

Cancer conferences set Baylor apart

WHEN PRESENTED WITH A diagnosis, patients sometimes consult another physician for a second opinion. At Baylor Charles A. Sammons Cancer Center at Dallas, many of them get second – and third, and more – opinions without so much as asking.

That’s the idea behind the oncology site tumor conferences at Baylor University Medical Center at Dallas, during which medical professionals from many different disciplines meet on a regular basis to discuss interesting and challenging cases faced by Baylor patients. The conferences have two objectives: 1) to present our patients with the best options of care available; and 2) to discuss these difficult cases in a collaborative environment for the educational benefit of all.

There are 14 site-specific tumor conferences that meet regularly throughout the year. The physicians’ collective experience and expertise often spark an innovative treatment approach that can

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Distinguished new class brings wide range of talents to Foundation board

BAYLOR HEALTH CARE SYSTEM FOUNDATION has welcomed 20 notable community leaders to its board.

Board members assist the Foundation in support of Baylor Health Care System’s mission to serve all people through exemplary health care, education, research and community service.

“These people will be excellent partners as we take bold steps during the next few years,” said

Rowland K. Robinson, president of the Foundation. “Their leadership will be a great asset.”

John Harkey Jr. chaired the nominating committee.

“We are thrilled to have these individuals join our board,” John said. “They are a distinguished group who will enhance an already dynamic board and further the goals of Baylor and the Foundation in delivering exceptional patient care.”

New board members

- **Toni C. Brinker**, community volunteer
- **Joshua M. Brown**, senior managing director, Eastdil Secured
- **Cecil G. Edwards Jr.**, senior vice president/regional manager, Wells Fargo Bank
- **Fredye L. Factor** (ex-officio), community volunteer, Celebrating Women co-chairman
- **Jacqueline E. Fojtasek**, community volunteer
- **Jerome M. Fullinwider**, founder and vice chairman, Hillwood International Energy
- **Cinda C. Hicks**, community volunteer
- **Michael Johnson**, founder, Michael Johnson Performance Center and former U.S. Olympic athlete
- **William H. Lively**, vice chancellor of strategic partnerships, University of North Texas System
- **William A. Montgomery**, investments
- **J. Marc Myers**, co-founder and partner, Myers and Crow Company Ltd.
- **Hon. Jeanne L. Phillips**, senior vice president of corporate affairs and international relations, Hunt Consolidated Inc.
- **Dawn S. Ramsey** (ex-officio), Junior League of Dallas
- **Vicki J. Rippetto**, attorney and consultant, The Compass Group Inc.
- **G. Stacy Smith**, principal, Walker Smith Capital
- **Paul T. Stoffel**, chairman, Triple S Capital
- **Laura L. Wheat**, mayor, town of Westlake
- **James R. Wilkinson**, managing partner, Brunswick Group LLC
- **Trisha Wilson**, chief executive officer, Wilson Associates
- **Kneeland C. Youngblood**, managing partner, Pharos Capital Group LLC

Mark your calendar



Grand Rounds® Golf Tournament Benefiting graduate medical education

When: October 3, 2011

Where: Northwood Club

BaylorHealth.com/GrandRounds



Celebrating Women luncheon Helping Baylor Health Care System fight breast cancer

When: October 28, 2011

Where: Hilton Anatole

BaylorHealth.com/CelebratingWomen

Award-winning actress Diahann Carroll to speak at Celebrating Women

ACTRESS/SINGER DIAHANN CARROLL has experienced many challenges and opportunities during her long, successful career. She’s won a Tony Award and a Golden Globe and been nominated for Emmys and an Academy Award.

But it was a visit to the doctor’s office that has made the biggest impact on her life. “My diagnosis of breast cancer in 1997 stunned me,” Diahann said. “Having no family history of breast cancer, and having always been conscious about my diet and exercise, I had a false sense of security about cancer. ‘It won’t happen to me,’ I thought. Well, you know what? It did. And when I heard

that horrific word, I was confused, angry and temporarily disconnected from the reality of it. I feared for my life, and then for my career.”

Diahann will share stories from her breast cancer journey as the featured speaker at Baylor Health Care System Foundation’s 12th annual **Celebrating Women** luncheon on



Diahann Carroll

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Future of medicine begins on golf course with Grand Rounds®

BAYLOR HEALTH CARE SYSTEM FOUNDATION has found a way to combine a day of fun on the golf course with providing for the future of medicine.

On October 3, the Foundation will host its 10th annual *Grand Rounds® Golf Tournament*.

The event, held at Dallas' Northwood Club, raises funds to provide graduate medical education to physicians on the staff at Baylor University Medical Center at Dallas.

Last year, 175 golfers and 50 sponsors raised more than \$265,000 for the graduate medical education program at Baylor Dallas. Since its inaugural event in 2002, Grand Rounds has raised more than \$1.1 million.

These funds do make an impact.

Supporting graduate medical education helps stem the rising cost of educating tomorrow's physicians. The cost of this education at Baylor is approximately \$22 million per year. Reimbursements by private insurers and the government are capped, which makes donor

support crucial to keep Baylor Dallas from having to reduce or discontinue its teaching programs.

Baylor Dallas currently trains 223 residents and fellows in 37 specialty and subspecialty programs. With donor support, the

Foundation plans to fund 28 residents and fellows at a cost of more than \$1.9 million this fiscal year.

Teaching hospitals comprise only 6 percent of all U.S. hospitals but account for 20 percent of all hospital care. The excel-

lence in patient care and research that Baylor offers begins with excellence in medical education.

That's where Grand Rounds golfers come in.

Playing spots and sponsorships for this year's tournament are still available. Companies and individuals who sponsor at the silver level or higher will receive a special VIP gift: custom Ashworth golf shoes.

For more information, contact Andrea Steiger at 214.820.2699 or Andrea.Steiger@BaylorHealth.edu.



