



THE HEALTHCARE

# Contributor

Summer 2013

Hundreds hit the streets to “outrun” cancer in local races such as Keep Pounding and Miles Against Melanoma.

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MORE.**



Carolinus HealthCare Foundation

A PUBLICATION OF CAROLINAS HEALTHCARE FOUNDATION





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Carolinas HealthCare Foundation

# THE HEALTHCARE Contributor

Summer 2013

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# Suzanne H. Freeman Auditorium

*Renovated auditorium honors Freeman's more than 30 years of service*



*Top:  
Members of the Freeman family  
gathered to celebrate the  
dedication of the auditorium.*

*Bottom:  
Guests gather at the unveiling of the  
Suzanne Freeman portrait.*

On April 28, 2013, Carolinas HealthCare System officials, members of the Freeman family and special friends celebrated the official dedication of the Suzanne H. Freeman Auditorium. Suzanne H. Freeman served Carolinas Medical Center and Carolinas HealthCare System with distinction for more than 36 years. She leaves behind a legacy of the highest quality of care and the strongest commitment to advancing the healthcare profession. To honor the memory of our distinguished and gracious colleague, Carolinas HealthCare System dedicated the renovated auditorium to Suzanne H. Freeman.

Carolinas HealthCare Foundation created the Suzanne H. Freeman Auditorium Fund to support this initiative. A team of her closest friends, family, and colleagues led the charge, including Dr. Jack Lucas, Dr. Jim Hunter, Martha Whitecotton and Sherri Johnston.

The Suzanne H. Freeman Auditorium will serve the entire Carolinas HealthCare System community as its honoree did. This auditorium will serve as an educational and informational hub on the campus of Carolinas Medical Center – a place where we will host hundreds of events and activities.

*Suzanne H. Freeman leaves behind a legacy of the highest quality of care and the strongest commitment to advancing the healthcare profession.*

## Dr. and Mrs. Russell Salton

We commend Dr. and Mrs. Russell Salton for their recent substantial donation in support of innovative programs associated with Carolinas HealthCare System's Behavioral Health Campus in east Davidson. Located off NC 73, the new hospital and out-patient mental health clinic plans to open its doors in 2014 and will help address a profound, unmet need in a professional, respectful, patient centric environment. Mental illness affects one in four Americans regardless of age, gender, race or geography. We deeply appreciate the vision and generosity of the Salton family in helping Carolinas HealthCare System to address this issue. "This beautiful new facility and the talented specialists it employs will be a tremendous resource for families in our area who frequently struggle to find appropriate behavioral healthcare for their loved ones," says Dr. Salton. "We hope that our gift will inspire others to support the innovative work that Carolinas HealthCare System is doing in this field."



*Architect's illustration shows the plan for Carolinas HealthCare System's new Davidson hospital, off NC 73.*

### SUPPORTING CANCER PROGRAMS

## Second Annual Kosonen Summit a Success

The 2nd Annual Margaret (Peg) Oseland Kosonen Endowment for the Advancement of Oncology Care Summit took place at The Ballantyne Hotel on Friday, February 22. The two-day event was underwritten by the generous endowment started by the Bissell Family Foundation to honor the life and work of Peg Kosonen. The summit brought together a variety of speakers on topics relevant to palliative care, art expression, and integrative medicine. Over 100 oncology nurses from Levine Cancer Institute attended.

CONTINUED ON PAGE 15



*The 2012 recipient, DeLeslie Kiser, presents the 2013 award to Lisa Barber.*

# Eighth Annual “Save Your Skin” Melanoma Awareness Golf Classic

The 8th Annual “Save Your Skin” Melanoma Golf Classic, presented by Bank of America, took place on June 17th at Carmel Country Club. About 140 golfers enjoyed a beautiful day on the South Course and helped raise over \$52,000 for the Carolinas Melanoma and Immunotherapy Fund serving Levine Cancer Institute.

