

Momentum

Moving Forward with Philanthropy

WINTER 2020

Beth Israel Lahey Health
Lahey Hospital & Medical Center



Healthcare Heroes Fund Raises More Than \$3.2 Million During Pandemic

The Lahey Hospital & Medical Center (LHMC) community rallied around our caregivers and staff at the height of the COVID-19 pandemic and contributed more than \$3.2 million to our Healthcare Heroes Emergency Response Fund. We thank you for your remarkable generosity that has enabled Lahey to support and celebrate our frontline caregivers, bolster testing capabilities to curb the spread of COVID-19, and facilitate meaningful communication between patients and families.

Lahey leaders were determined to honor our frontline caregivers, to recognize the truly heroic commitment they demonstrated to patients and one another. Through the Healthcare Heroes Fund, Lahey provided generous face-value gift cards to staff who went above and beyond and made personal sacrifices, including working overtime and forgoing time with their own families. We also launched several wellness initiatives to help staff alleviate stress and overcome challenges of all kinds.



COVID-19 testing was an unforeseen cost, yet the Healthcare Heroes Fund helped us greatly expand and expedite on-site testing. We are currently processing about 400 tests daily, and because of your generosity, we are able to turn the results around in less than 24 hours — a tremendous improvement since the start of the pandemic.

“I am so proud of what we have accomplished over the past eight months,” said David L. Longworth, MD, president of LHMC. “This pandemic has been unlike anything we have experienced in our lifetimes, and we are not through it yet. Whatever lies ahead, I know we will get through it and emerge even stronger.”



At the height of the surge, hospital visitors were restricted for the safety of our community and our staff. While it was a necessary step, it was immeasurably difficult for our patients to be without the physical presence of their families during such a stressful time. In some cases, patients and families tragically could not be together at the end of life. Thanks to your support, we purchased iPads for caregivers to facilitate video calls between patients and families, allowing them to share final moments.

Thank you for so generously supporting our pandemic response by supporting LHMC’s Healthcare Heroes Fund. If you have not already done so, please consider making a gift today at [Giving.Lahey.org](https://giving.lahey.org).

INSIDE

Living Proof

Medical Revolution at Lahey, p. 6

Thank You!

Thanks to 3,000 of you, \$3.2 million was donated to our Healthcare Heroes Emergency Response Fund. To see how we invested the funds and for a list of donors, visit [Giving.LaheyHealth.org/HeroesDonors](https://giving.laheyhealth.org/HeroesDonors)



Business Community Supports Our Caregivers

Gifts of supplies bolster COVID-19 care efforts

Companies stepped up to support Lahey Hospital & Medical Center throughout the COVID-19 pandemic, to ensure our clinicians and staff have the necessary tools and more.

Biotech manufacturer LaunchWorks Labs began creating and donating testing supplies to Lahey in September. LaunchWorks developed a liquid called ‘vial transport media’ for use with COVID-19 test swabs. Vial transport media were critical in enabling our samples to be preserved and tested.

“We saw how hard local doctors, nurses, and hospital staff were working, so we wanted to do our part to support their efforts,” said Jeff Kelly, general manager at LaunchWorks. “People here are really excited that they’re able to help.” LaunchWorks sends vials valued at \$20,000 to Lahey on a monthly basis, fulfilling almost all of our on-site testing needs.

Lahey has been able to increase its testing capability significantly since the spring. We now perform about 400 on-site tests daily, which will soon increase. “The whole Lahey community, from those of us working in the lab to the patients we serve, is reaping the benefit of LaunchWorks’ donation,” said Mutasim Elfahal, PhD, DABCC, Lahey’s lead molecular diagnostics scientist.

Jo-Ann Stores Holdings, Inc., the parent company of JOANN stores, donated 2,500 pairs of scrubs, valued at \$75,000, to Lahey in September. “When I was working on the front lines, I would come to work in clothes that I wouldn’t want to expose to people that had COVID; nor would I want to bring them home,” explained Michael Rosenblatt, MD, MPH, MBA, chief medical officer for the hospital. Many staff benefit from the donation, which, along with strict infection control protocols, has helped reduce cross-contamination both within Lahey and in staff’s homes.

