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# NorthShore now

March 2020



## Take a Peek Into the PAC

**W**hile NorthShore Hospitals welcome patients with atrium ceilings, gently flowing waterfall walls and self-playing pianos, an equally important “front door” for NorthShore is actually nestled inside the 4901 Searle Building in Skokie. It is the home of the Patient Access Center (PAC), and for many NorthShore patients, it is their first point of contact with our health system. Whether patients are seeking an initial visit with a new primary care physician or need a series of appointments involving testing or treatments, the PAC is NorthShore’s behind-the-scenes powerhouse for connecting patients with our care providers.

In 2019, PAC team members answered a staggering 2.6 million phone calls, as well as responded to 57,000 appointment and service requests initiated through our online portal, NorthShoreConnect, or northshore.org.

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Photo by Luza Roche Gramana

Representative Chris Walsh handles calls at the Patient Access Center.

### DEFINING EXCELLENCE

## Focused on Fighting Cancer

Physician’s expertise in ocular oncology saves patient’s vision

**C**laire Repsold’s vision issues started with trouble seeing shadows and differentiating between light and dark. She saw several ophthalmologists who specialized in retinal diseases, but none were able to help. All the while, her vision was dramatically declining until she was not even able to read the large letter on the eye chart.

After a battery of tests and seeing a specialist who suggested she might have lymphoma in her eye but that there was no treatment, 72-year-old Repsold thankfully found NorthShore’s Andrew Francis, MD.

Dr. Francis, a retina fellowship-trained ophthalmologist, quickly confirmed that Repsold did indeed have lymphoma in her eye, which he was able to successfully treat.

“He caught it right away and said we need to start shots now,” recalled Repsold. “Dr. Francis is so nice and gentle, and he clearly knows what he’s doing. He’s like the perfect doctor.”

Dr. Francis treated Repsold with a series of eye injections of the drug methotrexate. Within weeks, her vision returned to 20/40, a dramatic improvement that meets the legal definition for driving. Her vision continues to improve as does her quality of life.

“I can watch TV again and hopefully I’ll be able to read books soon,” said Repsold. “Dr. Francis is hopeful, and that gives me hope.”

Repsold, who was treated for a similar lymphoma of the central nervous system by NorthShore Neurologist Ryan Merrell, MD, in 2017, is now in remission. “I can’t say enough good things about Dr. Merrell, either,” she added. Dr. Merrell helped connect Repsold to Dr. Francis, and the two specialists have conferred about their shared patient.

Dr. Francis is the first to offer ocular oncology services here, and he credits the pharmacy team for working collaboratively with him to bring new protocols to patients in need at NorthShore. The injections are quick, effective, outpatient treatments that require only a topical anesthetic. “It sounded like they would be horrible, but they’re not bad at all,” said Repsold.

While there is no one, definitive test to diagnose all cancers that may affect the eye, Dr. Francis’ experience and specialized training helped him determine both the cause of Repsold’s condition and the right treatment to restore her sight. “This was a great case illustrating that good medicine is always changing and it requires innovation, teamwork and flexibility,” said Dr. Francis. “It is an exciting time to be an ophthalmologist working at NorthShore.” ■



Dr. Andrew Francis

## An Epic Adventure

Swedish and NorthShore teams launch electronic medical record integration effort

**W**ith Swedish Hospital now part of NorthShore, work is quickly pivoting to executing integration initiatives that support our shared goals in the areas of growth, quality and experience; cost/operational efficiency; and innovation and partnership.

Front and center in these efforts is Health Information Technology (HIT) systems integration, including the huge task of equipping Swedish Hospital and its medical group outpatient offices with Epic, NorthShore’s Electronic Medical Record (EMR) system.

While Epic integration is a key focus within HIT, it is not the only technology-related initiative related to Swedish joining NorthShore. The two HIT teams began meeting early last fall and have reviewed over 500 technology-related applications, which now have preliminary determinations such as convert, keep, or create a short-term or long-term interface—for both clinical and nonclinical applications.

**continued on page 4**



Photo courtesy of Swedish Hospital

NorthShore President and CEO J.P. Gallagher spoke to about 110 community members during a special meeting in January at Swedish Hospital.

## Commitment to Community

New partnership reaffirms dedication to supporting local needs

**N**orthShore President and CEO J.P. Gallagher and Swedish Hospital President and CEO Anthony Guaccio re-emphasized Swedish Hospital’s commitment as a strong community partner during a recent meeting that attracted about 110 external and internal stakeholders.

