



Winter 2015 • Issue 7



R BABY TO BE HONORED BY MOUNT SINAI HOSPITAL

R Baby will be honored on March 1, 2015 at The Mount Sinai Department of Emergency Medicine's Circle of Life Annual Gala for our novel pediatric training programs and our commitment to improving pediatric emergency medicine. The event will be held at restaurateur Tony May's SD26 and a Michelin Star Chef will be flown in from Italy for the event. The gala will support building a new pediatric resuscitation room.

**Save the Date • March 1, 2015
SD26 • 19 E. 26th St. NY, NY**

**To join us at the event
please contact**

**Katie@rbabyfoundation.org
for more information.**

ROCKIN' TO SAVE BABIES' LIVES BENEFIT CONCERT

On Wednesday, July 23rd 2014, R Baby hosted our bi-annual fundraiser "Rockin' to Save Babies' Lives" Benefit Concert with Z100 at The Hammerstein Ballroom in New York City. The star studded night featured live performances with recording artists A Great Big World, Mary Lambert, Ryan Star, Hannah Bronfman, and DJ Cassidy. The room was filled with over 1000 guests, including doctors, parents, celebrities, and media united to improve emergency pediatric care through training emergency room physicians, getting them the right equipment to treat babies, and creating a national standard for pediatric emergency care. Almost \$1million was raised while guests had some serious fun in the process — tastings from the city's best restaurants including Aureole, BLT Steak and Oceana, beverages by Avion Tequila and Devotion Vodka, prizes, and a live auction!

Guests took pictures at multiple photo-booth locations, participated in a selfie contest with exciting prizes, our social media #rbabyrocks generated

hundreds of posts on Twitter and Instagram, and guests packed the dance floor until the very end of the night!

The event garnered unprecedented press coverage including articles with:

- Bloomberg News • Edge Media • Edge NY • Enstarz • Gotham (Galleries) • Gotham (People & Parties) • Guest Of A Guest • Harper's Bazaar • Instagram • Institutional Investors • NY Daily News • Perez Hilton • Pblcty Photos • Showbiz 411 • Twitter • Z100 • Z100 Facebook • Save 1 Person

Visit www.rbabyfoundation.org/concert to read all of the press coverage and see photos of the evening. 📷



INSIDE THIS ISSUE:

Grant Updates.....	3
2015 R Baby Hero	6
2015 Medical Hero	7
Enterovirus	8
Helping R Baby	
Throughout the Year	9
Businesses Help R Baby	9
Kids Help R Baby	10
R Baby in the Media	11
Annual Events.....	12
Sponsor Your ER	13
Real Story	14
Real Doctor Story	15



ROCKIN' TO SAVE BABIES' LIVES BENEFIT CONCERT

R Baby is grateful to the many people who worked tirelessly to make the event such a tremendous success.

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R BABY'S SUMMER INTERNS

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Thank you to Darren Port and the team at Powered By Professionals, Amy Shey Jacobs of Halo PR, Tracy Bufferd of Forge Ahead Media, and Katie McCulloch, R Baby's Executive Director.



R BABY GRANT PROGRAM UPDATES

In 2006, when R Baby was founded, its initial focus was making sure that babies, especially those in the first month with viral infections and other infectious diseases, received the highest standard of care. In the 8 years since our founding, we have expanded beyond that initial focus to ensure that any baby or child in an emergency situation gets the highest standard of care. Our grants impact hospitals throughout the United States and beyond its borders and improve the care of over 1 million babies and children each year.

As R Baby continues to grow and expand, we are funding programs that are proven to be successful and can be disseminated widely as well as continuing to seek the latest advances in improving pediatric emergency care.

ONGOING GOALS FOR R BABY GRANTS

- Expand the network of Children's Hospitals that collaborate with Community Hospitals' General and Rural ERs to not only assess and train, but to improve the quality and safety of care with open lines of continued communication through the expansion of tele-medicine.
- Make sure every ER and hospital is prepared to stabilize and transport or diagnose and treat a child in an emergency.
- Facilitate dissemination of the latest pediatric infectious disease knowledge to any medical professional that cares for children.
- Provide parents with additional education and tools to advocate for their child in an emergency situation.