“When it became apparent there was a shortage of PPE at the onset of the pandemic, we wanted to do everything we could to help,” said Wade Miquelon, chief financial officer at Jo-Ann Stores Holdings. “As the largest fabric retailer in the U.S., we were able to quickly shift into making masks and scrubs for our nation’s hospitals and health care systems. We are proud to have been able to help protect our frontline workers, including those at Lahey Hospital.”

One hundred twenty-two organizations and households supported Lahey with in-kind donations valued at more than \$283,000. We are deeply grateful for all we have received — food, equipment, apparel, sneakers, and more — to support, uplift, and protect our healthcare heroes.



Grateful Couple's Legacy Gift Benefits Lahey

Ted and Sue Petczo remembered for their extraordinary kindness and generosity

A chance meeting at a picnic in 1939 led to a lifelong love story between the late Theodore "Ted" Petczo and Susanna "Sue" (DeCola) Petczo. After more than 70 years together, during which the couple shared many adventures, Ted and Sue made a meaningful gift to Lahey Hospital & Medical Center. By supporting Lahey through their estate, the Petczos

demonstrated their desire to give back to the community as well as their deep commitment to their hospital — and its future success.

Shortly after the two met, seventeen year-old Sue boarded a bus to Georgia following Ted, who had enlisted in the U.S. Army. Eventually, they married, settling in Lawrence, Massachusetts. Ted was an architect, designing buildings that still stand in Boston today, and Sue was a teacher's aide in the Lawrence school system for many years.

Ted and Sue were devoted to each other and to Lahey. More than a decade ago, they worked with Lahey's gift planning office, thoughtfully arranging to leave a generous portion of their estate to the hospital. After Ted passed in 2012 at the age of 93, Sue remained a grateful Lahey patient until her passing last year at the age of 95.

Ted and Sue's generous bequest will support Lahey's Greatest Needs Fund, providing Lahey President David L. Longworth, MD, with resources needed to innovate, educate, and respond to the unexpected. "The Petczos' bequest is a wonderful expression of gratitude for nearly a lifetime of high quality health care," said Julia Parrillo, vice president for Philanthropy. "Our Lahey community could not be more grateful to Sue and Ted for their years of dedication, culminating in a meaningful gift and a lasting legacy."



Hornidge Gift to BILH

Earlier this year, Ann-Ellen Hornidge, chair of the Beth Israel Lahey Health (BILH) Board of Trustees, along with her husband, Ned Murphy, made the first gift to support BILH in a system-wide capacity. At their request, their generous support was evenly divided among all of the system's hospitals, behavioral health services, and home health/post-acute care services. This gift symbolizes Ann-Ellen and Ned's admiration for the vision of a truly integrated system dedicated to making a difference in people's lives across Eastern Massachusetts. "It is BILH's vision and its commitment to high-quality, accessible health care that make us exceptionally proud to support the system," said Ann-Ellen. "We hope our commitment encourages others to support the remarkable work taking place across BILH."

Together, We Can Make a Difference!

To learn how you can make a powerful difference for the Lahey community like Sue and Ted Petczo did, contact the gift planning office at 781-744-3333 or visit us at LHMCLegacy.org.

We are happy to provide information about bequests and other planned gifts, including how you can make a gift to Lahey through your will or trust, or list Lahey as a beneficiary of an account or insurance policy. If you have already named Lahey as a beneficiary in your estate plans, we thank you and invite you to join our Legacy Society. Please contact Patricia Newton at Patricia.A.Newton@Lahey.org or 781-744-3333 to learn more.



“Our contributions have become larger than life,” Susan said. “Lahey was Win’s favorite place to give. It’s really fun to see programs we have supported flourish.”

A Legacy of Gratitude

Everyone who has experienced life-saving care at Lahey Hospital & Medical Center is grateful for our caregivers’ expertise, compassion, and skill.

One second-generation Lahey patient, Windle (Win) Priem, and his wife Susan came to express their gratitude to physicians through philanthropy — beginning with small gifts that increased over the years. Win and Susan made their most recent gift shortly before Win passed away in August. The gift will forever honor his long-time primary care provider, Winnie Ooi, MD, whose work now focuses on infectious diseases, by establishing the Annual Winnie Ooi, MD Lecture.

