The Campaign.

transforming medicine

“The Friends of CHaD has really positioned CHaD to grow in ways that would not have been possible without their support,” says Sharon Brown, the director of community relations for CHaD.

1 A young skier confidently navigates the slopes at this year’s CHaD Ski & Ride Challenge, which raised more than \$100,000 for the Children’s Hospital at Dartmouth (CHaD).

2 For John Modlin, the codirector of CHaD, presiding over the Friends’ annual Ski & Ride Challenge is one of the joys of his job.

3 Saluting a new industry-academe collaboration are, from the left, Jouko Karvinen, president and CEO of Philips Medical Systems; Stephen Spielberg, dean of DMS; and Joseph Helble, dean of Dartmouth’s Thayer School of Engineering.

Barbra Alan is assistant director of development communications for the Medical School and Medical Center.

What friends are for By Barbra Alan

Never underestimate the power of friends. Pat Goldman, a dedicated advocate for children and the elderly, moved to the Upper Valley in 1995 and reconnected with her old friend Dr. John Brooks, then medical director of the Children’s Hospital at Dartmouth (CHaD) and chair of the Department of Pediatrics. That’s when an idea was conceived: to create a volunteer group to support CHaD with fund-raising, awareness-building, and advocacy.

From that idea, the Friends of CHaD was born in 1996. Over the past decade, the Friends group has grown into a powerful ally of CHaD, due in large part to the commitment and drive of its members. They hail from different towns throughout the Upper Valley and beyond; there’s even a Manchester, N.H.-based Friends of CHaD-South that will celebrate its fifth anniversary later this year. Some Friends are educators, some are business leaders, some are parents of children who receive care at CHaD. But no matter where they live, or what they do, all have one thing in common: an unwavering commitment to ensuring the best, most comprehensive medical care for the children of northern New England.

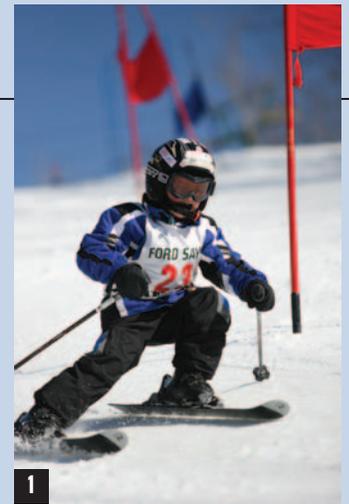
Dr. John Modlin, codirector of CHaD and chair of the Department of Pediatrics, calls the work of the Friends of CHaD “a win-win situation. Not only do the Children’s Hospital and

its staff, patients, and families benefit, but so do the members themselves, who are so committed to the growth and enrichment of CHaD.”

Since its formation, the Friends of CHaD has played an important role in raising funds for numerous projects at the Children’s Hospital, including the relocation and renovation of the Pediatric Intensive Care Unit (PICU) in 1998 and its 2003 expansion; the creation of the Family Center in 2003; and the construction of a new CHaD outpatient clinic in 2004. The Friends also support the Child Life Program, the Pain Free Program, the Injury Prevention Program, and other efforts that exist thanks to philanthropic support. “The Friends of CHaD has really positioned CHaD to grow in ways that would not have been possible without their support,” says Sharon Brown, the director of community relations for CHaD.

One key to the Friends’ fund-raising success is a year-round slate of events. Two in particular, Circus Smirkus in the summer and the CHaD Ski & Ride Challenge in the winter, have become wildly popular community events. In fact, this year’s Ski & Ride Challenge, which is the Friends of CHaD’s signature event, was the most successful yet, raising over \$100,000 for clinical care, prevention, and family support programs.

For Debbie Jaurigue, one of



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the Friends’ newest members, raising money for CHaD is a mission close to her heart. Her daughter Madi, who was born with hydrocephalus—a congenital disorder that causes cerebrospinal fluid to build up in the brain—has been a patient at CHaD for the past two years. During Madi’s stays in the PICU, the Jaurigues have experienced firsthand the fruits of the Friends’ labors, most notably the Family Center and the Child Life Program.