The two leaders detailed their shared vision for the future to the crowd at the Jan. 29 meeting, held at Swedish Hospital. Those in attendance included elected officials, social service agencies, faith communities, cultural organizations, schools and neighborhood organizations.

“In preparing for this new chapter, it’s clear that through our shared values, commitment to community, and combined leadership and strengths, NorthShore and Swedish Hospital have created an extraordinary partnership that will help us reach our goal of expanding access to quality patient care and developing best practices in care delivery to better meet the healthcare needs across our communities,” said Gallagher, adding that their commitment includes dedication to the underserved. ■



From left: Karen Sheehan of Swedish Hospital, and Heath Bell, Steve Smith and Mimi Broeker, of NorthShore, are leading systems integration between legacy NorthShore properties and Swedish Hospital.



**Vantage Point:** *J.P. Gallagher*

“Vantage Point” is a recurring column in *NorthShore Now* authored by President and CEO J.P. Gallagher. Through “Vantage Point,” J.P. offers his unique perspective on NorthShore’s trajectory for the future along with navigating the challenges we face today as a thriving healthcare organization.

## The NorthShore Advantage: Being Different Is in Our DNA

As a new year and a new decade begins, NorthShore stands tall among healthcare peers locally and nationally for our game-changing innovation in creating new care delivery models. The industry is taking notice of our achievements—most recently at the prestigious J.P. Morgan Healthcare Conference, the largest and most informative healthcare investment symposium in the country.

This recognition is well-deserved. In the last year, we successfully launched Illinois’ first specialty hospital dedicated to orthopaedic and spine care. We’re using data and technology in our Clinical Analytics Predictive Engine (CAPE) to aid clinicians with decision-support tools. And, of particular note, we celebrated the successful conclusion of our DNA-10K genetic testing pilot program as part of our Advanced Primary Care platform.

Advanced Primary Care incorporates a more detailed assessment of a patient’s unique genetic makeup and health history into the traditional aspects

of a routine care visit. And what’s even more impressive is that NorthShore is the first organization in the country to integrate genomic medicine in depth systematically throughout our adult primary care practices.

Through DNA-10K, we successfully enrolled 10,000 participants and provided our patients with actionable clinical genomic results—including risk assessments for cancer, heart disease and genetic responses to medication. Advanced Primary Care is transforming the delivery of healthcare—and as we’ve seen firsthand, this genetic information is now a key component of predicting, preventing and treating disease for patients.

In January, we expanded lower-cost DNA testing to all of our Medical Group adult primary care practices. And later this year, we’ll add even more physician locations through our new partner Swedish Medical Group. Our bold decision to embed genetic testing distinguishes NorthShore from competitors by delivering better healthcare for our patients, while providing tools for our physicians to alert them to their patients’ genetic risk in real time.

Physician feedback with these efforts has been exciting. Eighty-one percent of our physicians tell us their practices are differentiated by moving these genetic insights into the primary care arena and, in turn, elevating the care they provide. We know this creates additional responsibilities for our physicians, so we’ve also put new programs in place to support them. This includes specialized training and knowledgeable peers who serve as genomics “ambassadors” to help our physicians develop better work flows and enhance service delivery.

Even more exciting is that we’re also seeing strong patient engagement with Advanced Primary Care. Thirty-three percent of consumers tell us they would consider switching primary care physicians to one who can deliver this advanced level of healthcare. Fifty percent are more likely to follow up on their DNA screening results, and 75% are likely to share and discuss their risks with family members.

In the complex and increasingly competitive healthcare marketplace, differentiation is key for NorthShore to achieve its vision to be “the most trusted and indispensable health partner to the communities we serve.” We should all be proud of Advanced Primary Care and other game-changing advancements that showcase our unique ability to innovate, transform and lead as a preeminent healthcare provider. Thanks for all that you do to make these important initiatives successful. ■

## New Men’s Health Specialist Offers Advanced Urological Care

NorthShore’s John and Carol Walter Center for Urological Health recently welcomed fellowship-trained Men’s Health Specialist Marah Hehemann, MD, who brings unique expertise in male reproductive and sexual health.

