



the schwartz center
FOR COMPASSIONATE HEALTHCARE



Touchpoints

June 2015

Issue #:

Building Compassion into the Bottom Line



Modern Healthcare published our Executive Director **Julie Rosen's** [op-ed in the June 1 issue on building a strong culture of compassion](#) to improve patient and caregiver satisfaction, quality and the bottom line. Building a culture of compassion doesn't involve large capital investments, just the commitment of senior healthcare executives and well-respected champions, combined with a willingness to experiment and be open to new ideas. The op-ed is based on our [white paper](#) on the topic.

Celebrating Margie Stanzler

It is with mixed emotions that we announce that Senior Director of Programs **Margie Stanzler** will retire at the end of June. Margie started as an original board member and transitioned to become the Schwartz Center's first staff member in 1997. She has been integrally involved in the

Save the Dates!

Regional Meetings and Facilitation Workshops

View the [dates and details](#) for our 2015 sessions.

REGISTER NOW

For [Schwartz Center members only](#)

Schwartz Center Connections® Program Webinar

Tuesday, June 16, 2015
4:00-5:00 PM ET



organization since then. We'd like to thank Margie for her many contributions. And although she will continue to be involved with the organization, we will miss her daily smiles and presence! [Read Margie's story](#)

Campaign Challenge Fund - Make Your Gift Today!



We are pursuing an ambitious vision to redefine quality healthcare and expand our programs to new healthcare organizations across the country. We need to raise **\$5 million in growth capital to advance this vision**, and are close to meeting our goal. Board and Leadership Council members have come together to issue a Campaign Challenge to help our [Campaign for Compassionate Healthcare](#) reach the finish line.

Every gift to the campaign made by an individual donor between now and November will be matched 100% by this Challenge Fund up to \$130,000. To join the nearly 150 donors who are already helping to

ensure that every patient receives compassionate care and every clinician is supported in delivering it, please [make your gift today](#).

New York Thought Leadership Program Highlights



At our recent New York Thought Leadership Breakfast, hosted in partnership with NewYorkBIO, WNYC's **Fred Mogul** moderated an important session on the impact of healthcare cost controls has on the patient-caregiver relationship. [Watch the video](#)

JoAnne's Story: Elevating Person-Centered Care

"I think one of my uniforms will fit you. Please put one on and come down here. I need you," said her mother. Heeding her request, **JoAnne Reifsnyder** donned a uniform and headed to the small nursing home set in an historic stone mansion where her mother worked as the director of nursing. Reifsnyder was only in high school at the time, but still vividly recalls her first impression. "I got to enter this world that was just

REGISTER NOW

Office Hours Webinar

Tuesday, July 21, 2015
Noon-1:00 PM ET

REGISTER NOW

For [Schwartz Center members](#) only

Boston Thought Leadership Breakfast

Friday, October 16, 2015

Mandarin Oriental Hotel
776 Boylston Street
Boston, MA

Details to come

Compassion in Action Webinar

Monday, October 19, 2015
4:00-5:00 PM ET

"Family Meetings: Improving Patient-Family-Clinician Communication"

REGISTER NOW

20th Annual Kenneth B. Schwartz Compassionate Healthcare Dinner

Wednesday, Nov. 18, 2015

REGISTER NOW

Your Gift Counts

Help support our programs in compassionate healthcare!

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incredibly beautiful, and met older adults who had stories to tell and life in their eyes," says Reifsnyder. "I was captivated." [Read JoAnne's story](#)

Listening to Members



Board, Leadership Council and Business Development Committee members participated in an educational session to learn about [Schwartz Center membership](#) directly from members. They heard from hospital CEOs and [Schwartz Center Rounds](#)® clinician leaders

who said our programs change culture, promote teamwork and prevent burnout. The Schwartz Center continues to explore methods for highlighting the value of our programs and engaging senior healthcare leaders. "Leaders need to reinforce that compassionate care is quality care," said Tufts Medical Center CEO Emeritus **Ellen Zane**. "It cannot be viewed as an add-on."

Calling for Photos of Compassion!

May's Top Posts

Here are the top three [Facebook](#) posts that resonated most with our followers last month:

1. [Small acts of kindness: Smuggling a beer for my hospital patient](#)
2. [Ellie's story: Compassionate care has no age limit](#)
3. [Why America's nurses are burning out](#)

Join Our Team

We're seeking candidates to fill the following roles at the Schwartz Center:

- Senior Director of Policy and Strategic Partnerships
- Communications Associate
- Office Assistant
- Regional Consultant - West Coast

[Learn more](#) about these opportunities!

Connect With Us!



We Want Your Feedback

Questions, comments, or suggestions?

EMAIL US

Share a picture symbolizing kindness & compassion tagged with **#compassionis**

Picture this:
a world filled
with kindness
& compassion!

Get creative
and spread
positivity—
share your
picture!



TAKE A PHOTO
representing compassion



POST IT
as a comment below



TAG IT
#compassionis

**We'll highlight the
posts with the
most likes!**



We're asking supporters to get creative and help us spread the message of compassion by [posting a picture that symbolizes kindness and compassion](#) as a comment on our Facebook page. Tag it with **#compassionis** and include a caption if you'd like!

[Forward email](#)



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