Dr. Martin Kreshon, along with his family, started the tournament in 2005 to honor his commitment to his late wife’s final wish to “save just one life” through awareness and fundraising. Over the past eight years, the event has raised over \$350,000 for the Carolinas Melanoma and Immunotherapy Fund. This fund primarily supports research conducted by Dr. Richard White and team at Levine Cancer Institute. Coincidentally, Dr. White’s father also died of Melanoma, so he is especially driven to find a cure. Over 50,000 new cases of Melanoma are diagnosed every year.

*Kreshon family golfers enjoy their day on the course while sporting orange in support of a cure for Melanoma.*



## DID YOU KNOW?

### About Melanoma

Melanoma is less common than basal cell and squamous cell skin cancers, but it is far more dangerous, accounting for 80 percent of deaths from skin cancer.

Melanomas can occur anywhere on the skin, but are more likely to develop in certain locations such as the trunk (men) and legs (women).

Melanoma, like basal cell and squamous cell cancers, is often curable in its early stages. Yet, it is much more likely than basal or squamous cell cancer to spread to other parts of the body.

*You can support the Carolinas Melanoma and Immunotherapy Fund by visiting [givecarolinas.org](http://givecarolinas.org) and clicking the “donate now” button.*





*Brantley Anton (front), a cancer patient at Levine Children's Hospital, with (L-R) Carolina Panthers Coach Sam Mills III, President Danny Morrison and Sir Purr.*

# KEEP POUNDING

## POUNDING THE PAVEMENT

*Lacing up for the Keep Pounding 5K*

The Carolina Panthers once again teamed up with Levine Children's Hospital in the fight against pediatric cancer for the 3rd Annual Keep Pounding 5K Stadium Run on Saturday, May 11th. Over 340 avid runners, passionate football fans, cancer survivors, and supporters of pediatric cancer programs participated in this one-of-a-kind event that took runners up and down all five levels of the Bank of America Stadium.

The high energy group not only reminded cancer patients at Levine Children's Hospital that there is hope for their future, but also confirmed the Charlotte community is in the fight against cancer together. Through donations and sponsors this year's Keep Pounding 5K Stadium Run raised over \$63,000 to support pediatric cancer programs at Levine Children's Hospital. This unique event draws crowds not only to run, but friends and family of participants can also cheer from the lower bowl of the stadium with Sir Purr and the Top Cats. "As a die-hard Panthers fan, I'm so happy to step foot on the same ground as some of my favorite players," said participant Alec Sheaff, a 28-year-old from Charlotte who ran in honor of a Levine Children's Hospital patient, "Nothing beats running through the 'Cat Tunnel' to celebrate Emma's fight against cancer." The only way to end pediatric cancer is by doing just that. Keep pounding and lace up next year to join the fight.

# GARDEN of Hope

On May 6th, special guests and Carolinas HealthCare System (CHS) Department of Neurology staff gathered to celebrate the dedication of seven virtual fundraising gardens within the Carolinas Garden of Hope. Gardens include ALS & Neuromuscular Disease, Parkinson Disease & Movement Disorders, Muscular Dystrophy, Alzheimer's Disease & Dementia, Epilepsy, Stroke, and Multiple Sclerosis. Presented by Med Emporium, this online "Garden of Hope" ([www.carolinasgardenofhope.org](http://www.carolinasgardenofhope.org)) enables supporters of CHS neuroscience patient care and research to set up their own fundraising events and/or donate directly to the cause of their choice. Patients and caregivers have expressed their interest in having a fundraising platform that will allow easier access for participation to support neuroscience programs. This new, innovative fundraising approach gives them a way to get involved and to easily encourage others to support their efforts.

Speakers and special guests included Bill Conn, Chief Executive Officer, Med Emporium; Sanjay Iyer, M.D., Chair, CHS Department of Neurology and Director, Carolinas Center for Parkinson Disease and Movement Disorders; MaryAnn Largent, Chief Operating Officer, Med Emporium; Ed Shea IV, Jane M. Lockwood and daughter Jane, Becky and Lester Ranson, Mimi Deaton Lucas, David Robb, Leigh Holt, Sherry James, and Mike Mallowney, Vice President, Neurosciences, CHS.