Norm Bagwell, Larry Gekiere, Joel Allison and Fred Ball took part in the 2010 tournament.

Baylor employees give back a record \$1.9 million

CONTRIBUTIONS to the Baylor Health Care System Foundation Employee Giving Campaign reached new heights in 2011.

Employees at Baylor facilities gave \$1,895,772 to support Baylor initiatives through this year's campaign.

In a message to employees, **Joel Allison**, president and chief executive officer of Baylor Health Care System, said: "Across the System, you have demonstrated once again that the Baylor value of servanthood lives within you. Your gift – whatever amount you gave or area you chose to support – will have a big impact on our ability to continue serving the health care needs of our communities."

Overall participation reached a new high, with 49 percent of employees contributing to the campaign.

GIVE



Members of the staff of Baylor Medical Center at Garland celebrate the success of the Employee Giving Campaign with treats.

"We are so overwhelmed every year when we see how Baylor employees come together to give back to our patients," said Foundation officer Andrea Steiger, who led the campaign. "This kind of support really makes a statement about what a special place Baylor truly is."

For more information, contact Andrea Steiger at Andrea.Steiger@BaylorHealth.edu or 214.820.2699.

Dr. Rick Boland named president of AGA Institute

RICK BOLAND, M.D., chief of gastroenterology services at Baylor University Medical Center at Dallas, has been elected president of the American Gastroenterological Association (AGA) Institute. In this position, he will actively guide the organization's involvement in research, education, training and advocacy.

Dr. Boland has been involved in the AGA throughout his career, chairing many committees and serving as director for postgraduate courses and associate editor for *Gastroenterology*.

"I feel quite honored to have been chosen by my peers to lead the AGA for this year," Dr. Boland said. "I look forward to working with our national staff on our top-rated journal, an impressive annual meeting, as well as a broad range of programs focused on patient care, education of our members, and supporting the careers of young research aspirants."

The American Gastroenterological Association is the voice of the gastrointestinal

community. The AGA Institute administers the practice, research and educational programs of the organization and publishes *Gastroenterology* and *Clinical Gastroenterology and Hepatology*.

The AGA Research Foundation provides research grants on behalf of the AGA Institute.

Dr. Boland's academic career includes a research focus on colorectal cancer and more than 300 publications. He has had an interest in familial forms of colorectal cancer since medical school, when his father died of the disease.

Dr. Boland has been lauded for his numerous contributions to helping define Lynch syndrome and identifying the unique gene mutation that allows colorectal cancer to occur in multiple family members. He became chief of gastroenterology services at Baylor Dallas in 2003.



Dr. Rick Boland

Dr. Boland graduated from the Yale University School of Medicine. His internship in internal medicine was at St. Francis Hospital in Hartford, Connecticut, and he completed his internal medicine residency at the Public Health Service hospital in San Francisco. He also did a three-year fellowship in gastroenterology at the University of California at San Francisco School of Medicine.

Baylor Dallas serves as a regional referral center for patients with digestive diseases and disorders.

Approximately 100 cancer clinical trials are being conducted at Baylor Dallas. The hospital is also home to the Hereditary GI Cancer Risk Program, which determines genetic propensity for colorectal cancer. Baylor Dallas is one of the few places in the U.S. offering such in-depth analysis of genetic risk for GI cancer.

Swim Across America raises \$350,000 to fight cancer at Baylor

APPROXIMATELY 220 SWIMMERS took to the waters of Lake Ray Hubbard in June to raise funds to fight cancer in **Swim Across America's** first event in Texas.

If they needed motivation, it wasn't hard to find. Before the swim began, participants took to the stage and shared the reasons they were there.

"My roommate was diagnosed with melanoma," one said. "He was told he had two months, but he lived two years."

"On October 26, I was diagnosed with triple-negative breast cancer," said a woman who had lost her hair to treatment. "On November 10, I had a double mastectomy. I'm so happy that I get to be here, for obvious reasons. I'm a survivor, and I believe there is hope."

Another: "Ten months ago, I lost my sister to cervical cancer."

"My 29-year-old cousin was diagnosed with Stage 4 colon cancer. I swim for him."



Ellen Dearman, Dr. Carlos Becerra and Dr. Alan Miller

Thus inspired, the swimmers got into the water for half-mile, one-mile and two-mile swims.

But it was in the months leading up to this day that they did their most important work. It was during this time that they solicited donations that added up to \$350,000 for the new Innovative Clinical Trials Center (ICTC) at Baylor Charles A. Sammons Cancer Center at Dallas.

These donations included a pledge of \$100,000 on the day of the event from **Martin Doolan**, who lost his wife to lung cancer and is a colon cancer survivor.

Among those swimming in the event were **Alan Miller, M.D., Ph.D.**, the chief of oncology for Baylor Health Care System and medical director of the Baylor Sammons Cancer Center, and **Carlos Becerra, M.D.**, medical director of the ICTC.

"The money raised by Swim Across America is giving hope to the people we treat at the Innovative Clinical Trials Center, most of whom have exhausted the traditional forms of cancer treatment," Dr. Miller said. "We are thrilled with the collaboration we have forged with Swim Across America, which will help advance the treatment and care of those battling cancer."

Dr. Becerra was grateful for the event.

"Without these types of events, lots of possibilities would go unrealized in the cancer arena," he said. "These organizations are what we need as federal money for research dries out."

The research facility, within Baylor's new, 467,000-square-foot outpatient cancer center, is the centerpiece of cancer clinical research at Baylor, offering treatments that may not be available anywhere else.

Young double-lung transplant recipient celebrates along with Mavericks

"THE TIME IS NOW." It was the slogan the Dallas Mavericks chose when they began their run to the NBA championship this year.

As it turned out, it also applied to a young man waiting to breathe free again at Baylor University Medical Center at Dallas.