Mount Sinai Hospital will host the fourth **R Baby Bi-annual Symposium on Pediatric Infectious Disease Emergencies** in the spring of 2015. Led by Dr. Adam Vella, the one-day symposium will be taught by leaders in pediatric emergency medicine and infectious diseases. This conference will focus on

emerging infectious diseases such as Enterovirus and Ebola Virus disease, as well as one of the most dangerous and difficult diseases to diagnosis: Sepsis. The event will be live-streamed and taped for later viewing, providing this important information to potentially thousands of medical personnel.

HIGHLIGHTS FROM 2014 GRANTS

Led by Dr. David Kessler of New York-Presbyterian Morgan Stanley Children's Hospital, the **INSPIRE Network** now has over 100 Children's Hospitals in our network from around the world throughout the U.S., Europe, Canada and Australia.

- **17 new life-saving training modules** were added to the INSPIRE Network to continue to reduce mistakes and improve care, such as intubation, as well as core skill checklists and diagnosis recognition training.
- The original training procedure in the INSPIRE Network, the infant lumbar puncture (LP) competency-based pathway, has trained over **1,400 educators** and **800 interns** this year.

SAVING BABIES' LIVES THROUGH IMPROVING PEDIATRIC EMERGENCY CARE

R BABY'S GRANTS TRAIN

- Primary Care Physicians
- Family Medicine Doctors
- General and Pediatric Attending ER Physicians
- Fellow and Resident Doctors
- Nurse Practitioners
- Physician Assistants
- Nurses
- Medics and EMTs
- Technicians
- Respiratory Therapists
- Pharmacists

We continue to invest in educational programs for parents to help them advocate for their child in an emergency situation and to understand the differences between community and pediatric ERs.



THE INSPIRE NETWORK:

- 7 published works reaching thousands
- 17 training modules
- Accessed by 21 countries
- Used by 188 hospitals or medical sites
- Has 521 medical members
- 5,000 medical professionals trained
- 14,000 intubation iPad app download
- 22,000 online video downloads of LP to date
- Infant lumbar training trains over 40 percent of the nation's pediatric trainees

TO LEARN MORE VISIT WWW.INSPIRESIM.COM



- INSPIRE leaders have begun beta-testing an infant lumbar puncture iPad application. This app will be available to thousands of learners per year.
- A central repository has been created for sharing skill-training resources to make them widely available to medical personnel throughout the U.S.

Led by Dr. Marc Auerbach of Yale University School of Medicine, the **IMPACTS Sim-Mobile** has

- Conducted over 200 simulations at 30 hospitals across 8 states in the northeast. This program uses parent actors and life-like mannequins in pediatric emergency scenarios so that emergency personnel can practice skills and procedures with the guidance and help of pediatric experts.
- Established and SUSTAINED relationships in these hospitals for long-term improvement and education.
- Helped hospitals identify and correct ineffective or incomplete systems such as arranging and adding proper pediatric equipment and specific drug concentrations.

R BABY'S SIM-MOBILE TOP CHILDREN'S HOSPITAL

PARTNERS:

- Yale University School of Medicine
- Columbia University
- Children's Hospital of New York Presbyterian
- University Hospital of Philadelphia (CHOP)
- Children's Hospital of Pittsburgh
- Hasbro Children's Hospital
- Brown University
- LIJ's Cohen Children's Medical Center of New York
- Johns Hopkins Pediatrics
- UMass Children's Medical Center

The success of the Sim-Mobile has been submitted to five medical publications and has been presented at six national and international presentations.

Led by Dr. Joel Berezow of New York Presbyterian Morgan Stanley Children's Hospital, **Pediatrics for Emergency Physicians (PEP) Network:**

- The PEP Network's "Vital Signs Save Babies' Lives" initiative marks the first collaborative use and uniform acceptance of standardized vital signs for children in emergency rooms in the U.S. The initiative is tailored specifically to identify serious illness in babies and children seen in emergency rooms who appear otherwise well.
- If not solely for the recognition of these dangerous abnormal vital signs, such well-appearing children have frequently been inappropriately discharged, with disastrous consequences including death.
- Five leading academic emergency departments and a total of 200 physicians and medical students have completed this vital signs training over the past year and is available through the INSPIRE Network.