*Left to right:  
Bill Conn, Chief Executive Officer, Med Emporium;  
Dr. Sanjay Iyer, MaryAnn Largent,  
Chief Operating Officer, Med Emporium;  
Dr. Benjamin Brooks; Mike Mallowney.*





## Catwalk for a Cause

NASCAR and fashion merged once again at the 4th Annual Catwalk for a Cause, hosted by the Martin Truex Jr. Foundation. A sold out crowd of 450 packed Michael Waltrip Racing on May 15th to raise over \$60,000 for the Martin Truex Jr. Special Needs Fund at Levine Children's Hospital. Past and current LCH patients stole the show as they worked the Catwalk alongside professional models. Many thanks to Martin Truex Jr., Sherry Pollex, and the amazing volunteers who made this special evening possible.



*Martin Truex Jr., and Sherry Pollex are joined by pediatric cancer patient models who will benefit from the Foundation's gift.*

### SUPPORTING CANCER PROGRAMS

## Second Annual Bottoms Up Comedy Fest

The Yvette W. Ferris Foundation's 2nd Annual Bottoms Up Comedy Fest took place Monday, May 6 at The Comedy Zone at the NC Music Factory. More than 200 people attended and helped raise over \$35,000 for the Carolinas Colon and GI Cancers Fund at Levine Cancer Institute. In addition to a performance by comedian Jay Phillips, the event included a live and silent auction conducted by Ernie Perry and was hosted by Drex and Maney from KISS 95.1.

Yvette Ferris's battle with colorectal cancer inspired her to create the Yvette W. Ferris Foundation. The Foundation's mission is to help provide resources, guidance, and support to other colorectal patients throughout treatment. In March 2013, Levine Cancer Institute hosted its first colorectal patient summit funded by donations raised at Bottoms Up.

The Colorectal Multidisciplinary Tumor Site Team at Levine Cancer Institute works together to develop "protocol and processes" for colorectal cancer patients that will enhance patient care and improve satisfaction for both the patients and the physicians involved in their care.



# Play Anything Day

The 2nd Annual "Play Anything Day" benefiting *Drex and Maney's Kids for Levine Children's Hospital* was an overwhelming success. On May 1st from 6 a.m. to 6 p.m. local CBS Radio Station- KISS 95.1 FM renamed their station "Angel 95.1 FM," in honor of 8-year-old Angel Thompson of Kannapolis, North Carolina.

Angel is a current patient at Levine Children's Hospital, diagnosed at age five with a large brain tumor known as Juvenile Pilocytic Astrocytoma. For 12 hours, Drex, Maney and Cassiday from *Drex and Maney Mornings* told Angel's story and shared other stories from patients, families and caregivers at Levine Children's Hospital. The airwaves were then turned over to song requests from listeners in exchange for a donation to Levine Children's Hospital.

In addition to their generous fundraising, the KISS 95.1 team rolled out the red carpet for the Thompson family. Angel had her very own studio dressing room filled with makeup, nail polish and Angel's favorite- lots of board games! Angel's vivacious personality reverberated through the station and airwaves as she and her parents answered phones and interacted with radio personalities.

In response, donations poured in from the community. Over \$45,000 – more than double the amount raised last year – was raised to help fund the programs and services for the patients and their families at Levine Children's Hospital. Many thanks go out to Wastequip, a local company that was so moved by the cause they personally delivered a \$10,000 donation to the station.

We couldn't be more grateful to the CBS Radio team and their listeners. Everyone involved in this day were truly "Angels" in their support of Levine Children's Hospital!



Levine Children's Hospital Patient, Angel, joined by Kiss 95.1's Drex, Maney, and Cassiday.



Angel Thompson at the microphone on Angel 95.1 FM





# Acing Out ALS – One Swing at a Time

"Love" might be zero in tennis – but for local tennis players, it is what they feel for Larry Grist, a Charlotte man who has been fighting ALS since 2009. A crowd of 48 players and 100 spectators gathered on June 8th at Barclay Downs Swim & Racquet Club for the 2nd Annual Acing Out ALS for Larry tournament. The event, established in 2011 by Mr. Grist's college-aged daughter, Cameron, raised over \$25,000 for Carolinas HealthCare System's Carolinas Neuromuscular/ALS-MDA Center.

