Together with our incredible donor community, Mount Sinai Hospital is on the verge of a new era in delivering The Best Medicine.
Three Mount Sinai Leaders Receive Prestigious Appointments
Mount Sinai Hospital takes great pride in the announcement that three very important contributors to our Hospital have recently received some of our country’s highest honours.

The Order of Canada was awarded to Lawrence S. Bloomberg, Chair of the Board of Directors at Mount Sinai Hospital, for his extraordinary leadership in the field of philanthropy, and to Dr. Bernie Zinman, Director of Mount Sinai Hospital’s Leadership Sinai Centre for Diabetes, Sam and Judy Pencer and Family Chair in Diabetes Research, and Senior Investigator at the Samuel Lunenfeld Research Institute of Mount Sinai Hospital, in recognition of his internationally renowned achievements in diabetes patient care and research.

Dr. Lou Siminovitch, Director Emeritus of the Lunenfeld, was appointed to the Order of Ontario in recognition of his lifetime achievements in biomedical research.

Mount Sinai congratulates our esteemed colleagues on these outstanding achievements.

Dr. Tony Pawson Receives Award for Cancer Research
The inaugural year for the Canadian Cancer Research Alliance (CCRA) awards was an exciting one for Mount Sinai. Dr. Tony Pawson, a Distinguished Investigator at the Lunenfeld, Apotex Chair in Molecular Oncology and Kyoto Prize Laureate, received the award for Outstanding Achievements in Cancer Research for his revolutionary work in cancer signal transduction.

“The CCRA is delighted to honour Dr. Pawson with this award,” said Dr. Elizabeth Eisenhauer, Co-Chair of CCRA and Chair of Research at the Canadian Partnership Against Cancer. “His research has contributed to a transformation in how we approach and treat cancer, leading to improved survival for thousands of cancer patients. He is an outstanding scientist, truly deserving of this award.”

Continued on page 7
The new David & Stacey Cynamon Mother & Baby Unit is scheduled to open this spring, and the excitement is palpable at Mount Sinai Hospital! Final work is progressing full-speed ahead as we get ready to welcome patients to this innovative space. The new unit will be located within the six new floors of our Murray Street wing, and will be part of the Frances Bloomberg Centre for Women’s and Infants’ Health.

Not only is there a new look to the space, but every aspect has been carefully considered to ensure that the way we deliver care to this important group of patients is transformed as well. With Mount Sinai Hospital being an international beacon for mothers and infants, it is critically important that we continue to raise the standard of care.

Our ultimate focus is on patient and family-centred care, with the goal of enhancing the patient experience, improving outcomes, empowering new parents and increasing safety, security and accountability. These goals are inherent in the design of the new unit:

- Mother and baby patient rooms wrap around the perimeter of the building to take advantage of the healing qualities of natural light.
- Of the 40 patient rooms, 26 are private. The comfortable, soothing room design mimics a home-like environment with decreased noise, dimmer lighting and reduced stimulation for newborns. It also helps new parents learn to care for their newborns in a more comfortable environment.
- Each room has a comfortable chair for breastfeeding, which also doubles as a recliner for overnight support partners.
- Rather than one large nursing station, there are now multiple decentralized communication stations for the interdisciplinary team, allowing the care team to be closer to the patient and family.
- Infection control precautions are inherent in the design, with numerous hand-washing sinks in corridors, a dedicated hand-washing sink inside each room, negative-pressure isolation rooms and pandemic-ready design.
- Enhanced security measures such as an infant tag security system, cameras and card-access entry.
- A dedicated room for breastfeeding support as well as a family lounge, a waiting area, a kids’ area and a kitchenette.

With the incredible support of the Cynamon family, the delivery of care for moms and babies will be transformed forever. “Our donors do so much more than give money,” reflects Joseph Mapa, President and CEO of Mount Sinai Hospital. “They really help to shape how care is delivered. They fuel how we can re-imagine what’s possible.”

“Our donors do so much more than give money. They really help to shape how care is delivered. They fuel how we can re-imagine what’s possible.”

JOSEPH MAPA, PRESIDENT AND CEO OF MOUNT SINAI HOSPITAL

We are now in the exciting phase of planning the Unit’s grand opening. “It’s going to be an incredible day for the Hospital,” said Mr. Mapa. “It’s so important for us to mark this occasion, to honour the Cynamon family and other amazing donors who made this dream a reality, and to let our community know that we continue to raise the standard of care to new heights for our moms and babies.”

Mount Sinai Hospital Delivers for Moms and Babies
YOU ARE INVITED TO BECOME AN INAUGURAL MEMBER OF OUR

**Constellation of Distinction**

**DISTINGUISHED DONORS LET THEIR LIGHT SHINE**

The inaugural year of Mount Sinai Hospital Foundation’s *Constellation of Distinction* annual campaign is nearing completion and the response from our donors has been tremendous!