A successful executive, Win first came to Lahey for back surgery while he was living in New York and returned for other specialty treatment, led by his parents’ long history as Lahey patients. Over time, Win and Susan became great friends of the hospital. Win was a member of the Board of Trustees from 2005-2017, and Susan co-founded the Women’s Leadership Council. In addition to his contributions as a business-savvy trustee, Win will be remembered for his generosity of spirit.

Win developed relationships with his doctors and always looked for ways to support them and their specialties. “When you have a serious disease, or your partner does, you grow closer to your doctors through a lot of time spent together, and your respect grows for them and the hospital as a whole,” Susan said. “We started making small gifts, and over time made larger gifts, supporting different doctors’ work — in cardiology, hematology, oncology, nursing education and more.” The Priems’ estate plan also includes a bequest that will support Lahey.

In September, Susan proudly attended the inaugural Winnie Ooi Grand Rounds Lecture that took place virtually, focused on Hansen’s Disease (leprosy) diagnosis and treatment, in which Lahey is a leader. “We decided to use the Priems’ gift to bring in a visiting lecturer in infectious diseases every year to educate our residents and fellows, and other physicians,” Dr. Ooi said. Asked if she could say one more thing to Win, Dr. Ooi quickly replied, “Thank you, Win — for your friendship and for your generosity that lives on.”

To make a gift to honor your caregiver, or to make a gift to Lahey in Win’s memory, visit Giving.LaheyHealth.org or call 781-744-3333.

To learn more about including Lahey in your will, please visit LHMCLegacy.org, contact Patricia Newton at Patricia.Newton@Lahey.org or call 781-744-3333.

Win and Susan Priem with Cardiology Division Chair Fredric Resnic, MD (left) and cardiologist Thomas Piemonte, MD



Clinical Spotlight:

Anne Mosenthal, MD



Just as the COVID-19 pandemic was taking hold in March, Anne Mosenthal, MD, joined Lahey as chief academic officer to direct Lahey's education and research efforts across all medical specialties. To say she hit the ground running would be an understatement. "The past six months have shown me what Lahey is capable of," said Dr. Mosenthal. "Today, I see endless possibilities in our future."

A nationally recognized leader in surgical palliative care, Dr. Mosenthal brings her expertise and passion for the discipline to Lahey. "Palliative care places a great emphasis on relieving pain, suffering, and emotional and psychological distress for all patients living with serious illness, and it helps families tremendously, as well," said Dr. Mosenthal with enthusiasm. "We are so fortunate to have Dr. Anne Mosenthal join our leadership team here at Lahey," said David L. Longworth, MD, president of LHMC. "She brings a wealth of knowledge and experience that truly sets her apart, and I am looking forward to witnessing her many successes as chief academic officer."

Before joining Lahey, Dr. Mosenthal was chair of the Department of Surgery at Rutgers New Jersey Medical School. The timing of her arrival was such that she was

awaiting her license to practice medicine in Massachusetts, just as cases of COVID-19 surged. "I quickly tried to figure out where I could be useful in the areas where I have expertise," said Dr. Mosenthal. She was welcomed onto the ethics team, which worked to develop crisis standards to advise the hospital's COVID-19 response. She was also part of the group that started the Medical Liaison program (see page 8), extending the palliative care team's reach, which was necessary given the dramatic influx of critically ill patients admitted to Lahey.

Dr. Mosenthal is committed to advancing education, and training the next generation of caregivers in Lahey's unique approach to care. She is encouraging our researchers to publish more, to share unique innovations in care taking place here with the broader medical community. Dr. Mosenthal wants to see Lahey's collaborative clinical model studied and published in academic journals, both to raise awareness of how Lahey providers practice medicine and serve as a model to other organizations.

"Here, we are completely focused on the patient and their family," she said. "I would like to see us build a Lahey academy of education where we train the whole team together, not only physicians and medical students, but also nurses and staff. Everyone should come together to learn our special way of caring for patients."

Lahey Welcomes New Trustees

David Lang, chair of the Lahey Clinic Foundation's Board of Trustees, announced the appointment of three new members to the hospital's governing board. "Each new board member brings professional experience and skills that will further strengthen our ability to serve Lahey Hospital & Medical Center," said Lang.