The sold-out tournament featured a combination of men's, women's, and mixed doubles as well as a raffle. Many players had personal connections with Larry Grist, who receives treatment at the ALS Center – a nationally renowned facility that draws patients from the Carolinas and throughout the country.

Proceeds from the tennis event will directly benefit the Mike Rucker ALS Care Fund, which supports respite care-giving to families of patients served by the ALS Center.



(L to R) Cameron Grist, Dr. Brooks, and Scott Kerr, with ALS patient, Larry Grist.

Save the Date

## The 15th Anniversary PinStripes Event

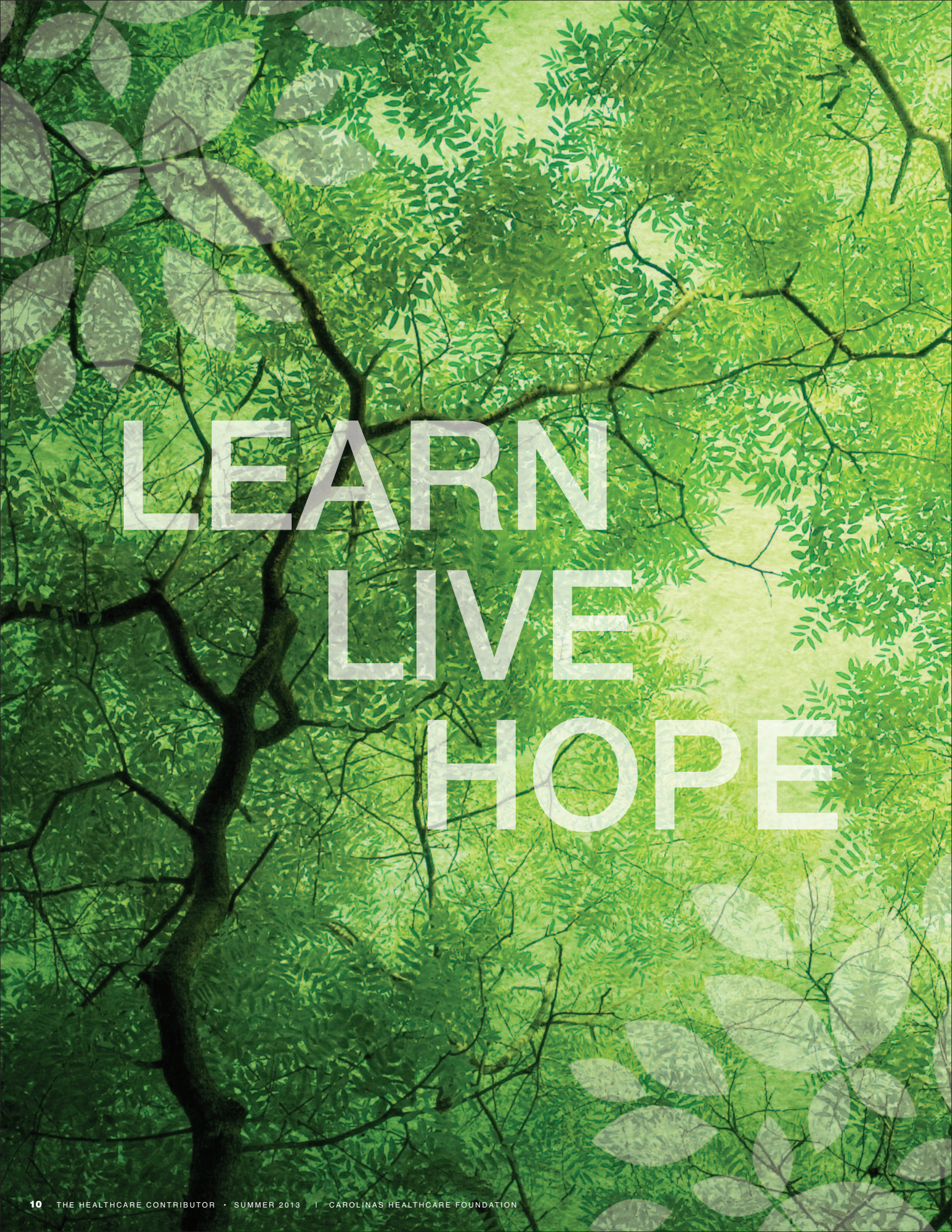
The 15th Anniversary PinStripes event, presented by Time Warner Cable, will be held on Friday, September 27, 2013, at the Ballantyne Hotel.