“Providing compassionate, evidence-based care in a comfortable environment where men can talk about things like struggling to build a family or sexual dysfunction due to cancer or other chronic conditions is very important to me,” said Dr. Hehemann.

Advanced erectile dysfunction, Peyronie’s disease, male factor infertility and male stress urinary incontinence are among Dr. Hehemann’s areas of focus.

“I’m proud to be part of an amazing team of specialists in the Urology Division,” said Dr. Hehemann. “Our group offers comprehensive urology care, and we are truly dedicated to academic urology and advancing cutting-edge treatments to benefit our patients.” ■



Dr. Marah Hehemann

## Introducing: *My Why*

# Tragedy in Motherhood Fuels Career in Caring for Babies and New Parents

**Mercedes Bolden’s experience as a young parent shaped her path to NorthShore’s ISCU**

A devastating tragedy sparked Mercedes Bolden’s interest in nursing, and ultimately that loss helped fuel a successful and gratifying career.

Bolden has been a nurse at NorthShore Evanston Hospital’s Infant Special Care Unit (ISCU) for close to 17 years, a member of a close-knit team of caregivers for some of NorthShore’s most fragile patients and their families. But many years ago, she was on the receiving end of that compassionate care.

“I was 17 when I delivered a beautiful baby boy with a terrible heart defect at Evanston Hospital,” recalled Bolden. “I was scared, and I felt lost. During our time in and out of hospitals, I encountered so many wonderful nurses.

The doctors were great and had amazing skills, but the caring and comforting nature of the nurses was unmatched. I knew nursing was for me.”

Tragically, Bolden’s son died when he was just six months old. She applied to nursing school the following fall with a personal goal of getting her RN license, BSN and MSN. After earning her BSN, Bolden found what she called the “perfect job” as an ISCU staff nurse.

“This job has given me so many opportunities to grow as a nurse,” said Bolden, who has presented professional posters at annual conferences for the National Association of Neonatal Nurses and the Illinois Perinatal Quality Collaborative and has published her own research in advances in neonatal care. Bolden is certified in neonatal intensive care nursing, a peer reviewer and a preceptor/mentor—but one of the roles that gives



Mercedes Bolden is an ISCU staff nurse at Evanston Hospital.

her the most joy is serving as the co-facilitator of the Connections Pregnant and Parenting Teens Group.

“I love working with the teens and sharing my own story,” Bolden said. “I let them know that even though there’s a negative connotation with being a teen mom, it doesn’t have to be that way. I’ve come full circle from being a teen mom myself.”

Bolden has had three more children, all of whom were born at Evanston Hospital and two of whom were ISCU patients. “I was so grateful that the wonderful nurses I work with were able to care for my kids,” she said.

“My faith is important to me, and I believe it was a full-circle plan from God that has given me a clear path for my life,” said Bolden. “I plan to continue my education so that I can lead, develop and empower the type of nurse that took such good care of my kids and me.” ■

Working in healthcare is uniquely rewarding and challenging. Recognizing our collective need to bring our best to work each day, we’re evolving our popular *My Story* recurring feature into *My Why*, a look at what keeps NorthShore physicians and employees motivated to consistently deliver exceptional care and customer service.

**Do you want to share what keeps you energized and focused in your role at NorthShore?**

To learn more about participating in this feature, email [publicrelations@northshore.org](mailto:publicrelations@northshore.org).

# Buddies in the Battle

Unique buddy program offers support to cancer patients using scalp cooling system to keep hair



Kellogg Cancer Center Nurse Jessica Braslavsky tries on a Paxman kit that helps cancer patients keep their hair during chemotherapy at a recent training session for the new Paxman Buddy program.

The first time Pam Hegg went through chemotherapy for a newly diagnosed cancer, she—like most patients—lost all of her hair. When Hegg’s cancer reoccurred a year later, she endured another session of chemotherapy—but this time was able to keep her hair, thanks to the Paxman Scalp Cooling System.

“There’s something really powerful about being able to walk through the door and pretend ‘I don’t have cancer today’—and when you still have your hair, you can do that and nobody else will know,” said Hegg.

Grateful to the NorthShore Kellogg Cancer Center and the Paxman Company, Hegg was NorthShore’s first patient to use the scalp cooling system. In the process, she developed a great camaraderie with many of the Kellogg Cancer Center nurses who helped her use the scalp cooling kit.