Ben Bermudez was born with cystic fibrosis. It always affected him, but he was able to keep up with the other kids in sports. About seven years ago, though, he started having trouble with his lungs.

"It didn't start becoming really bad until the last couple of years," said Ben, 24. "I came to the hospital every other month. Then I had to be on oxygen all the time. I've probably been to the hospital about 40 times."

Last Thanksgiving, Ben was too ill to leave the hospital, and a double-lung transplant was his only hope.

November became December, a new year began, and still Ben waited for new lungs. Despite the long interval, Ben said he didn't despair.

"People get lung transplants all the time, so I just thought my turn would be next," he said.

His turn came in May, during the NBA playoffs.

Randall Rosenblatt, M.D., is the medical director of lung and heart-lung transplantation at the Annette C. and Harold C. Simmons

Transplant Institute. He attended one of the Mavericks games and, knowing that a big fan was watching from his hospital room, bought Ben a shirt that said, "The Time Is Now."

"The time is now to get you some new lungs," Dr. Rosenblatt told Ben.

The same day, the call came that those lungs had become available, and the surgery was performed.

More than 190 days after he was admitted, Ben was released from the hospital. When the Mavericks clinched the championship days later, he was one of the first at the sporting goods store, where he replaced his "The Time Is Now" shirt with one proclaiming the Mavericks the champions.

Three months later, Ben is better than ever.

"I feel great," he said. "I work out four times a week, and I'm about to start playing on an indoor soccer team with my friends. I pretty much do what I want now."

For more information about transplant initiatives, contact Melissa Hamm at 214.820.2705 or Melissa.Hamm@BaylorHealth.edu.



Ben Bermudez



From the President

Hope

"Remember, Red, hope is a good thing, maybe the best of things, and no good thing ever dies."

— Andy Dufresne, in *The Shawshank Redemption*

Hope sustained Dr. Oz (the TV physician) as he awaited the pathology report on a polyp that had been removed from his colon.

Hope sustained Carmen after her elderly mother, her "best friend," had suffered a massive stroke.

Hope sustained James during his self-described "scanxiety," as he sought to learn whether his cancer had returned.

Hope sustained Mary as she was evaluated for an innovative stem cell procedure to treat her macular degeneration.

Hope sustains Anthony, a paraplegic, as he undergoes experimental spinal cord therapy.

For more than a century, Baylor Health Care System has been a beacon of hope in North Texas.

Throughout the years, we have treated not only physical ailments, but provided spiritual healing, emotional support and compassionate care to patients and their families.

When patients arrive at Baylor, it is often after diagnoses that turned their lives upside down. It is our duty — no, it is our privilege — to guide them through their journeys with compassion and set them back on the path to health.

We do this by lining the hallways of Baylor and the hearts and minds of our patients with hope. Hope that their questions and their prayers will be answered. Hope that they will have a shoulder to lean on ... or cry on. Hope that not only will their health be restored, but also their faith. Hope for a lifetime of tomorrows. Hope for a cure.

Hope.

At Baylor, that simple word inspires us to not just do our jobs, but to seek excellence and innovation. To break down boundaries. To transform lives and to make our community better.

Hope is the impetus behind **Celebrating Women**, our annual luncheon that has raised \$16 million to fight breast cancer. Hope brings physicians on our medical staff together at site tumor conferences to find solutions for challenging diagnoses. Hope motivates our employees to give back at record levels. Hope inspires physicians like **Kevin Magee, M.D.**, to seek innovative in-utero cardiac treatments.

It is our hope that these efforts will inspire your continued support. Because without it, and without you, all these hopes fade away.

Rowland K. Robinson
President

Baylor Health Care System Foundation
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GIFT PLANNING

Dr. Mayfield leaves \$1 million for cancer research

WILLIAM MAYFIELD, M.D., wanted to honor the two most important people in his life – his late wife, **Elaine**, and his late sister, **Hassie**. He achieved both goals when he designated a gift to Baylor Health Care System Foundation.

Dr. Mayfield passed away on June 3, 2011, and a gift of approximately \$1 million from his estate will establish an endowment in memory of Elaine (“the love of my life”) and Hassie, whom he regarded as a second mother.

“I had already remembered my parents with a gift in my will to their church in Mississippi,” the retired Corsicana physician said. “With the Baylor gift, I honored the two women who played such important parts in my life.”

After receiving his medical degree in 1945, Dr. Mayfield served his internship at Baylor Hospital

in Dallas and then worked as chief of the medical service in the U.S. Army Air Force at Sumter Air Force Base in South Carolina. He returned to Baylor Dallas in 1948 to complete a one-year residency in internal medicine. In 1949, Dr. Mayfield moved to Corsicana, where he practiced internal medicine for 37 years.

For the first 10 years in Corsicana, Dr. Mayfield remained a bachelor. However, fate intervened in 1959, when Hassie’s husband, **Wallace Bassett**, a Baptist minister in Dallas, suffered an illness.

Dr. Bassett’s daughter, Elaine, was a former Powers Modeling Agency model in New York and

came to visit. Dr. Mayfield, then 39, also in town to see Dr. Bassett, fell head-over-heels in love with Elaine, and she with him. Eighteen days later, when the couple married, “Dr. Bassett, who was already my brother-in-law, also became my father-in-law!” Dr. Mayfield said.

The couple lived in Corsicana until Dr. Mayfield’s retirement in 1986, when they moved to Dallas. Elaine underwent treatment for breast cancer at Baylor University Medical Center at Dallas before passing away in 1989. Dr. Mayfield also had surgery for a lung tumor

at Baylor in December 2001, which is why he designated his gift to benefit cancer research.



Dr. William and Elaine Mayfield

Dr. Noteboom’s gift lets him keep giving, teaching

“**H**E WAS AMAZING. Just an amazing man.”