This year's event promises to be an evening unlike any other. All are encouraged to join in a milestone celebration of hope, benefiting patients and families struggling with the challenges of ALS, PLS, and other neuromuscular diseases.

VISIT: [www.pinstripesals.com](http://www.pinstripesals.com) for online registration and donations.

SEPTEMBER  
27





# LEARN LIVE HOPE



# Learn Live Hope 2013

The 16th annual Learn Live Hope celebration and golf tournament hosted by Linda and Rick Hendrick was an inspirational reminder to "learn from yesterday, live for today, and hope for tomorrow." Levine Children's Hospital was a beneficiary of this unforgettable celebration, which raised a record total of over \$1.3 million.

On Sunday evening, May 19, the Hendricks welcomed over 400 community members, corporate sponsors, and special families to Hendrick Motorsports. Celebrity attendees included Reggie Jackson, Dan Marino, and Martina Navratilova. The nautical themed reception featured delicious cuisine and an exclusive tour of the Heritage Center – a warehouse which houses Hendrick's personal car and guitar collection, and a live auction.

During the evening's program, Rick Hendrick shared a few of the amazing accomplishments Levine Children's Hospital has received in just five years since its opening. Two of those accomplishments are especially meaningful for the Hendrick family – the Ricky Hendrick Centers for Intensive Care and the pediatric congenital heart program.

The program continued by featuring several pediatric patients who have bravely fought cancer and other serious illnesses. One of the children featured was five-year-old Skylar Myers who spent time in the Ricky Hendrick Centers for Intensive Care at Levine Children's Hospital after receiving a heart transplant at just three months old.

The highlight of the evening was the introduction between a pediatric bone marrow patient, Alysa, and her bone marrow donor. The donor is a mother of two children close in age to Alysa. She shared her story with guests about her emotional journey through the transplant process.

Learn Live Hope continued on Monday with a celebrity golf tournament at Carmel Country Club.

A heartfelt thanks to the Hendrick family and the Hendrick Marrow Program for your ongoing support of Levine Children's Hospital.



*Rick and Linda Hendrick, Reggie Jackson,  
and Levine Children's Hospital patient.*



## Twenty-Four Hours of Booty

On April 11, supporters of Twenty-Four Hours of Booty, along with clinical and administrative staff from Carolinas HealthCare System's Levine Cancer Institute, gathered to celebrate a five-year, \$1 million commitment to Genetics, Survivorship, and Wellness Centers at Levine Cancer Institute. Funds will support numerous site-specific patient support groups; the Carolinas Cancer Wellness Program (at the Dowd YMCA) powered by 24 Hours of Booty; vast educational resources; free individual and family counseling; and a comprehensive patient navigation program. Support will also go to yoga and tai chi classes, mind/body stress relief programs, and a dedicated psychologist.

Levine Cancer Institute President Derek Raghavan, M.D., Ph.D. refers to this donation as a "game-changer," as Carolinas HealthCare System works to create a regional network for cancer care.



*Dr. Raghavan, President of Levine Cancer Institute, and Spencer Leuters, founder of 24 Hours of Booty reveal the new plaque in Levine Cancer Institute*





# The HEARTest Yard

Levine Children's Hospital received a generous gift of over \$289,000 from Carolina Panther Greg Olsen's foundation Reception for Research in support of its pediatric cardiac program. The gift will support the launch of the HEARTest Yard program, which will help provide home care support for pediatric heart patients once they are discharged from Levine Children's Hospital.