But Hegg knew that her firsthand experience using the Paxman kit would be invaluable to other patients who are considering the technology or using it for the first time. And thus the Paxman Buddy program, a partnership between the British company and Kellogg Cancer Center, came to life.

Hegg was one of five patients to go through the first formal training session held recently at Evanston Hospital, and she is now certified to help others.

“When people are diagnosed with cancer, one of their greatest fears is losing their hair,” said Oncology Nurse Karen Johnson. “This is a great tool we now have to offer patients, and it’s wonderful to have somebody patients can talk to. It may be as simple as a phone call to answer a question about the process; anything that helps decrease stress around a stressful situation is a benefit.”

“People have no idea what they’re getting into,” said Hegg. “I have Stage IV cancer, but I feel great. I am still alive, I love NorthShore and I want to pay something back.” ■

## Local Chamber Honors Glenbrook Hospital

NorthShore Glenbrook Hospital was honored as the 2019 Business of the Year by the Glenview Chamber of Commerce.

Glenbrook President Jesse Peterson Hall accepted the award at the Chamber’s Officer Installation gathering on Jan. 8 at Avidor, a new 55+ luxury apartment community.

“The hospital’s relationship with the community, the Village and other organizations serving Glenview is of enormous importance to us,” said Peterson Hall. “We value the Chamber’s role in facilitating the way in which we all work together. Thank you to the Chamber for this great recognition of Glenbrook Hospital.”

Glenbrook is in its 43rd year of serving Glenview and surrounding communities.

Peterson Hall took the opportunity to share with Chamber members and guests how the hospital has grown dramatically since opening its doors in 1977.

- In our first year of operation, we were performing **a few** surgeries each day ▶ Today—about **40 surgeries** occur each workday
- In our first year of operation, we had **37 beds**, including an 8-bed intensive care unit ▶ Today—we operate over **170 beds**, including a 21-bed intensive care unit
- Glenbrook’s Emergency Department (ED) saw **19 patients** per day in its first year ▶ Now—Glenbrook averages more than **100 patients** per day making it the busiest of the four EDs in the NorthShore system



(From left) Betsy Baer, Executive Director, Glenview Chamber of Commerce; Jim Patterson, President, Glenview Village Board of Trustees; Karen Patterson, Immediate Past President, Glenview Chamber of Commerce; Chris Falcon, Current President, Glenview Chamber of Commerce; Jesse Peterson Hall, President, Glenbrook Hospital; Michael Skonieczny, Director of Radiology; and Jim Anthony, Senior Director, Public Relations.

Symbols of Excellence



## NorthShore Nursing Team Earns Systemwide Magnet Redesignation



NorthShore nurses have once again achieved Magnet® recognition, the highest honor in nursing.

“This honor is a testament to the talent, compassion and energy of our frontline staff who are driving the best patient experience,” said NorthShore President and CEO J.P. Gallagher. “Our nurses lay the foundation for exemplary patient care at NorthShore.”

In March 2010, NorthShore became the first system in Illinois to receive Magnet designation. NorthShore was redesignated in 2015. Magnet recognition is determined by the American Nurses Credentialing Center’s Magnet Recognition Program®, which recognizes healthcare organizations that demonstrate excellence in nursing and the highest standards in patient outcomes. To achieve Magnet recognition, organizations must pass a robust and lengthy process that demands widespread participation from leadership and staff. Once awarded Magnet status, organizations must reapply every four years.

“I am incredibly proud of our nurses,” said Chief Nursing Officer Mary Keegan. “Throughout this rigorous review, we’ve witnessed not only a consistent commitment to exceptional patient care, but deep passion for how they put their expertise into practice daily. It’s wonderful to have the work of our NorthShore nurses validated with this gold standard recognition.”

NorthShore’s Magnet application highlighted many examples of nursing excellence demonstrating a commitment to evidence-based practice, continuing education and advancement in professional development, and improving patient outcomes. ■



Chief Nursing Officer Mary Keegan, left, shares in the joy with nurses at Evanston Hospital after they all learned NorthShore had again earned systemwide Magnet redesignation via a phone call with the American Nurses Credentialing Center.

## An Epic Adventure *continued from page 1*

“Rolling out Epic carries great importance as it serves as the foundation for many other identified strategic priorities as the integration moves forward,” noted Mimi Broeker, Senior Vice President, Health Information Technology.