The *Constellation of Distinction* is a fast-growing collection of bright stars — our wonderful donors — who donate to Mount Sinai Hospital’s highest priority needs. There is still time to join this esteemed group! All those who contribute will automatically be a part of our *Constellation*. Those who contribute $2,500 or more will have their name included on a beautiful plaque.

This annual campaign is extremely important for our Hospital. When making a donation, people often designate funds to certain programs and initiatives that hold special importance to them. We are incredibly grateful for these donations, as they are paramount in developing the types of programs that set Mount Sinai apart and truly showcase our excellence. However, it is also of critical importance for us to receive undesignated funds, or funds that are directed toward our highest priority needs.

Donating to the Hospital’s most urgent needs often means funding the purchase of much-needed equipment — new technology that is required to accurately diagnose or treat disease. Or it may mean funding important research that will directly impact patient care. These funds profoundly impact our capacity to manage and overcome illness, save lives and make new, groundbreaking discoveries.

With over $920,000 raised to date, Mark Gryfe, President and CEO of the Mount Sinai Hospital Foundation, is thrilled with the response to the *Constellation* campaign. “The success of this annual campaign is clearly the result of our tremendously generous philanthropic community. Our donors and grateful patients continue to step up and amaze us. Our Hospital’s senior staff is firmly behind the campaign with a 100 per cent participation rate, and we are striving for 100 per cent participation from our Board of Governors and Board of Directors. We are deeply indebted to the many members of our community who continue to so generously support our Hospital.”

“**Our senior staff is firmly behind the campaign with a 100% participation rate.**”

— MARK GRYFE, PRESIDENT AND CEO OF MOUNT SINAI HOSPITAL FOUNDATION

**TIME IS RUNNING OUT!**

This year’s *Constellation of Distinction* campaign continues only until March 31. If you have already given, we genuinely thank you for making our Hospital a priority. If you have not yet donated, we kindly ask you to consider joining a distinguished group, which is already over 1,825 strong! You deserve to have a star in our *Constellation*! Your gift will help us access the resources we desperately need to continue providing the level of care that is synonymous with Mount Sinai Hospital.

For more information, visit [BrighterTogether.ca](http://BrighterTogether.ca), or call 416-586-8203.
The Dawn of Personalized Medicine at Mount Sinai Hospital

Advances in genetic technologies are ushering in an era of “personalized medicine,” in which knowledge of one’s personal genetics could deliver the key to longevity and good health.

Personalized medicine — the next frontier in health care — involves combining genetic clues with clinical information to make accurate predictions about a person’s risk for disease, the course of disease, and response to treatment in each individual. Personalized medicine can help reshape medical care, and experts at Mount Sinai Hospital — an early adopter of personalized medicine — are leading new projects in this exciting field.

Mount Sinai’s renowned Samuel Lunenfeld Research Institute, integrated with the Hospital’s clinical Centres of Excellence, is uniquely positioned to lead innovative initiatives in this area. Mount Sinai is beginning to implement personalized medicine in two key areas, where we have internationally recognized and prominent clinical and research expertise.

Women’s and Infants’ Health/Neonatology

The Ontario Birth Study — a groundbreaking study set to launch this spring, is being led by Dr. Stephen Lye (left), Associate Director of Research at the Lunenfeld and Mount Sinai Hospital Auxiliary Chair in Women’s and Infants’ Health, and Dr. Alan Bocking (bottom left), Mount Sinai’s Chief of Obstetrics and Gynaecology. The study aims to recruit all pregnant women who receive prenatal care at Mount Sinai. The women will be followed throughout their pregnancies, with the hope of continuing to track the health of both mother and child over the course of their lifetimes.

The study examines the impact of genetic variation and the baby’s environment inside the womb to understand how these factors can lead to major illnesses later in life. This is the first study of this scope in North America and is expected to result in a new standard of care for women and children. It will be conducted from the newly built Frances Bloomberg Centre for Women’s and Infants’ Health at Mount Sinai Hospital.

Rheumatoid Arthritis

Internationally renowned geneticist Dr. Kathy Siminovitch (left), Sherman Family Research Chair in Genomic Medicine, and her colleagues in the Rebecca MacDonald Centre for Arthritis and Autoimmune Disease at Mount Sinai are identifying genes that confer risk of rheumatoid arthritis and influence the course and outcomes of this illness. They are also developing a platform for the centralized, electronic storage of patient information. These approaches are among the first of their kind in North America, and will help lead to dramatic benefits for people with arthritis and possibly other diseases as well.

Mount Sinai Hospital is embarking on a multiple-year pilot project, in which patients in these two clinical areas will receive more extensive diagnostic testing to help clinicians better assess their health and tailor their care. The personalized model of care will be perfected and expanded across other clinical areas within the Hospital, and ultimately propagated throughout the health-care system to help improve research and patient care in Canada.
After a hugely successful inaugural event that raised $1.4 million for Mount Sinai Hospital, *Strike Out Cancer* returns this June with an all-star studded lineup of Major League Baseball alumni, athletes and celebrities.