Olsen's son T.J. was born in October 2012 with a serious heart defect, hypoplastic left heart syndrome (HLHS), and underwent the first of three surgeries at Levine Children's Hospital days after being born. After going home from the hospital, the Olsen family soon discovered the need, as well as the benefit, of having in-home nursing care for their fragile son. The HEARTest Yard Fund will address this issue, extending family-centered care beyond the walls of Levine Children's Hospital and making the transition from the hospital to the home much easier for families. This program will provide families of babies affected by hypoplastic left heart syndrome with improved access to the multitude of support services they need to successfully bring their child home from the hospital.

"I couldn't have been more excited when we finally got to take T.J. home, but it wasn't until after that we realized the true scope of the challenges that we would face in caring for him," Olsen said.

"The HEARTest Yard Program will allow our program to monitor, support, and intervene on this group of patients during this crucial period of their development," said Benjamin Peeler, M.D., chief of the Pediatric and Adult Congenital Cardiac Surgery Department at Carolinas HealthCare System. "This is all aimed at improving quality of life in addition to improving survival."

*Greg and Kara Olsen with their three children alongside their doctor, Dr. Benjamin Peeler, and Martha Whitecotton, Senior Vice President of Behavioral Health Services.*



*Former LCH pediatric heart patients, siblings and parents hold footballs announcing the amount of money donated to The HEARTest Yard fund, \$289,345.*



## SUPPORTING CANCER PROGRAMS

# Pink Knights

The largest crowd of the season filled Knights Stadium for the 8th Annual Pink Knights Game on Saturday, May 11th. Our Charlotte Knights teamed up with Belk and Charlotte Radiology and turned the stadium pink, in support of the fight against breast cancer. Custom game-day jerseys and hats were auctioned off during the game to raise money for breast cancer screening. The night concluded with a spectacular fireworks display and a grand total of over \$12,000 was raised for Levine Cancer Institute's Carolinas Breast Cancer Fund.



(L to R): Levine Cancer Institute outreach staff joined by Dan Rajkowski, Knights COO; Dr. Kenneth Wolfson; Dr. Eric Wang; Knights General Manager, Scott Brown; along with members of the 2013 KnightinGals Dance Team.



## SAVE THE DATE

CAROLINAS MEDICAL CENTER-PINEVILLE

# Golf Invitational

September 23, 2013

The 5th Annual Carolinas Medical Center-Pineville Golf Invitational will take place at Providence Country Club. Guests and players will enjoy a day of golf followed by a reception and dinner.



## Third Annual Sarcoma Stomp



The Paula Takacs Foundation for Sarcoma Research hosted the 3rd Annual Sarcoma Stomp, a family friendly 5K run and 3K walk on April 20. Nearly 1,000 people joined together at the McAlpine Creek Greenway to support sarcoma research. The event raised \$158,000, part of which will benefit The Paula Takacs Sarcoma Research Fund at Levine Cancer Institute. Paula Takacs, director and founder of the Foundation, has been fighting Sarcoma since 2004. Since the Sarcoma Stomp began in 2011, the event has raised a cumulative total of over \$260,000. Paula is an inspiration to many as she turns her own battle in a positive direction by dedicating her time and energy into creating awareness and helping to advance sarcoma research for others.

*(L to R) Scott Kerr, Dr. Ed Kim,  
Paula Takacs, and Susan Udelson.*

## KOSONEN SUMMIT FROM PAGE 3

Derek Raghavan, MD, PhD, Levine Cancer Institute President, welcomed guests to an evening of networking and celebration. Following dinner, guests heard from the inaugural award recipient, DeLeslie Kiser. Kiser shared her exciting experience over the last year developing professionally in oncology nursing. Kiser also had the honor of helping present the 2nd Annual Margaret (Peg) Kosonen Endowment Award to Lisa Barber, who was nominated multiple times by her peers at Levine Cancer Institute. Barber is highly respected among both patients and professional peers excelling at family centered care; acting as a professional role model; and contributing positively to the practice environment. In addition to the award,

Barber will receive up to \$5,000 to participate in various professional development programs over the next year.