Paul Alexander is chief marketing and communications officer for Eastern Bank and brings to Lahey more than 30 years' experience at Fortune 500 global companies, including Time Inc., Procter & Gamble, Campbell's Soup, and Liberty Mutual Insurance. Melissa Cruz has served as chief financial officer for five technology companies, including two in healthcare: Picis and N-of-One. She has a broad range of expertise in strategic planning and business strategy, analytics and revenue recognition, and mergers and acquisitions. Mary B. Reynolds served as senior vice president of finance and treasurer of The TJX Companies, managing its capital structure and relationships with corporate and investment banking partners. She has been an active member of Lahey's Women's Leadership Council since 2005.



Above, left: Paul Alexander
Above, right: Melissa Cruz
Left: Mary Reynolds



First-of-Its-Kind Surgery in the U.S. Performed at Lahey

Constant, debilitating headaches dragged Kerry Casey down for days at a time. It turns out the former Lahey nurse had two brain aneurysms behind her right eye that were causing this intense pain. The neurointerventional radiology team at Lahey Hospital & Medical Center operated to remove the aneurysms using the Surpass Evolve Flow Diverter system. This technology was based on an original invention by Lahey's Ajay K. Wakhloo, MD, and Kerry's procedure was the first ever performed using this system in the U.S. following its FDA approval.

When she first received her diagnosis in June, Kerry was terrified. "You hear 'brain aneurysm' and you immediately think you have this ticking time bomb in your head," Kerry said. Once she met with her care team at Lahey, including Dr. Wakhloo, she was immediately put at ease. "I was just so impressed with all of his research, and all of his work on brain aneurysms," Kerry recalled. "I said to my husband, 'I don't know how this worked out, but I think I have one of the best doctors in the country.'"

Flow diversion procedures have a 90-100 percent cure rate. With this technique, a tiny catheter is used to place a tubular stent-like implant into the blood vessels in the brain where an aneurysm has formed. The specialist inserts the catheter and the minimally invasive flow diverter into the wrist or the groin. Because the procedure is done without a large incision, the patient is able to recover much more quickly. This device diverts the blood flow away from the aneurysm, and in time, new cells grow on the flow diverter. This serves to seal the aneurysm, heal the vessel, and make the aneurysm unlikely to rupture.



What is a brain aneurysm?

A brain aneurysm is a bulging in a blood vessel in the brain that can be life-threatening and needs emergency medical attention. A ruptured aneurysm is fatal in about 40 percent of patients. For patients who survive, about two-thirds suffer some form of permanent neurological deficit.

The groundbreaking device used in Kerry's surgery — the Surpass Evolve Flow Diverter system — received FDA approval this past July. Ever since, whenever Dr. Wakhloo conducts a procedure using the system, he and his team use audio/visual equipment to broadcast live from the operating room, which meets an FDA requirement during the pandemic. This allows him to share his experience using this technology with doctors and trainees around the world, and enables countless other physicians to observe and learn about performing surgery with this new device. Dr. Wakhloo's exemplary work in developing this novel technology, and his commitment to share his expertise far and wide are true reflections of Lahey's deep commitment to education.

After her procedure, Kerry spent only one night in the hospital. She has not had a headache since her surgery, and she's back to walking three miles a day and doing yoga. "I feel really blessed that this issue was diagnosed," said Kerry. "Having this flow diverter placed was fairly easy, and I am so grateful to be pain-free."

The Image Guided Therapy Innovation Center

Image guided therapy (IGT) delivers medical devices and treatments through real-time, high-tech imaging that gives specialists sophisticated views inside the body during a procedure. This allows providers to treat patients using highly precise, minimally invasive procedures. The aim of this technology is to replace open surgical approaches, whenever possible, so patients can recover more easily. This means that patients can return home and to their normal lives as quickly as possible.

Lahey's highly collaborative team-based approach, along with Dr. Wakhloo's internationally respected clinical and research expertise in IGT, create a unique environment that is advancing the training and education of the next generation of physicians and beyond.

We are working to establish a new facility called the Image Guided Therapy Innovation Center, which will provide space for physicians, researchers, engineers, and scientists to work together to innovate in the field of IGT. This dedicated facility will enable collaborative discussions, creative brainstorming, and research studies to develop with the goal of furthering Dr. Wakhloo's visionary work around accelerating image guided therapy breakthroughs.

The Innovation Center will be built within the main hospital, adjacent to our Center for Professional Development & Simulation. Intentionally located side-by-side, these centers will collaborate on a shared mission to educate the next generation of caregivers through team-based, hands-on training.