Mark your calendars for Saturday, June 9 and Sunday, June 10, 2012, as we host the second annual *Strike Out Cancer*, presented by RioCan. The energy and success of this fundraiser has continued and we will once again bring together a fabulous lineup of athletes, celebrities and participants to support the Hospital and its ongoing commitment to excellence. World-renowned actor and philanthropist Kurt Russell is Honorary Chair, while Major League Baseball’s best step up to the plate and take a stand against cancer!

Proceeds raised at *Strike Out Cancer* provide sustaining funding for breast, ovarian and prostate cancer research and education at Mount Sinai Hospital. Help us support these critical needs by registering your team at www.helpstrikeoutcancer.com or by contacting Antoniette Garda de Cabezas at 416-586-4800 ext. 8282, agarda@mtsinai.on.ca

**Live out your Major League Dreams at Strike Out Cancer**

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**In Support of**

*MOUNT SINAI HOSPITAL*

*Joseph and Wolf Lebovic Health Complex*
Chef’s Challenge™ a Sweet Success!

Mount Sinai’s annual Chef’s Challenge™: The Ultimate Battle for a Cure, is Canada’s premier culinary fundraising event. This year’s challenge, put on by the Mount Sinai Hospital Auxiliary and led by Auxiliary President Barbara Kerbel-May and Co-Chairs Bonnie Bloomberg and Alison Jarvis, did not disappoint.

The culinary battle was hosted by celebrity chef Bobby Flay — who kept the energy high, the grills hot and the competition friendly but fierce! No tickets were sold for the event — participants had to raise a minimum of $2,500 to attend and watch the culinary battle unfold. The top 60 fundraisers got the sweetest deal — to participate in the challenge led by some of Canada’s top celebrity chefs.

Chefs Massimo Capra, Lynn Crawford, Nadia Giosa, Chuck Hughes, Mark McEwan and David Rocco all led their teams in an Iron Chef-style battle, where they had to execute three courses of a five-course meal designed by Chef Flay.

In the end, McEwan’s team prevailed, with Crawford’s team in second place and Hughes’ in third. It was a fantastic, energy-filled night that raised $1.17 million for breast and ovarian cancer research at the Samuel Lunenfeld Research Institute and Marvelle Koffler Breast Centre of Mount Sinai Hospital.

Stay tuned for news as we prepare for Chef’s Challenge #3!

Dr. Daniel Drucker Recognized for Contributions to Diabetes

Dr. Daniel Drucker was the recent recipient of the Claude Bernard Lecture/Award of the European Association for the Study of Diabetes (EASD).

The lectureship recognizes an individual’s innovative leadership and outstanding contributions in the field of diabetes mellitus, and is the highest scientific achievement award of the EASD. Dr. Drucker is the first and only Canadian to receive this honour.

Dr. Daniel Drucker, award-winning clinician-scientist at Mount Sinai and the Samuel Lunenfeld Research Institute

Upcoming Events

MAY 16
Da Vinci Gala

JUNE 9 TO 10
2nd Annual Strike Out Cancer

JUNE 11
Mount Sinai Hospital Classic Golf Tournament

For information about these and other events, please call 416-586-8203 or visit the Calendar of Events at mshfoundation.ca/calendarofevents

““In Your Own Words,’’

“My husband and I would like to thank all the amazingly wonderful health-care professionals in the Labour and Delivery Unit. We are eternally grateful to everyone from nurses to physicians who responded so efficiently and effectively to the unexpected complications that arose following our baby’s birth. It is thanks to them that our baby girl is thriving at home since her birth on September 12. May God bless all of you to continue the exceptional care that you provide!”

— Lina, Joe and Baby Sarah Amaral

“Even though we were dealing with the worst possible situation, we knew we were at the best hospital in the country, getting the best possible care.”

— Jennifer Wagner and Brad Pleavin

“I have been attending Dr. Alan Silverstein’s weekly Podiatry Clinic for 10 years, and feel compelled to let everyone know what wonderful care he and his team have provided... being disabled I have really benefited from his expertise and attention. I have also received wonderful care for other health concerns at Mount Sinai, and have been very well taken care of. Mount Sinai is a hospital with a heart. I have never known such kindness.”

— Long-time Mount Sinai donor and patient of Mount Sinai’s Podiatry Clinic

Share your story with us! Send an email to foundation@mtsinaion.ca or contact us via Facebook or Twitter. We look forward to your comments.
Is our Constellation missing your shining star?

Deadline for inclusion in this year’s Constellation of Distinction is March 31, 2012.

Visit us at BrighterTogether.ca

MOUNT SINAI HOSPITAL FOUNDATION
Joseph and Wolf Leovic Health Complex

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