The Bissell Family Foundation contributed \$500,000 in memory of Margaret (Peg) Kosonen, a Carolinas Medical Center nurse whom the Bissell's came to know and appreciate during the late Sara Harris Bissell's cancer treatments. Peg Kosonen cared for Mrs. Bissell with sincerity and grace. Kosonen's dedication to her patients, understanding of the importance of family, and skillful training made her outstanding, but it was her compassion and personal interest in Mrs. Bissell that was so meaningful to the Bissell Family.

# Hope at the Lake Gala benefits LCH

The elegant Hope Gala, hosted by the Hope at the Lake Foundation, took place on February 2 at Dale Earnhardt Incorporated in Mooresville. With the mission of facilitating a “community of caring” within the Lake Norman community, the evening was filled with dinner, dancing and raising funds for local hospitalized children.

Dr. Javier Oesterheld, Director of Developmental Therapeutics at The Torrence E. Hemby, Jr. Pediatric Hematology and Oncology Center at Levine Children's Hospital, was one of the keynote speakers for the evening. Dr. Oesterheld elaborated on the significant role community support and philanthropy play in helping his team provide the absolute best pediatric cancer care, close to home.

At the end of the evening the Hope Gala generously donated \$15,000 to Levine Children's Hospital. Their funding will help support patients and families through the Martin Truex Jr. Pediatric Special Needs Fund at Levine Children's Hospital. Thanks to Michelle Mitrani, Ann Vano, Bryan Gibson and everyone at the Hope at the Lake Foundation for creating a “community of caring” for all patients and families at Levine Children's Hospital.

*Guests enjoyed a wonderful evening of dinner,  
followed by dancing.*



BENEFITING THE CAROLINAS  
OVARIAN CANCER FUND AT



Levine Cancer Institute

Saturday, September 21, 2013  
SouthPark Mall



PRESENTED BY



[www.tealheels.org](http://www.tealheels.org)



## SUPPORTING CANCER PROGRAMS

# Miles Against Melanoma

On April 27, the Second Annual Miles Against Melanoma 6.2K was held at Omega Sports in the Arboretum Shopping Center. Melanoma awareness supporters of all ages and abilities gathered that morning excited to spread the message to Save the Skin You're In. Thanks to the many sponsors, participants, and supporters, the event raised over \$18,000 - tripling last year's fundraising effort.

The NC chapter of Miles Against Melanoma was founded in memory of Amy Jo Ross Robinson. Diagnosed in high school, Amy was only 30 years old when she lost her fight with this deadliest form of skin cancer. Proceeds from the event benefit the Levine Cancer Institute and will help establish a class for newly diagnosed melanoma patients as well as an emergency fund to help melanoma patients with basic necessities.

A special thanks to the largest teams, Team Levine and All for Liz as well as the top fundraiser, Anna Echols!

For more information about  
Miles Against Melanoma NC,  
visit [www.milesagainstmelanomanc.org](http://www.milesagainstmelanomanc.org).



## FUNDRAISING IN ACTION

# Young Ambassadors

April 19th marked the 2013 kick-off celebration for the Young Ambassadors Program. Carolinas HealthCare Foundation has teamed up with Time Warner Cable, Mike Rucker, University of North Carolina Charlotte, and Charlotte area schools in order to recognize young leaders in the community who are fundraising to benefit a variety of programs within Carolinas HealthCare System. Whether they are in kindergarten or college, students that have raised \$500 or \$50,000 have the opportunity to join this outstanding group of young leaders. Carolinas HealthCare Foundation is excited to recognize and emphasize the importance of philanthropic youth in the community.

The Young Ambassadors are helping those who are served by Carolinas HealthCare System by raising money for many different areas across the system, from Neurological Disorders, Adaptive Sports & Adventures Program, and Cancer. This program will cultivate future leaders, encourage health and wellness, and educate children on the importance of giving back to their community. The Kick Off Event in April featured Mike Rucker as the team captain and speaker for the night and hosted around 45 youth and their families.



*Mike Rucker recognizes Young Ambassadors.*



Carolinas HealthCare Foundation

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**— LEVINE CANCER INSTITUTE**



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