The word came up frequently as **Lisa Noteboom** described her father, **Gerard Noteboom, M.D.**

“He was just wonderful, an honest person – loyal, devoted,” Lisa said. “The best father anyone could have.”

Dr. Noteboom, a retired pathologist, passed away in February, leaving a \$350,000 gift to Baylor Health Care System Foundation. The gift has created the **Gerard Noteboom, M.D., and Elizabeth M. Haaland, M.D., Endowed Fund for Palliative Care Nursing**. The fund will support continuing education, research and clinical leadership development for nurses.

Dr. Noteboom supported palliative care after losing two people to chronic illnesses. His first wife, **Linda Greathouse Noteboom**, was diagnosed with multiple sclerosis, and she passed away in 1991. Dr. Haaland, his second wife, suffered from Alzheimer’s disease before she died in 2009.

Dr. Noteboom possessed a can-do spirit that he brought with him from his native Netherlands, where he learned how to face adversity at an early age.

When Holland was occupied during World War II, a 10-year-old Gerard saw his father taken to the concentration camps as a political prisoner. The grocery shopping was left to him.

“I heard that there would be a shortage of salt,” he once said. “I went from one store to the next. I bought about 20 kilos of salt. My mother was furious. But the next day, people couldn’t find salt anymore, and I started trading it.”

That one act helped sustain his family for the remainder of the war.

Dr. Noteboom had a desire to give back that was always on display to his four children, **Lisa**, **Willem** and **John Noteboom** and **Karen Hale**.

“He taught us all the value of money, friends and family,” Lisa said. “If you do good for other people, you rest easy at the end of each day. He was extremely frugal, but at the same time he was always giving to others.”



Lisa and Dr. Gerard Noteboom

Education was also important to Dr. Noteboom, and he came to the United States in the mid-1950s to further his medical training, which included a residency at Baylor University Medical Center at Dallas. His career spanned nearly 40 years, including more than a decade at Baylor Medical Center at Waxahachie.

When his life reached its end, Dr. Noteboom’s generosity and his love of education did not. In addition to his gift for Baylor, he left his body to the medical school at UT Southwestern so students could continue to learn from him.

Ruby Morgan celebrates 100th birthday, gives gift to Baylor

LONGTIME BAYLOR HEALTH CARE SYSTEM supporter and donor **Ruby Morgan** turned 100 on July 11. To celebrate, she threw a grand birthday party at the Park Cities Hilton, inviting close friends and neighbors.

Ruby and her late husband, **Evan Morgan**, received their health care at Baylor for decades, and she tells everyone Baylor is the only hospital anyone should use. In gratitude for the care Ruby and her husband received from Baylor and from their many cherished physicians, she has established a gift through her estate for Baylor.

The gift will create the **Evan Scott and Ruby Edith Morgan Endowment Fund**, which can be used for capital, programmatic and research purposes and medical education for cancer, cardiovascular and diabetes initiatives at Baylor University Medical Center at Dallas.

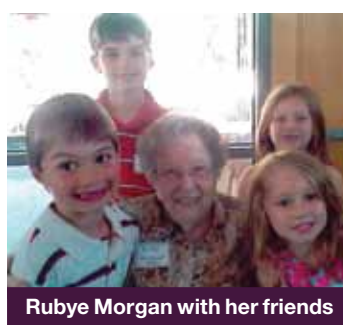
The Morgans owned and operated the

well-regarded Evan’s Fine Gifts and Antiques in Inwood Village from 1940 to 1989.

Ruby liked to call the shop “Neiman Marcus without the clothes,” and they were paid a huge compliment when they saw Stanley Marcus peeking in the window one day.

“A bride knew she was getting something very nice if it came from Evan’s,” said Baylor Health Care System Foundation officer Lindalyn Adams, who was a frequent customer.

“They had accessories, flatware, silverware, top-of-the-line cooking implements. Beautiful, beautiful things. Wonderful accessories,” Lindalyn said. “I pulled out a set of glasses the other day that my husband and I bought there. Evan said to me then, ‘These will last you forever.’ And it’s been 35 years now.”



Ruby Morgan with her friends

Ruby was a very independent young woman who enjoyed bowling, playing golf and riding horseback, and she worked for a cosmetics manufacturing company.

She knew Evan casually because they socialized together with a group of other young adults. As he was going off to fight in World War II in 1942, he called and

asked her to marry him. She agreed, and went to California to get married and then off to Hawaii with Evan, not telling her mother what she had done until she reached the islands.

Ruby says she and Evan were great together, as they “pulled the wagon in the same direction.” Evan passed away in 1995.

For more information about planned giving, contact Cynthia Krause at 214.820.7928 or Cynthia.Krause@BaylorHealth.edu.

Physicians at heart hospital lead way with new atrial fibrillation procedure

DAVID AMMAN CAME A LONG WAY TO Baylor Jack and Jane Hamilton Heart and Vascular Hospital, where he was the first in North Texas to have a new procedure to correct his atrial fibrillation.

"It's a little over 1,000 miles to Dallas," said David, who lives in Melbourne, Florida. "It's not too far when you want to go to a place and get fixed."

David had experienced an irregular heartbeat for 11 years. When medication failed to resolve his condition, he researched his options and discovered that an advanced technique was offered at Baylor Hamilton Heart and Vascular Hospital.

"It got worse and worse as time went on," he said. "I found out there was a new process that would be available, and Baylor led the nation in enrollment in the study that led to approval of this novel technique by the Food and Drug Administration, so we made an appointment and came out."

The new procedure was cryoablation using the Arctic Front cryoballoon system. The cryoablation treatment involves a minimally invasive procedure that freezes tissue around the pulmonary veins, blocking the erratic electrical signals that cause atrial fibrillation.

But it did not stop there. Physicians at Baylor were the first in the nation to use the Achieve™ Mapping Catheter, a tool designed to streamline

the cryoballoon procedure. The new catheter allows doctors to map electrical conduction between the left atrium and pulmonary veins before, during and after cryoablation.