“Fund-raising is a kind of therapy for me,” Debbie Jaurigue explains. “I can’t help my daughter, but I can help raise funds that will benefit her and other children who come to CHaD for their care.”

While the Friends are justifiably proud of their past ac-

The only way to have a friend is to be one.

—Ralph Waldo Emerson

accomplishments, the group is not resting on its laurels. There's a lot more fund-raising to be done: the Friends of CHaD has pledged \$10 million to the Transforming Medicine Campaign, to advance pediatric re-

search and enhance family-centered care programs grounded in teaching and research. It's a daunting task, but one that Sharon Brown believes the group is equal to. "In 1996, the Friends had one or two events

and raised \$10,000. Last year, we raised \$1.4 million." The organization, she says, is clearly "energized and pumped."

To learn about ways in which you can support CHaD, visit www.dhmc.org/goto/helpchad.

Celebrating an innovative collaboration By Barbra Alan

Dr. Stephen Spielberg, the dean of Dartmouth Medical School, joined Joseph Helble, the dean of Dartmouth's Thayer School of Engineering, and Jouko Karvinen, the president and CEO of Philips Medical Systems, at a reception at DHMC on December 19. Together with faculty and friends of the institution, they were celebrating a \$5-million multiyear collaborative research agreement in biomedical imaging. The agreement brings together researchers from DMS, Thayer, and Philips to develop innovative imaging capabilities aimed at earlier detection and treatment of heart disease, cancer, and neurological diseases.

The agreement will accelerate research in areas where Dartmouth College as well as its schools of medicine and engineering are already breaking new ground. Among the projects under way are the use of advanced cardiovascular imaging to identify molecular changes that may signal malignant tumor growth at earlier stages; the creation of alternative methods of breast cancer imaging to increase the accu-

cy of detection and treatment and to reduce patient discomfort; and the development of technologies aimed at improving our understanding of the basic processes that lead to neurological disease.

"Without industry partners, translation of discovery and new knowledge cannot happen in real time," Dean Spielberg stated at the reception. "Improving diagnosis and treatment options for cardiovascular disease, cancer, and neurological conditions represents one of the biggest challenges of medicine. The role of medical imaging in these areas has grown exponen-

tially in recent years, with groundbreaking work taking place in imaging the brain, the heart, and other organs.

"Working with our colleagues from the Thayer School and Philips," Spielberg continued, "Dartmouth sees the opportunity to combine the intellectual strengths of academia with industry as a key to further unlock advances in medical imaging. We look forward to developing a long and productive relationship with Philips in hopes of continually improving patient care not just in northern New England, but throughout the nation."



ALL: MARK WASHBURN

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transformingmedicine

Raising the bar

The financial goal of the Transforming Medicine Campaign for Dartmouth Medical School and Dartmouth-Hitchcock Medical Center is to raise \$250 million by 2009. Even more far-reaching is its goal of "raising the bar" in medicine. Of questioning assumptions—respecting tradition but not following it blindly. Of erasing boundaries—translating science from the lab bench to the bedside by connecting researchers with clinicians. Of creating solutions to the nation's most critical health-care issues. Of transforming medicine.

Children's health

Improving the health and health care of the region's children is a top priority of the Transforming Medicine Campaign. Within the Campaign is a \$20-million goal for the Children's Hospital at Dartmouth, to advance pediatric education, to fund new research initiatives in pediatrics, to enrich family-centered programs grounded in teaching and research, and to enhance facilities.

As of February, the Transforming Medicine Campaign had raised over **\$116 million** in cash gifts and pledges, including these generous gifts to CHaD:

- **\$300,000** from Jane and Bill Stetson and the Arthur K. Watson Charitable Trust in support of the William E. Boyle, M.D., Community Pediatrics Program.
- Over **\$130,000** from Paul and Yvonne Hendricks and the Hendricks/Felton Foundation for the CHaD Family Center.

Learning more

For more about the Transforming Medicine Campaign, visit <http://transmed.dartmouth.edu>.