Hertzberg Director R. Sean Morrison, MD was named the Ellen and Howard C. Katz Chair in Geriatrics and Palliative Medicine and appointed Chairman of the Brookdale Department of Geriatrics and Palliative Medicine in September. In addition to his new role, Dr. Morrison will continue to serve as Director of the Lilian and Benjamin Hertzberg Palliative Care Institute and the National Palliative Care Research Center.

The Brookdale Department is one of the largest and most esteemed academic geriatrics and palliative medicine programs in the United States. It houses the Hertzberg Palliative Care Institute among other clinical, research, and educational programs focused on caring for aging and vulnerable patient populations and their families. Brookdale’s clinical reach spans across Mount Sinai Health System’s seven campuses; its fellowship training programs are nationally renowned; and it has fostered research that has reshaped the way we provide care to older adults. “In my new role, I will work to ensure that every clinician in the United States has the requisite knowledge and skills to appropriately care for the increasing numbers of older adults in this country,” said Dr. Morrison.

With this appointment, Mount Sinai is among the first academic medical centers to appoint a palliative medicine physician to a Department Chair. “I view this chairmanship as a strong acknowledgment of the medical field’s increasing recognition of the importance of palliative care, and as an exciting next step in a career that has been the truest expression of my values as a physician and person,” said Dr. Morrison.

The Ellen and Howard C. Katz Chair in Geriatrics and Palliative Medicine was established in 2003 thanks to the generosity of longtime supporters Ellen and Howard Katz. Mrs. Katz, now an Emeritus Trustee, was a member of the Mount Sinai Board of Trustees for more than 30 years. Their tremendous commitment to geriatrics and palliative care has led to significant advancements in both fields. Dr. Morrison follows three visionary predecessors: Albert L. Siu, MD, Christine Cassel, MD, and Robert N. Butler, MD, who has often been referred to as the father of geriatrics.
CREATIVE ARTS THERAPY within the Hertzberg Palliative Care Institute

The Hertzberg Palliative Care Institute has offered Creative Arts Therapy to our seriously ill patients and their families since 2011. The program supports patients and families with psychological coping and adjustment to illness, hospitalization, and loss through the therapeutic use of art making.

Creative arts therapists provide psychotherapeutic activities to facilitate exploration of psychosocial and emotional challenges. Using art media, the creative process, and the resulting artwork, art therapists help individuals explore feelings and develop coping strategies, enhance verbal and non-verbal communication, and foster connection and self-awareness. The therapy can also help cope with symptoms like anxiety and pain and promote relaxation, while enjoying the life-affirming pleasures of creating art.

Our art therapists possess knowledge of visual arts and the creative process, as well as of human development, psychology, bereavement and counseling theories and techniques. They have also been dually trained as child life specialists, giving them expertise in supporting children and their families to overcome life’s most challenging events, particularly those related to healthcare and hospitalization. Child life specialists promote coping through play, preparation, education, and self-expression activities. They also play a vital role in supporting and counseling parents and caregivers about the needs of children under stress and children experiencing grief.

The Creative Arts Therapy Program has been 100% donor funded since its inception.
Philanthropy represents a critical portion of the Lilian and Benjamin Hertzberg Palliative Care Institute's annual budget: providing essential funding for Hertzberg’s interdisciplinary teams to relieve the physical, emotional, and spiritual suffering of our seriously ill patients and their families with the highest quality palliative care.

Hertzberg’s team partners with patients, their families, and the patients’ other doctors, spending as much time as necessary to provide support every step of the way. Palliative care offers pain and symptom management, guidance with difficult and complex treatment choices, detailed coordination of care, help navigating the healthcare system, and emotional and spiritual support for patients and their families.

Despite the proven benefits of palliative care, many of Hertzberg’s services are not covered by Medicare or insurance companies. Clinical income is inadequate and unable to support the core team operations. As a result, approximately one third of our operating budget requires philanthropic support.