"In many cases, this new mapping catheter will provide valuable information regarding time to effect during the cryoablation procedure," said **Robert Kowal, M.D., Ph.D.**, an electrophysiologist on the medical staff at Baylor Hamilton Heart and Vascular Hospital who performed the procedure. "The procedure can be completed more efficiently by incorporating these new technologies together."

For David, who enjoyed running, biking and swimming before his heart problems, it was a godsend.

"I started walking right away," he said. "And then within about two weeks, I started to lightly jog. After about 30 days, I started to run again."

"I'm perfect. I've never felt better."

For more information about heart and vascular initiatives, contact Ellen Dearman at 214.820.7877 or Ellen.Dearman@BaylorHealth.edu.



Dr. Robert Kowal

Baylor ranks among America's Best Hospitals for 19th year

FOR 19 YEARS IN A ROW, *U.S. News & World Report* has listed Baylor University Medical Center at Dallas in its America's Best Hospitals issue.

Baylor Dallas is ranked among the nation's top 50 hospitals in four medical specialties: gastroenterology, nephrology, pulmonology and urology. This year, only 152 of the 4,852 hospitals evaluated performed well enough to rank in any specialty.

The rankings in these specialties were driven by hard data such as death rates, procedure volume, and balance of nurses and patients.

"We are proud of the physicians and employees on our staff, and this is further evidence that they provide our patients with some of the nation's highest quality health care," said **John McWhorter**, president of Baylor Dallas.

Baylor Dallas was also recognized as a "high-performing hospital" in the following seven specialties: cancer; cardiology and heart surgery; ear, nose and throat; geriatrics; gynecology; neurology and neurosurgery; and orthopedics.

Baylor Institute for Rehabilitation was also listed as a "high performer" in the category of rehabilitation.

Additionally, Baylor Health Care System has more hospitals ranked No. 1 on the magazine's metro list than any other health care system in Dallas/Fort Worth, with six.

"The number of Baylor hospitals on this list shows the strength and the breadth of Baylor Health Care System," said **Joel Allison**, Baylor's president and chief executive officer. "It is proof of our commitment to provide advanced, quality care to all the communities and patients we serve."

For more information about these rankings, visit health.usnews.com/best-hospitals.



FOCUS ON RESEARCH

Baylor Research Institute signs international human immunology expert

BAYLOR HEALTH CARE SYSTEM has appointed a world-renowned expert in immunology as vice president and chief scientific officer of Baylor Research Institute (BRI) and director of Baylor Institute for Immunology Research (BIIR).

Yong-Jun Liu, M.D., Ph.D., specializes in the function of the immune cells that are central to fighting cancer. He comes to Baylor from The University of Texas MD Anderson Cancer Center, where he was professor and chair of the department of immunology, director of the center for cancer immunology research and Vivian L. Smith Distinguished Chair in Immunology.

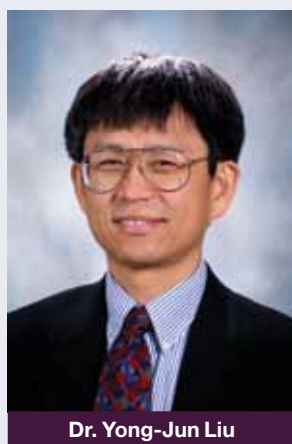
"We are extremely fortunate and proud to have attracted one of the world's most distinguished immunologists to lead our research efforts at BIIR and to reinforce the work being done in oncology, transplant and other therapeutic areas," said **Joel Allison**, Baylor's president and chief executive officer. "Dr. Liu has the expertise and insights to support the advancement of cancer research to unparalleled heights – ultimately benefiting our patients."

In 2002, Dr. Liu joined MD Anderson, where he created a world-class research center with physicians and basic immunologists

working together to develop novel therapies for human diseases, including autoimmune diseases, infectious diseases and cancer. During the past quarter century, Dr. Liu has made many seminal contributions to the field of immunology. He has published more than 200 scientific articles in many prestigious journals and is among the most-cited immunologists.

Dr. Liu has received numerous awards, including the Dallas-Fort Worth Living Legend Faculty Achievement Award in Basic Research from MD Anderson and the Dana Foundation Award for Human Immunology Research.

"Dr. Liu has a long and distinguished career," said BRI president **Michael Ramsay, M.D.** "He will take the research excellence that has been the hallmark of BIIR since 1996 to a new level. In addition, his research and medical background will greatly facilitate the translational part of our research – bringing it from the bench to the bedside, which is BRI's mission."



Dr. Yong-Jun Liu

Foundation bids farewell to *the torch* author/editor

FOR THE PAST THREE YEARS, Baylor Health Care System Foundation officer Jonathan Eckberg has researched, written and edited the stories that have appeared quarterly in *the torch*.

This month, Jon is leaving the Foundation to pursue his passion – a career on the clinical side of health care. Inspired by the care his father-in-law received while fighting complications of type 1 diabetes, Jon is returning to school to earn a master's degree in occupational therapy from Texas Woman's University.

"Jon's dedication and thoughtful approach to developing content for *the torch* has elevated the quality of our flagship publication," said Rowland K. Robinson, Foundation president. "We wish him the best, and we hope when he completes his degree that he will consider bringing his talents back to Baylor."



Jonathan Eckberg

PHYSICIAN PROFILE

CINDY MARSHALL, M.D.

CINDY MARSHALL, M.D., is the medical director of the new Memory Center at the Baylor Neuroscience Center. A geriatric psychiatrist specializing in dementia, she graduated from medical school at the University of Alabama at Birmingham. Dr. Marshall completed her psychiatry residency at Baylor College of Medicine and a geriatric psychiatry fellowship at the University of California, Los Angeles. She and her husband, fellow neurologist **Duc Tran**, have two children: **Jacob**, 4, and **Joshua**, 3.