PEP NETWORK PARTICIPATING MEDICAL CENTERS:

- University of California, Davis
- University of Texas, San Antonio
- Thomas Jefferson University, Philadelphia
- University of Vermont, Burlington
- New York Presbyterian Hospital of Columbia/Cornell Universities

Led by Goryeb Children's Hospital at Morristown Medical Center **Difficult Dialogues in Pediatric Emergencies:**

- A powerful video series has been created using parent actors in real emergency scenarios providing doctors with concrete tools to facilitate improved communication with parents.
- Doctors who participated noted the emotional impact of this training and an increase in sensitivity and connection with parents during a difficult time.
- Many ER doctors rarely experience treating certain critical pediatric emergencies like near drowning, poisoning, coma and others. This series allows them to not only feel the pain and practice speaking with parents but also watch it back on video and retry areas where they could have communicated better from a sensitivity standpoint, explanation of trauma or illness, listening to parents' concerns and on follow-up of their care.
- This video has been shared with hospitals throughout the Morristown Medical Center network and through The Breaking Bad News™ Foundation.

Led by The University of Maryland Children's Hospital at The Rebecca Ava Rabinowitz Molecular Diagnostic Laboratory, **The Community Acquired Acute Respiratory Illness in the Pediatric Intensive Care Unit Study:**

- The study has collected significant data on thousands of patients leading to two multi-institutional studies on critical respiratory viral illnesses helping clinicians and researchers improve the understanding of the burden of the individual



viruses, including incidence, disease severity, risk factors and outcome.

- This study is a critical step in designing new and improved strategies for prevention and to provide treatment more quickly to improve patient outcomes and reduce unnecessary testing or treatments.
- The lab continues to expand their library of protocols on how to treat viruses to benefit doctors nationally.

Led by the American Committee for the Weizmann Institute of Science, the research project: **Exploring the Therapeutic Potential of Type I Interferon in Newborns:**

R Baby is investing in research to find a cure or an anti-viral drug for children. This particular research has made great strides in identifying interferons that may ultimately lead to effective treatment.

- Professor Schreiber created a new interferon called IFN-1ant.
- During this research, investigators found that at certain doses, IFN-1ant activated the genes

required for antiviral immunity without activating the genes that keep immune cells from growing.

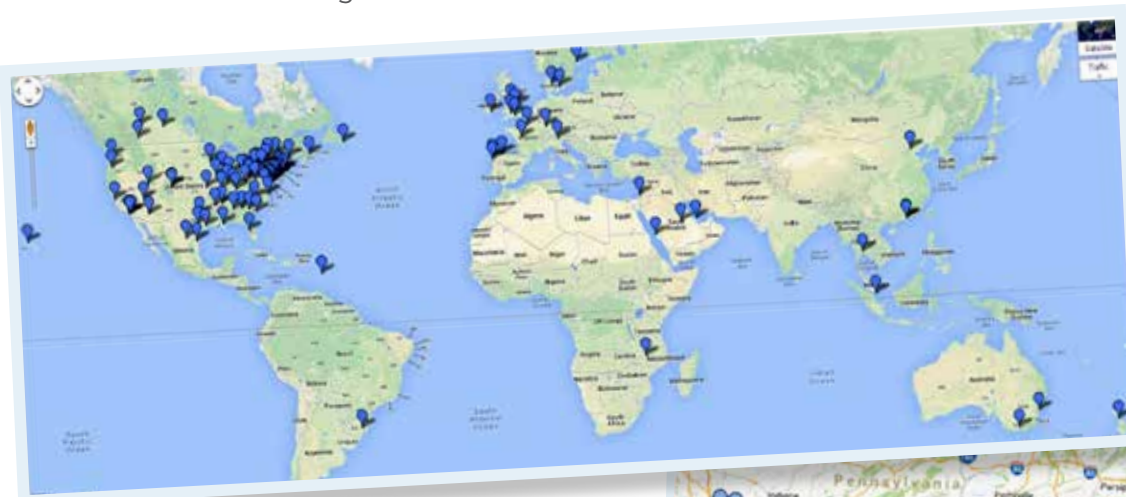
- Through additional research, IFN-1ant may prove to be an effective therapy for treating viral infections.
- This groundbreaking research was published in the May 2014 issues of *Science Signaling* and *Science Magazine* and led to research at the National Institute of Health to be published in *Nature* magazine.