Like all other palliative care programs, the Hertzberg Institute is highly dependent on individual philanthropy to support our services. We are incredibly grateful to our Advisory Board Members who serve as ambassadors, advisors, and philanthropic partners.

NEW BOARD MEMBERS

**Jenny Steingart and Dorothy Toran**

The Lilian and Benjamin Hertzberg Palliative Care Institute expanded its Advisory Board with the addition of two new members this summer: Jenny Steingart and Dorothy Toran.

Jenny Steingart is the Co-Founder and Board President of Ars Nova, a non-profit organization committed to developing and producing theater, comedy, and music artists in the early stages of their professional careers. Jenny's family has a long history of support for the Hertzberg Palliative Care Institute: her parents Zena and Michael Wiener endowed the Wiener Family Palliative Care Unit and were among Hertzberg's original advisory board members. Jenny is passionate about the importance of palliative care and is eager to continue her family's legacy with active insights from her own experience of building a successful non-profit organization from the ground up.

Dorothy Toran is a veteran television producer who currently serves as the Executive in Charge of Production at Sirens Media. Dorothy has committed herself to advocacy and support of palliative care after learning of its benefits through the serious illness of a loved one. Dorothy joins the Hertzberg Board in memory of her late sister Weade, who died due to complications from Lupus, and in honor of the family’s experience with palliative care. Dorothy’s expertise in storytelling, her networks and her passion promise to be tremendous assets to the board and its work.
Hertzberg Advisory Board Co-Chair Leads Top Fundraising Team at Tough Mudder Event

Saskia Siderow, Co-Chair of the Hertzberg Palliative Care Institute Advisory Board, led a team of six in the Long Island Tough Mudder endurance event to raise funds for Hertzberg in July. Saskia and her team took on six miles of mud and 13 obstacles, raised more than $26,500 for the Institute, and became the leading fundraising team for all 2017 Tough Mudder events.

Tough Mudder is an endurance event series in which participants attempt miles of obstacle courses in muddy conditions to test mental as well as physical strength. The main principle of the Tough Mudder, similar to palliative care, revolves around teamwork. Participants must commit to helping others complete the course, putting teammates before themselves, and overcoming fears.

Saskia says the team’s “muddy triumph was even sweeter” because as the leading fundraisers, the team raised awareness about the importance of palliative care both on and off the course.
Longstanding Volunteer Proposes Philanthropic Challenge to All

Susie West, full-time volunteer and Co-Chair of the Hertzberg Advisory Board, has generously committed to a $150,000 matching gift campaign to energize fundraising efforts and advance the mission of the Lilian and Benjamin Hertzberg Palliative Care Institute. The campaign will match every dollar donated one-for-one, and will double the impact for patients and families who rely on Hertzberg for relief from the pain, symptoms, and stress of serious illness.

Susie has worked tirelessly to support the Institute for over two decades. She is one of Hertzberg’s dearest friends and an invaluable advocate for the field of palliative care. “Words are inadequate to describe Susie’s commitment to palliative care, her passion for improving the care of persons with serious illness and their families, and her multiple contributions to the Institute,” says R. Sean Morrison, MD, Director of the Hertzberg Palliative Care Institute. “If every palliative care program in the country had a clone of Susie, we would achieve our goal of ensuring universal access to high-quality palliative care for all seriously ill patients and their families.”

Susie has devoted herself to increasing public awareness of palliative care through the Speakers Bureau and the Annual Douglas West Endowed Memorial Lecture, now in its 22nd year. She contributes her leadership and skills to multiple activities within the Institute and interacts with patients on the Wiener Family Palliative Care Unit, often serving tea or coffee to family members.

To participate in Susie’s matching gift campaign, please contact Natasha McCabe, Director of Development at (646) 605-8821 or visit: philanthropy.mountsinai.org/Hertzberg
“To cure sometimes, to relieve often, to comfort always”

Fourth-Century French Proverb