"That's the beauty of our work," Dr. Wakhloo said. "At Lahey, we have a multidisciplinary group, and we are implementing a system that enables us to advance the technology. This is vital during this time when travel is challenging, and yet physicians must continue to benefit from exchanging ideas."



Kerry Casey, pictured here with her husband Jack Casey, underwent successful minimally invasive surgery to treat two brain aneurysms.

Lahey Hospital & Medical Center seeks philanthropic support to establish the IGT Innovation Center.

Please consider making a gift to support this important project.

Visit [Giving.Lahey.org](https://giving.lahey.org)



Lahey Innovates Lifeline for Patients, Families During COVID-19 Pandemic

Medical Liaison program, technological innovations bridge communication gap

When family and friends visit a loved one in the hospital, doctors and nurses see immediate and tangible benefits in patients' overall demeanor and well-being. Additionally, studies show that visits play a role in significantly reducing a patient's anxiety and length of stay. This spring, like all hospitals around the country, Lahey was forced to restrict visitors to curb the spread of the disease at the height of the COVID-19 surge.

Lahey caregivers from across the organization realized early on that they needed to find ways to help patients and their families who couldn't be at the bedside — that's how the Medical Liaison program was born. Through this initiative, physicians and advanced practitioners became the go-between for patients' ICU physicians and family members. Although loved ones couldn't visit, Lahey staff served as liaisons, calling them twice daily with updates. "This was a true and beautiful case of convergent evolution," said Adam Lipworth, MD, Lahey's division chair of Dermatology and a leader of the Medical Liaison program.

The program became operational in mid-April, just nine days after the first planning meeting — and as the spring surge of COVID-19 gained momentum. Program leaders recruited providers from across Lahey, whose home departments weren't seeing patients because of the pandemic, and each one jumped at the chance to help. This innovative program accomplished two important goals: supporting the families of patients by providing critical information, and freeing up ICU staff to focus their attention on caring for critically ill patients.

“Palliative care isn't just end-of-life care... It's also about providing emotional support for patients and families, which is the ultimate goal of the Medical Liaison program.”

Beth Collins, MD
Director of Palliative Care

The initiative was successful, with families telling their liaisons that their regular communication helped put them at ease when they couldn't be there physically. Medical staff reaped some benefits from the program, too. Several of them told Beth Collins, MD, medical director of Palliative Care at Lahey, "This is why I went to medical school."

From the program's inception, the need for expert guidance from Lahey's palliative care team was clear. "Palliative care isn't just end-of-life care," explained Dr. Collins. "It's also about providing emotional support for patients and families, which is the ultimate goal of the Medical Liaison program."

The success of this effort shines a light on the incredible creativity of Lahey's team, and on the hospital's dedication to providing compassionate care — not just to patients but to families as well.

Project HeartLines

While the Medical Liaison program made a remarkable difference for families, the need to help patients communicate remained. Some didn't have their phones or were too ill to use them. The liaisons could immediately see the deep pain this caused patients and families, and they responded swiftly. Dana Penney, PhD, a neuropsychologist at Lahey, picked up the phone, called AT&T, and made her case — and a shipment of donated handsets was on its way. Just like that, Project HeartLines was born.

Through her research investigating digital cognitive biomarkers, Dr. Penney has a relationship with Not Impossible Labs, a California-based company that innovates through technology to solve everyday problems. Joe Babarsky, Not Impossible Labs' director of Strategy & Partnerships pulled in partners at Comcast and Xfinity Mobile to donate smartphones to distribute throughout Lahey's intensive care units (ICUs), alongside the handsets secured from AT&T.

The Sound of Your Love

With passionate teamwork from many Lahey caregivers, Project HeartLines went from an initial concept to a fully-funded reality in just over two weeks. Once devices were set up, staff began coordinating calls between patients and their families. Along with real-time phone conversations, the team facilitated use of a free service called Sound of Your Love. "This tool is, essentially, a souped-up voicemail system that allows anybody to create a custom mailbox accessible via a dedicated code," Babarsky explained. "Sound of Your Love was critical in helping patients with COVID-19 hear their loved ones' voices."