What brought you to Baylor?



Dr. Cindy Marshall

I learned of Baylor's commitment to expand its neuroscience program. It was a natural fit for me.

What project are you passionate about? How are you involved in it?

The Memory Center, of course!

Unfortunately, the uncertainty that clouds Medicare tends to discourage young physicians from fellowship training in dementia. And although my wish list for the Memory Center is long, my short-term goal is to be able to fund recruitment efforts to add more physicians and psychologists to our team. When you consider providing care to the 5 million people in the United States who have Alzheimer's disease, the supply-demand curve is daunting.

Where did you grow up?

I grew up in Birmingham, Alabama. My Southern upbringing shaped who I am today, particularly the values of family, friendship and community.

To what do you attribute your success?

My parents' mind-set on child-rearing. They were not at all invested in my accomplishments. They let me know early on that what mattered to them was the person I became. This served to foster a sense of self-motivation that has served me well.

Who are your heroes?

Oprah Winfrey. She taught the masses it is OK to talk about how you feel but you must take responsibility for your actions.

What inspires you?

People who rise out of adversity and people who fail to pay attention to negative messages around them.

If you had to choose a different career, what would it be?

FBI agent

Tell us about your dream vacation.

I am fortunate to take my dream vacation every year. I head to Florida with my family, set up my canopy on the beach, and sit with my book facing the ocean. Every night, we go out for seafood at a hole-in-the-wall place where dressy attire is considered T-shirt and shorts. I literally count the days until my next trip.

The one thing that really gets me angry is ...

seeing kids and/or parents talking on their cell, texting or playing hand-held games during dinner.

What actor would you like to portray you in a movie, and why?

Sandra Bullock because she's a sassy, strong Southern lady.

What's the best reward for a job well done?

One person that notices.

Oncology site tumor conferences set Baylor apart

Continued from page 1

have breakthrough benefits for the patient.

The conferences, which were developed shortly after the Baylor Sammons Cancer Center opened in 1976, have become popular opportunities for continuing medical education credit for the medical staff at the cancer center. The Baylor Sammons Cancer Center now holds 289 multidisciplinary and educational site-specific conferences each year, with case discussions covering diagnosis and treatment of more than 1,100 patients. More than 8,200 attendees participated in 2010, including surgeons, medical oncologists, radiation

oncologists, radiologists, pathologists, nurses, fellows and research staff.

All conferences are sponsored, planned and implemented by Baylor Sammons Cancer Center site tumor committees, which report to the cancer center medical committee. These conferences have become the "nuts and bolts" of the cancer center and oncology activities at Baylor. They directly contribute to quality patient care and learning at multiple levels.

"I know of no other cancer center or institution that conducts a similar scope of regular multidisciplinary oncology conferences," said

Marvin Stone, M.D., the associate medical director of the Baylor Sammons Cancer Center and medical director of oncology education and quality. "The success of our conferences is a result of active participation by numerous physicians. These conferences continue to thrive because of the enthusiasm and devotion to clinical excellence of many members of our medical staff."

The reach of the site tumor conferences was expanded in 2008, when *Baylor University Medical Center Proceedings*, the peer-reviewed medical journal of Baylor Dallas, began publishing one case report in each quarterly issue.

BAYLOR HEALTH CARE SYSTEM

BAYLOR SITE TUMOR CONFERENCES

- | | |
|--------------------------------|-------------------------|
| ■ Breast cancers | ■ Hematologic cancers |
| ■ Bone and soft tissue cancers | ■ Lymphomas |
| ■ Chest cancers | ■ Liver cancers |
| ■ Endocrine cancers | ■ Neurologic cancers |
| ■ Gastrointestinal cancers | ■ Skin cancers |
| ■ Gynecologic cancers | ■ Stem cell transplants |
| ■ Head and neck cancers | ■ Urologic cancers |



Physicians and other health care professionals discuss challenging cases weekly at site tumor conferences.

SPREAD HOLIDAY CHEER WITH THE FOUNDATION

BAYLOR HEALTH CARE SYSTEM FOUNDATION has created a way to share the spirit of the holiday season with friends, family and Baylor Health Care System – all at the same time.

When you make a donation of \$25 or more to Baylor Health Care System Foundation in honor of a friend or family member, he or she will receive a beautiful holiday tribute card announcing your gift.

For more information, contact the Foundation at 214.820.3136 or thetorch@BaylorHealth.edu.

Become the official sponsor of *the torch*

WE ARE PROUD TO REACH 15,000 philanthropic, community and health care leaders in North Texas and beyond. We are proud of our newsletter's positive news, numerous design and writing awards, and high reader survey scores. We think you will be proud to support and be associated with our publication. Contact Amanda Basler for more information: Amanda.Basler@BaylorHealth.edu or 214.820.7410.



ON THE BOARD

JOHN HARKEY JR.

BAYLOR HEALTH CARE SYSTEM FOUNDATION board member **John Harkey Jr.** has a wide variety of experience in the business world that includes serving as chairman and chief executive officer of Consolidated Restaurant Cos. and working as a private investor concentrating in the acquisition, consolidation and management of both public and private companies. He has merged, acquired and operated companies in a variety of industries.

For the past two years, John has served as the chairman of the Foundation's board nominating committee.

John grew up in Brownwood, Texas, and went on to obtain his Bachelor of Business Arts degree in finance in the University of Texas Business Honors Program. He also obtained his law degree from The University of Texas at Austin. He earned a master's in business administration from Stanford University School of Business.

What brought you to Baylor?

The opportunity to be involved with a truly world-class health care system and a group of extraordinary people.



John Harkey Jr.

What are your hobbies?

Golf, skiing, skeet shooting and ranching.

Do you have a childhood experience that shaped how you think?