R Baby's work has appeared in dozens of articles, abstracts, manuscripts and medical presentations, both nationally and internationally, this past year. Highlights include:

- *Science, EDA- XL-Protein GmbH agreement, 2014*
- *St. John's Riverside Nurses Take Part in ED Simulation Exercises, Nurse.com*
- *Why You Should Be Alarmed By Pediatric Emergency Care in the U.S., Pacific Standard-The Science of Society*

- *Designing and Conducting Simulation-Based Research, Pediatrics, 2014 June*
- *International Simulation in Pediatric Innovation Research and Education (INSPIRE) Network Script concordance testing: assessing residents' clinical decision-making skills for infant lumbar punctures, Acad Med. 2014 January*
- *Technology-Enhanced Simulation and Pediatric Education: A Meta-analysis, Pediatrics 2014*
- *Seven practical principles for improving patient education: Evidence-based ideas from cognition science, Paediatrics and Child Health, 2014 March*
- *What's Your Best Time? Chronometry in the Learning of Medical Procedures, Medical Education 2014 May*
- *Procedural Skills in Pediatric Residency: Re-evaluating the Competencies, Paediatrics and Child Health: 2014 April*

For a full list of publications, please visit www.rbabyfoundation.org/articles



INSPIRE Network



R Baby Sim-Mobile Visits

HERO award 2015

LISA ASHER

This year's R Baby's Hero Award is well deserved and also very close to the heart.



“ I am so honored to be a part of the R Baby Foundation. Phyllis and I grew up together like sisters so when she lost a piece of her heart the day she lost Rebecca I also felt a great, helpless loss. I am so proud of all of the amazing work Phyllis and Andrew have accomplished through R Baby. I know it is making a difference and saving babies' lives. The Maryland Tennis Event is a fun way for me to stay involved and contribute to R Baby's mission.”

~ Lisa Asher

I met Lisa Asher at the age of 4 at our brothers' little league game. We instantly became best friends and the sister we each never had. Lisa and I grew up playing the same high school sports, studying the same college major and even dating a few of the same guys. During our younger years we had shared one dream we spoke of often which was to walk our babies together everyday. But as my career and family life started in NYC, our dreamt daily walks became weekend family visits.

When Lisa became pregnant with her third child, I was pregnant with my second so you can imagine how excited we were to know we would have daughters two weeks apart. When Rebecca passed away, Lisa was still pregnant and I think it hit her extra hard. When Isabelle Asher was born, Lisa graciously named her Hebrew name after Rebecca (Ilana Rivka) and we always knew that Rebecca was still with us when Izzy was around.

Lisa was always by my side with R Baby coming to NYC for events and

supporting any way she could from afar, so when she asked me if she could hold an R Baby event in Baltimore, my hometown, I was honored and thrilled.

Lisa has been chairing the MD tennis event for the past 3 years, not only raising over \$150,000 but also creating an event donors and tennis pros look forward to. (Read more about the event on page 12.) Each year, the event has grown to include more sponsors, players and spectators.

Lisa could have skipped this year doing the tennis event since she was busy with her daughter's Bat Mitzvah, but she chose not skip it, further showcasing her passion, commitment and hard work for the cause. Lisa's dedication to R Baby is incredibly inspiring to those around her and we are honored to have her as this year's R Baby Hero. Thanks for all that you do Lisa! 🍷

Phyllis and Andrew Rabinowitz

Phyllis Rabinowitz *Andrew Rabinowitz*

A LETTER TO REBECCA

Co-Founder's Opening Letter

Dear Rebecca,

I still see your beautiful face when my eyes are closed and I think of you every day. When I think too hard or long, I burst out in sobs just like the day you left us. It happens more than people think. Eight and half years later, I feel like people think that we should have moved on completely, but it's just not the case. Anyone that has ever lost anyone close to them probably understands. It's far from just the deep sorrow and dreams of losing a baby girl; it's the honest torture of not knowing who you, Rebecca, would have become and not spending any precious time with you beyond those 9 days. What makes it all that more difficult, is that Dad and I know in our hearts that the outcome could have been different. It has never been about blame, but only about improving a known medical issue. That is why R Baby was created in your honor. It is so well documented that pediatric healthcare is underfunded and ERs have such a varying degree of preparedness for children that it is scary. R Baby, you, are helping other babies and children get the best available emergency healthcare, saving lives, getting better outcomes and making the most difference in pediatric healthcare that we can. Although you are not here with us physically, I feel your angelic presence and hope you see how meaningful your life is. Dad and I love you so much.