"Project HeartLines is about more than just having a phone in the room," said Dr. Penney. "It enables a coming together of the community. Hearing messages of encouragement and love from family members kept our patients going during a most trying time." Some people would play a patient's favorite song, and one patient's church congregation sent prayers.

Together, Not Impossible Labs and Lahey are looking to the future, to building this remarkable initiative. Dr. Penney and Babarsky are collaborating to create an educational outreach model and resources to help other hospitals implement their own HeartLines programs.

The effect of the enhanced communication systems and the team's efforts were apparent in overwhelmingly positive feedback from families of patients with COVID-19. "You helped us feel connected to Lahey, the medical team, and most importantly, to my father in his final weeks," read one letter from a grateful family member.

"I am so proud of the passionate teamwork I observed," said Dr. Collins. "In creating this program, our staff has shown an unbelievable amount of compassion. It's the best of Lahey."

"You helped us feel connected to Lahey, the medical team, and most importantly, to my father in his final weeks"

Letter from a grateful patient's family member



"This was a true and beautiful case of convergent evolution."

Adam Lipworth, MD

Division Chair of Dermatology and a leader of the Medical Liaison program.

Virtual Cancer 5K Fulfills Mission

The annual Lahey Cancer Institute 5K Walk & Run looked different this year because of COVID-19. Despite a new, online format, the event was a tremendous success with nearly 500 people participating and more than \$200,000 raised. Salter HealthCare was the presenting sponsor of the event, and Armstrong Ambulance and Cummings Foundation were also lead sponsors.

All proceeds from the virtual race will enhance cancer care and support patients across the five Lahey Cancer Institute hospitals and outpatient treatment facilities. Those funds will support critical services, including care navigation, genetic risk assessments, a cancer survivorship clinic, and clinical research.

“We felt it was critical that we keep this event alive, even if we had to do so in a completely unique way due to the pandemic,” said Paul J. Hesketh, MD, director of the Lahey Cancer Institute.

In order to promote social distancing and curb the spread of the coronavirus, participants completed their own exercise programs, with the option of running a 5K over a 15-day period, from June 12 to June 27.

Jean’s Angels, a team whose members walk in memory of their mother and grandmother, who received cancer treatments at Lahey, was the top fundraising team, bringing in \$15,785. “With everything going on in the world right now, it was more important than ever to keep Jean’s Angels going strong to keep Mom’s memory alive,” said Judy Lamarre, the team’s captain. “Although COVID-19 took over our world this year, we still wanted to do what we could for our friends at Lahey!”

Over the past 15 years, this event has raised \$3.45 million to enhance care and support patients of the Lahey Cancer Institute.





Team Lahey Completes Historic 2020 Boston Marathon®

Despite the pandemic, members of Team Lahey completed the Boston Marathon on their own non-traditional courses, raising \$50,000 for programs at Lahey Hospital & Medical Center and Beverly Hospital. Runners had cheering sections along their routes, lined by socially distanced family and friends.

Mary Bazylewicz, LICSW, a social worker in Lahey's Department of General Internal Medicine, raised more than \$15,000 for her department. The funds will be used to start a program for underserved elderly and behavioral health patients. Mary completed all 26.2 miles with a time of 04:29:37.

T.J. Dye raised more than \$10,000 for cancer care at Lahey in honor of his father, whom he lost to cancer in 2019. T.J. finished the race with a time of 05:22:15.

Warren Ferris raised more than \$6,800 for cardiac care at Lahey, in honor of his mother and his family members who have suffered from heart conditions. Warren completed the marathon with a time of 03:21:29.

Lauren Washnock-Maldonado, RN, raised more than \$9,000 for Beverly Hospital's Oncology Fund in memory of her mother, who died of cancer in

2019. Lauren, who has been working on the front lines of the COVID-19 pandemic, dedicated her time to her patients rather than training for and running the virtual race.

Salter HealthCare sponsored Team Lahey for the second year in a row, donating \$10,000 toward the cause. Team Lahey is a proud official charity of the John Hancock Non-Profit Program.

John Hancock®

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Be a Healthcare Hero!

You don't have to be a doctor or a nurse to make a difference. A gift to the Lahey Hospital & Medical Center Greatest Needs Fund will help provide supplies and support for our frontline caregivers as they take on the COVID-19 pandemic and save lives — and so much more.

Visit Giving.Lahey.org to make a gift today.

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