Twenty working teams and over 80 HIT and Operational personnel are in the early stages of the gargantuan project, which is targeting an initial rollout of Epic this summer and fall at Swedish immediate care, primary care and specialty care offices. Swedish Hospital, both inpatients and outpatient portions, are targeted to “go live” in December 2021. The project also involves Swedish Hospital Lab and NorthShore labs converting to Epic’s lab systems.

A challenge within the new initiative is that Swedish currently uses multiple EMR systems, none of them Epic. One critical and time-consuming part of the conversion

involves matching up Swedish’s Master Patient Index (MPI) within their current EMR’s, and then matching that MPI with NorthShore’s to ensure that each patient record is unique.

NorthShore was among the first in the nation to pioneer the switch from paper records to a singular EMR system 17 years ago. Since that historic launch, Epic has served as the backbone of NorthShore’s “systemness.” HIT teams continuously refine Epic’s operations through system upgrades, enhancements, new modules and adding new locations, with the last hospital integration taking place in 2008 with the addition of NorthShore Skokie Hospital. “We’ve done it before, but there are always nuances,” Broeker said. “With Swedish now a part of our system, clinical and operational engagement and partnership is key, which is why we’ve formed the teams as early as we have.” ■

Did you know...

Beyond technology, NorthShore-Swedish integration is moving forward on multiple fronts with the formation of new strategic initiative teams around the following efforts:

- Immediate Care, Primary Care and New Front Doors
- Institute Expertise
- Women’s Health Services
- Community Investments and Partnerships
- Extraordinary Workplace
- 340B Optimization
- Hospital Revenue Cycle
- Contracted Services and Supply Chain

### Have questions about the ongoing integration?

Be sure to check out an FAQ document on the Swedish partnership page on *Pulse* that provides answers to many of the most commonly asked questions. And stay tuned to *Pulse* for ongoing news and announcements related to partnership integration.

## Take a Peek Into the PAC

*continued from page 1*

“We train our representatives to not only be friendly, but fast and accurate to ensure that our patients are directed to the care they need,” said Patient Access Director Sharon Jenkins.

Staffing decisions within the PAC is down to a science, with historical data helping determine how many representatives, and those supporting them, are needed each hour. Despite its use of historical data to forecast staffing needs, low unemployment rates and the difficulties in recruiting and hiring qualified staff continually challenge NorthShore and its ability to answer incoming calls as promptly as desired.

To offset some of these challenges, NorthShore has worked to add new technology into the PAC that benefits both patients and reps. Screen-pop technology recognizes existing patient’s phone numbers to allow representatives to deliver a more personalized experience with patients right at the start of a conversation. Additionally, NorthShore patients who are faced with longer wait times are now able to choose to have their phone call returned instead of having to wait on hold.

Although Patient Access Representatives are heavily coached to deliver consistent services to each patient, each phone call is a bit different. On one winter afternoon, Patient Access Representative Chris Walsh sits poised at his desk with a headset and multiple computer screens to take incoming calls. Taking just a minute or so between calls, Walsh remains calm and polite as he quickly clicks on series of computer screens, and deftly takes care of each caller’s scheduling needs. It can be a stressful, fast-paced job, but Walsh keeps it all in check. “I enjoy helping people, and there’s always something new with this job,” he said.

A successful Patient Access Representative requires a number of key skills and attributes. PAC leaders recently created a “Success Profile” for a PAR that helps not only recruiters, but potential team members, understand the vital ingredients for success in the PAC. It also helps identify some common personal attributes that derail progress and the challenges of the job that make it harder for some people.

Successful PARs, it notes, have contagious positivity and interpersonal savvy. But they also must give great attention to detail, be process- and rule-focused, and work with a true sense of care for patients.

“A great thing about working in the PAC is that you learn a lot about NorthShore by being here, and many of our representatives go on to enjoy new careers within the organization,” said Ellen Glassberg, Assistant Vice President, Patient Access. ■

## Running for BrainUp!



An energetic group of NorthShore employees and their family members showed their support for brain cancer research by joining the amazing NorthShore Brainiacs team for this fall’s 4th annual 5K Run/Walk for Brain Up. Together, the team raised nearly \$5,900!