Earning my Eagle Scout and spending summers installing lawn sprinkler systems and selling mistletoe.

To what do you attribute your success?

Committed passion, wonderful parents, supportive community and the opportunity to explore.

What are your goals in life?

To continue to make a positive impact in Dallas and the U.S.

Describe your leadership style.

Ensure you have the right people

in the right seats, then trust and verify.

I'm most proud of ... the diversity of my friends.

The world would be a better place if ... all humanity shared a common spiritual connection.

Most would be surprised to know that ... I am actually a fifth-generation Texan.

What's the best reward for a job well done?

A true personal sense of accomplishment.

New frontiers in surgery help babies while still in the womb

ONE PERCENT OF ALL BABIES are born with a congenital heart defect, one-third of which will require intervention in their first year of life just to survive.

Many of these conditions result in fetal and neonatal death or require numerous high-risk surgeries to correct. Physicians on the medical staff of the Fetal Care Center at Baylor University Medical Center at Dallas are leading the charge to develop advanced in-utero treatments and equipment to care for these tiniest of patients, whose hearts can be the size of your thumbnail.

Kevin Magee, M.D., recognized that several of these defects could possibly be treated in-utero and found a way of meeting those challenges.

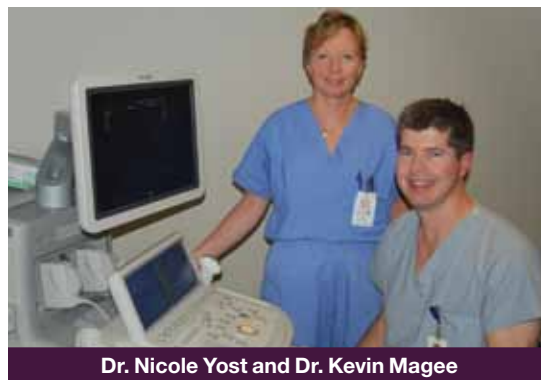
"The tragedy is a child carried to term, and within three minutes of birth, they pass away. A family is expecting this beautiful blessing and that's it for them – three minutes. That's what we want to prevent," Dr. Magee said.

In-utero cardiac procedures were pioneered at Harvard in 2003; however, the current approach for fetal cardiac intervention involves piercing the fetal heart by going through the chest wall.

Using existing equipment at Baylor Jack and Jane Hamilton Heart and Vascular Hospital – the stereotaxis machine – Dr. Magee, along with **Nicole Yost, M.D.**, and **Reenu Eapen, M.D.**, developed an advanced method for correcting heart defects in the tiny patients they work with.

The technique uses magnetic navigation, a less invasive procedure that can be used to dilate valves and place stents in vascular structures.

Magnetic navigation would allow a physician gentle access to the heart via the umbilical cord



Dr. Nicole Yost and Dr. Kevin Magee

using a magnetic guide wire.

"Instead of going in through the mother's abdomen, through the uterine wall, through the baby's chest, lungs and heart, you go in through the umbilical cord and maneuver the catheter around the heart. That's the innovative piece," Dr. Yost said.

In July, the procedure was successfully tested in fetal sheep.

"You see these kids, and your heart just breaks," Dr. Magee said. "These rescue efforts were born from the feeling that there's got to be something we can do."

In 2009, **The Crystal Charity Ball**, which supports Dallas County children's charities, raised \$750,000 for the Fetal Care Center at Baylor Dallas. The funds have been used to expand the center's clinical research, which will allow Baylor Dallas to offer advanced treatments such as the magnetically guided fetal intervention developed by Dr. Magee.

For more information about supporting the Fetal Care Center, contact Melissa Hamm at 214.820.2705 or Melissa.Hamm@BaylorHealth.edu.



From the Chairman

Hardly a day passes that health care is not a part of the news. Of late, a lot of news coverage has dealt with comparisons of hospitals as to costs, quality of care, community service, financial stability and the like.

The people of North Texas are privileged to have access to outstanding health care. The many excellent hospitals, talented physicians and high-quality, health-related services are part of what makes this area such an attractive place to live and do business.

The real significance of ratings and comparisons is often elusive, depending on what is sought to be measured. Some comparisons place great emphasis on research, others on clinical care or costs. The balance between quantitative data and reputational opinions may affect outcomes.

I am always anxious to see how the Baylor Health Care System entities compare to others on a national and local basis. I am always gratified to see that Baylor compares very well, whether patient costs, clinical care, patient safety, community service, patient satisfaction or financial strength is involved. We have much of which to be proud. For all who contribute to Baylor's success, I say congratulations!

There are many ways we can support Baylor's ongoing excellence. This fall, two events offer opportunities for fun and provide support for important areas.

Over the last 11 years, the **Celebrating Women** luncheon has raised more than \$16 million to support the prevention, diagnosis and treatment of breast cancer. This year's event will be on October 28 in the Hilton Anatole Hotel. The speaker will be **Diahann Carroll**, a Tony Award winner and breast cancer activist and survivor. Please come and bring friends. You will be glad you did.

The **Grand Rounds® Golf Tournament** benefits Baylor's active graduate medical education program. Baylor currently has 223 residents and fellows in 37 specialty and subspecialty training programs, which provide the genesis of excellence in patient care and research.

Grand Rounds will be October 3 at Northwood Club. Organize a foursome or sign up as a single. You will have a lot of fun and the satisfaction of knowing that you have assisted in pursuing excellence in graduate medical education.

When you support these programs, you are making a great investment in a highly regarded, highly respected health care system. Thank you in advance.

Erle Nye

Chairman, Board of Directors
Baylor Health Care System Foundation

SARAH BURDI CONSIDERS HERSELF lucky.

Sarah, who began her tenure with Baylor Health Care System Foundation as a director in January, began working in fundraising approximately 20 years ago, and she's never had a reason to look back.