NorthShore Neurological Institute sponsored this event, which attracted about 1,100 people. Pictured are (rear from left to right) Mark Sereika, Henry Merrell, Dr. Ryan Merrell, George Merrell, Cory Merrell, Nancy Sola and Annette Sereika. (front from left to right) George Sereika, Melody Calla, Elizabeth Ahlgrimm, Inna Kann, Ava Kann, Pat Lada, Jacob Kann and Adam Kann. ■

## Benefit Concert Rocks for Integrative Medicine

The third annual benefit concert supporting integrative medicine services for Kellogg Cancer Center patients, teens in the NorthShore Adolescent Partial Hospitalization Program and students at Evanston Township High School was the biggest success to date, raising close to \$70,000.

The sold-out event at Metro Chicago featured the acclaimed band Sons of the Silent Age performing David Bowie’s “The Rise and Fall of Ziggy Stardust and the Spiders from Mars” and “Station to Station.” The band was once again joined on stage by actor Michael Shannon. The Ready Freddie’s played an opening set featuring music by Queen.

Proceeds from the event will provide scholarships for integrative medicine services including acupuncture, massage therapy, nutrition guidance, talk therapy, and integrative physician consults for pediatric and oncology patients who would not otherwise have access to these important treatments.

“We’re grateful to the many donors who supported this event, including the band and Metro owner Joe Shanahan,” said Integrative Medicine Medical Director Leslie Mendoza Temple, MD.

This event is just one example of how NorthShore Foundation partners with clinical programs to raise funds to support access to healthcare in our community. ■



Integrative Medicine Benefit Co-Chairs Char Walker (left) and Patricia Piant (right) with Dr. Leslie Mendoza Temple at Metro Chicago.

# NorthShore in the Community

A roundup of events and achievements featuring NorthShore physicians, employees and friends.

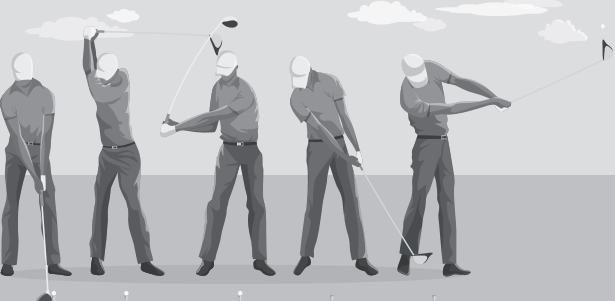
## Assess Your Golf Swing

NorthShore is offering a special golf clinic in April just as golfers tee up for another season on the green.

The golf swing is a complicated and difficult movement to perform correctly. For some golfers, the swing can be painful and result in injuries. Perhaps you suffered an injury and would like to return to golf, or would like to prevent injuries in the upcoming season.

At the NorthShore Golf Clinic, participants can learn if their body is moving properly to allow for a normal golf swing. NorthShore physical therapists will assess flexibility, strength, and movement patterns that are specific for golf. Based on each assessment, therapists will prescribe corrective exercises to address any problems and participants will be provided an effective golf warm up routine.

The April 17 clinic will be held at the Park Center in Glenview. Participants should expect to spend about 1 hour at the clinic. For more information, visit the "Classes and Events" section on [northshore.org](http://northshore.org).



## Make *Healthy You* Your Wellness Resource

*Healthy You*, NorthShore's online health news resource, offers a one-stop shop experience, providing timely educational articles from NorthShore physicians and other care providers, healthy lifestyle tips, inspiring patient stories, compelling videos and more.

Right now on *Healthy You*:

- **Discuss:** Michael Sprang, MD, will host an online chat on March 11 about colon cancer and what you can do to prevent it. Follow the conversation on NorthShore's Twitter @northshoreweb, too.
- **Q&A:** In light of Illinois' legalization of cannabis, Jerrold Leikin, MD, shares information about marijuana overdose.
- **Make It:** Try three "berry-good" winter smoothie bowls.



Dr. Michael Sprang will host a chat about colon cancer on March 11.

## Who Will You Honor on National Doctor's Day?

NorthShore celebrates National Doctor's Day on March 30. Each year, the Foundation asks patients and staff to show their gratitude by sharing a story or donating in honor of a physician. Patient Laura Burke is honoring her physician Rebecca Malik, MD, with a donation for the exceptional care she received when diagnosed with breast cancer two years ago.

"Even though Dr. Malik was on vacation when my diagnosis was confirmed, she took the time to call and tell me the news personally," Burke recalled. "Hearing her familiar voice was not only reassuring, but comforting. "I can't imagine having a more caring, thorough and kind doctor as a primary care physician."

In recognition of Doctor's Day on March 30, Burke encourages others to donate in honor of a NorthShore physician who has impacted you or the life of a loved one. Your gift will support an area of your choice whether it be research, professional staff development or providing funds for lifesaving treatments for the underserved.



Patient Laura Burke (left) is honoring her physician Dr. Rebecca Malik with a donation for the exceptional care she has provided.

Look for more stories featuring your colleagues and patients who choose to honor a doctor on Doctor's Day by visiting [northshore.org/doctorsday](http://northshore.org/doctorsday).

## Opportunities for Employee Volunteerism

A complete list of volunteer and philanthropic opportunities can be found on the "Volunteer Opportunities" page on *Pulse*.

Here are some upcoming volunteer opportunities for you:

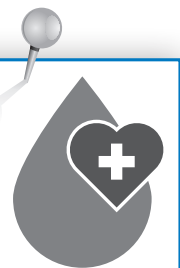


### Northern Illinois Food Bank (All Year)

Hania Fuschetto  
(847) 480-2630  
[hfuschetto@northshore.org](mailto:hfuschetto@northshore.org)

### NorthShore Blood Bank (All Year)

(847) 570-2242  
[donateblood@northshore.org](mailto:donateblood@northshore.org)



## Register Now for Food as Medicine Symposium

Building on wildly successful previous events, NorthShore's Department of Family Medicine and the Integrative Medicine Program will host its 5th annual Food as Medicine symposium on Sunday, April 26.

This year's educational event focuses on "Nourishing the Body and Spirit: Food Hormones and Health." It takes place from 8:30 a.m. to 2 p.m. at Chicago Botanic Garden.

The symposium will feature expert presentations on thyroid health, endocrine disruption and prevention, and a celebrity chef demo. It will also showcase best-selling author Neal Barnard, MD, whose new book, *Your Body in Balance*, came out in February. Visit [northshore.org/foodsymposium](http://northshore.org/foodsymposium) to see a detailed schedule and to register.



5th annual Food as Medicine CME Symposium:  
*Nourishing the Body and Spirit: Food, Hormones and Health.*

Sunday, April 26, 2020

8:30 a.m. – 2 p.m.

Chicago Botanic Garden

## Healthy You Podcast Answers Questions About Vaping

NorthShore's popular *Healthy You* podcast has a new episode to download: "They Thought They Would Die': The Vaping Epidemic"

In this episode, host Carolyn Starks and Jerrold Leikin, MD, Medical Toxicology, Emergency Medicine, OMEGA, dive into the frightening vaping epidemic that had sickened more than 2,700 people and killed 60 as of Jan. 21, 2020,



according to the Centers for Disease Control and Prevention. Dr. Leikin, who has treated a half-dozen of these patients, describes how a toxic, illicit vaping mixture led to this deadly epidemic.

Ready to listen? Just search for "Healthy You Podcast" on your favorite podcast app or visit [northshore.org/healthy-you/podcast](http://northshore.org/healthy-you/podcast) to listen to episodes.



## Wonderful Valentine's Visit

Holiday Heroes, an organization focused on bringing joy to hospitalized children, visited the pediatric playroom at Evanston Hospital in February and brought an entire Valentine's Day party with arts, crafts and goodie boxes specific to infants, school-age children and teens.

Joining the organization representatives was Wonder Woman, who came to spread joy, bravery and beautiful serenading to the pediatric patients and families.



Photo courtesy of Child Life Services.

## Systemwide Holiday Donation Offers Hope for Homelessness



Photo courtesy of Community Relations.

Glenbrook Hospital President Jesse Peterson Hall presented a \$50,000 donation in December to Ellen Prather, Marketing and Development Associate on behalf of JOURNEYS | The Road Home.

On behalf of all of its employees, NorthShore made a holiday donation in December to an area organization dedicated to providing shelter, social services and housing to people who are homeless and those at risk.

After garnering the input from employees through an online survey, NorthShore donated \$50,000 to JOURNEYS | The Road Home.

Serving people in 37 towns in north/northwest suburban Cook County, JOURNEYS individually assesses and serves its clients, while broadening community awareness and involvement. The agency consists of the PADS Shelter Program, the HOPE Center Supportive Services Program and the Pathways Housing Readiness Program, all focused on assisting those in need.