"I was so fortunate to discover my passion early in my work career," Sarah said. "My first job in fundraising was with the United Way of Central Maryland. I told my boss after three weeks that everything clicked, and I knew I was doing what I was supposed to be doing. I have been so grateful that no matter where I have worked, I always love my job, because I love what I do."

One reason for that love is the opportunities it provides to see a grateful family make a gift, and the joy it brings them.

"At my last job, we worked with a couple that had lost a child after 12 weeks of pregnancy. They were very sad, but they wanted to make a gift to the perinatal services program that would provide a social worker to counsel other parents who were going to lose a baby," Sarah said. "We had a meeting where the social worker could meet the family, and they were crying. It touched my heart. They hadn't worked with her before, but they were so grateful to her. They said, 'This gives us closure now. We feel like this horrible thing happened, and now there's a program, and maybe someone else won't have to go through this in the same way.' They could move on and be happy."

With the Foundation, Sarah works with several of Baylor Health Care System's community hospitals.

In July, Sarah celebrated the ninth anniversary of her wedding to **Tom**. The pair shares an interest in golf so strong that for their first date, they

MEET THE STAFF



Sarah Burdi

hit the links. A few months later, when Tom proposed, he did it by placing the engagement ring in the 18th hole.

Married on a beach in Delaware, Sarah and Tom are now proud parents of **Sam**, 6, who loves baseball, tennis and swimming, and **Lindsay**, almost 3, who "keeps us laughing and on our toes."

It was Tom's job as a senior vice president with the Archon Group in Irving that brought Sarah to Texas last year. She had spent most of her life on the East Coast, where she grew up in Darien, Connecticut.

While the blistering Texas summers have taken some getting used to, Sarah's new home has made an impression on her.

"I'm impressed with how much passion and enthusiasm people in Texas have for the state," she said. "You see it everywhere – in advertisements, in the people. It's really true: Everything in Texas seems bigger. Even the sky seems bigger."

"I have yet to understand the use of the word 'y'all,' though," she said, laughing.

Barnetts celebrate milestone with a special gift

DON BARNETT had received treatment for his chronic lymphocytic leukemia for two years at another hospital when he came to Baylor University Medical Center at Dallas in 2001. He'd been given a grim prognosis: two months to live.

On the anniversary of the bone marrow transplant that he says saved his life, Don celebrated his 10th "birthday" with **Joseph Fay, M.D.**, and his staff in the new outpatient cancer building at the Baylor Charles A. Sammons Cancer Center at Dallas.

"Back then, I said, 'If you give me another birthday, I'll give you a party.' This is No. 10," Don said.

To mark the occasion, Don and his wife, **Linda**, made a special gift: a \$10,000 check to Baylor Health Care System Foundation to support Dr. Fay's research.

"I've gotten to see my daughters get married, the birth of a grandchild, wonderful things,"



Don and Linda Barnett with Dr. Joseph Fay

Don told Dr. Fay. "I had lots of people in church who were praying for me, and those prayers were answered because they sent me to you. You brought us hope."

When Don came to Baylor, Dr. Fay told him about experimental bone marrow transplants in older patients. He told Don the odds of success weren't great – about 20 to 30 percent. But Don's odds at the moment were approaching zero. A transplant from his brother was completed within 30 days. Ten years later, the Barnetts are enjoying every day Don has been given, and they want everyone to know how appreciative they are.

"Our theory is that anytime people take recovery for granted, something happens to your soul," Linda said. "God created us, and all He wants from us is gratitude. As humans we were made in His image, and we need to feel appreciated. Doctors can work one more night call, nurses can work one more shift, if someone just says 'thank you.'"

Carroll to be featured speaker

Continued from page 1

October 28 at the Hilton Anatole hotel.

Diahann feels that creating awareness about prevention is vitally important, which is the reason she went public with her diagnosis.

"I learned that it helps to turn fear into action," she said. "In the war against cancer, we have the ability to arm ourselves with knowledge. Education is a powerful tool, and we are blessed to have information at our fingertips in this electronically connected world. We also have experts who know the science, who push themselves to the cutting edge of medicine in order to bring greater knowledge and treatment options to people with cancer. We can take action by getting screened for some cancers, eating healthy diets and exercising. Taking that action and doing something positive ultimately replaces fear with hope."

"Another way to take action and cope is to join the fight and help spread the word about cancer. People need to know that cancer does not have to be a death sentence. Education and prevention really can make a difference."

Diahann won a Tony Award for best actress in 1962 for her work in the musical *No Strings* and took the Golden Globe for best actress in 1968 for playing the title role in *Julia*, one of the first series in American television to feature a black woman in a nonstereotypical role.

Later, she created the role of Dominique Deveraux on the popular soap opera *Dynasty*.

For more information about Celebrating Women, contact Angela Randall at Angela.Randall@BaylorHealth.edu or 214.820.4776.

Celebrating Women honorees



Circle of Care Award The Wayne Family

Over the years, the Wayne family has been both creative and prolific in expressing its love for Baylor. The Waynes' many gifts have created a considerable legacy at Baylor that includes the Caring Hearts volunteer program, Ernie's Appearance Center for women fighting cancer, the Bradley Wayne Interfaith Garden of Prayer, funding for the palliative care program and contributions to Our Children's House and the Riggs Emergency Department.

Honorary chairmen The Joan and Andy Horner Family

After making an initial gift to the 2010 Celebrating Women campaign, Joan and Andy were inspired to contribute an additional grant that named the chapel in the new Charles A. Sammons Cancer Center at Baylor University Medical Center at Dallas. The gift will provide for oncology chaplains, the patient navigator program and breast cancer research.

To learn more about any Baylor Health Care System Foundation initiative, contact the Foundation at 214.820.3136 or email thetorch@BaylorHealth.edu. Write to us at 3600 Gaston Ave., Barnett Tower Suite 100, Dallas, TX 75246-1800.