"To the employees of NorthShore, we're beyond grateful for your incredibly generous donation and are honored to have your support," wrote JOURNEYS staff in a letter of thanks. "Your support is invaluable to us."

In 2017-2018, the organization provided more than 50,000 services to nearly 900 individuals within the north and northwest suburbs of Cook County. The organization is also working toward providing a robust transportation system, a year-round shelter system and comprehensive affordable housing.

## Take Advantage of 2020 NorthShore Wellness—Living Healthy Program

It's time to step it up and focus on your health with NorthShore's 2020 wellness program!



Whether you participated in last year's program or you are just now thinking about joining, the NorthShore Wellness—Living Healthy program has something for everyone, including:

- Wellness Rewards for participating in your own wellness journey. Reach 1,000 points and receive a \$100 reward. Completion of the Genetic and Wellness Assessment earns you 500 points!
- Fun and engaging activities throughout the year to engage and inspire you.
- An interactive wellness website with a variety of tools and educational resources. You can even link your personal fitness technology to track your progress or download the program app on your mobile device.

NorthShore Wellness—Living Healthy is available to any benefits-eligible employee enrolled in a NorthShore medical plan. Your enrolled spouse/domestic partner can also participate and earn Wellness points and rewards.

Get started today by going to [northshorewellness.limeade.com](http://northshorewellness.limeade.com).

## EMPLOYEE SPOTLIGHT

Did you or someone you know earn an award or receive a promotion? Send us your news for *Employee Spotlight* to [publicrelations@northshore.org](mailto:publicrelations@northshore.org).

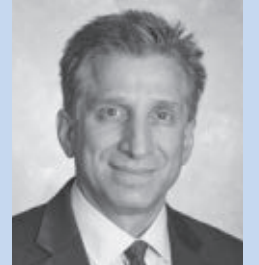
### Corporate

**Jennifer Moy, RDH, MBA**, is the new Manager of the Dental Center.

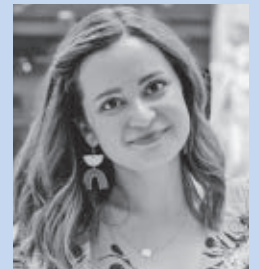
**Steven Smith**, Chief Information Officer, was recently listed in Becker's "100 CIOs to Know" list.

**Isabella Witznitzer MSN, APRN, CDE, LSC**, is the new Nursing Professional Development Specialist providing clinical and educational support throughout NorthShore for diabetes.

**Sam Zebarjadi** joined NorthShore as Vice President, Health Information Technology, with responsibility for digital patient engagement.



Steven Smith



Kaitlin Czurylo

### Foundation

**Kaitlin Czurylo** is the new Annual Giving Officer at NorthShore Foundation.

**Kevin Gray** joined NorthShore Foundation as Senior Director of Philanthropy.

**Laurie McMichael** joined NorthShore Foundation as Director of Donor Relations.

**Janet Myers** began a new role as Senior Director of Principal Gifts.

**Molly Neuleib** was named Director of Philanthropy for NorthShore Foundation.

**Kate Seyfarth** was promoted to Foundation Administrative Assistant.

**Brad Watkins** joined NorthShore Foundation in the new position of Senior Director of Communications.



Brad Watkins



Vicenta Krieger

### Hospitals

**Vicenta Krieger**, an ophthalmic technician, was awarded a 2019 Outstanding Ophthalmic Technician Award from Local Eye Site and Icare USA.

**Ken Spiewak** is the new Director, Facilities Management Services, at Evanston Hospital, with responsibility for the hospital and 1301 Central Street.

### Physicians

**Carol Rosenberg, MD, FACP**, was the keynote speaker at a Feb. 29 CME course, Co-Managing the Oncology Patient, held in Nashville, TN.



Dr. Carol Rosenberg

### COMPLIANCE HELPLINE AVAILABLE 24/7

A toll-free, confidential helpline is available 24 hours a day, 7 days a week, for anyone who needs to report any activity reasonably believed to be in violation of any law or regulation, any NorthShore policy, or any federal or state healthcare requirement. Please call (877) 275-3642.

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Editor: Liza Roche Gratama  
Contributing Writers: Liza Roche Gratama, Phil Rozen, Susan J. White  
Photography: Jonathan Hillenbrand



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