Love , Mom



2015 MEDICAL HERO award

DR. AUDREY PAUL, M.D. PH.D., Mount Sinai School of Medicine, Director, Community Outreach Assistant Professor, Pediatric Emergency Medicine

One of the most important missions we have at R Baby is to help educate parents on preparing for pediatric emergencies and how to successfully advocate for your child. This year's medical hero, Dr. Audrey Paul of Mt. Sinai Hospital in New York, has been a passionate advocate and leader of these efforts. Dr. Paul helped create the workshop "How to Navigate an Emergency Room Visit with your Child" presented in partnership with R Baby and Jessica Seinfeld's Baby Buggy Foundation. Dr. Paul, along with residents from Mt. Sinai, have presented clinical scenarios throughout New York in underserved communities to teach parents how to be effective health advocates for their children. In addition, Dr. Paul and her residents filmed a series of parent-doctor interactions to help guide parents through advocating for their child.

“From the moment we met her, we could literally feel her genuine passion to make sure as many parents as possible knew the most important information about pediatric emergencies.”

~ Phyllis and Andrew Rabinowitz

“I am honored and privileged to have the opportunity to collaborate with R Baby and Baby Buggy in this selfless incredible goal.”

~ Dr. Audrey Paul

We met Dr. Paul several years ago when R Baby first started working with Mt. Sinai. From the moment we met her, we could literally feel her genuine passion to make sure as many parents as possible knew the most important information about pediatric emergencies. She took a grassroots approach by going school to school to make sure all NYC parents would get the most pertinent information to ensure their children stayed healthy and they were prepared for emergencies. Dr. Paul was instrumental in spearheading our latest parent education workshop and we are honored to have her on our team. 🍷

Phyllis Rabinowitz *Andrew Rabinowitz*



DR. AUDREY PAUL EXPLAINS

Navigating the emergency department with a sick child can be a frightening and sometimes overwhelming experience. Parents are often unaware of what treatment options exist for their children in terms of place (pediatric or community ER), types of treatment within the emergency department, and strategies for coping in a stressful environment through better pain control or distraction techniques. R Baby has always been committed to helping parents become better health advocates and improving pediatric emergency care. I am honored and privileged to have the opportunity to collaborate with R Baby and Baby Buggy in this selfless incredible goal. With their assistance we have been able to help parents better navigate the emergency department and become a more effective voice for their children.



ENTEROVIRUSES: A NOTE TO PARENTS

This past year, you may have seen the extensive media coverage regarding the Enterovirus 68 outbreak that spread throughout the U.S. R Baby was founded when baby Rebecca died from a different strain of the enterovirus. Her symptoms were similar to this outbreak mirroring a common cold with respiratory issues including wheezing that took over her body quickly. This virus can be life threatening for babies that have a weaker immune system and many children are being hospitalized all over the country. In addition to our work to help prepare Emergency Rooms for pediatric emergencies, our mission also includes awareness and education of pediatric emergencies for parents.

R BABY EDUCATING PARENTS

This year, and in coming years, we will continue to educate parents and partner with media outlets to share information on what to look for and how to prevent the spread of viruses.

IF YOU THINK YOUR CHILD IS SICK, KEEP ON TOP OF IT.

Be proactive, especially with younger children who can't articulate muscle weakness, wheezing and other symptoms and who don't have the immune

system that older children and adults have. Most cases of this virus are mild and can be treated at home, but one of R Baby's goals is to help parents be aware of and proactive about the rare cases that may have complications. Even if your child doesn't have a fever, they might still have a virus that could need supportive hospitalized care if their symptoms are severe enough.

SEEK OUT THE BEST PROVIDERS IN TIME.

Discuss with your pediatrician, before an emergency, which Emergency Department is recommended. In an emergency and if time permits, go to your closest Pediatric Emergency Room. Your pediatrician knows you and your child best so stay in touch with them. If you are worried, don't wait. Seek care immediately.

GET THE FLU VACCINE.

4,000 children die each year from the flu alone, including many normally healthy children. All respiratory viruses during this time of year should be taken seriously.

WHAT TO LOOK FOR:


- Watch for breathing that seems labored or faster than normal, or

audible with wheezing. This is especially important for patients with a history of asthma.

- For children at risk, such as those with chronic cardiac or respiratory conditions or young infants, seek care immediately if they become symptomatic.
- If you are worried, don't wait. Call or go to your pediatrician immediately!

TIPS FOR PREVENTING THE SPREAD OF VIRUSES:

- Cover coughs and sneezes! Encourage your children to cough and sneeze into their elbows, not their hands.
- Make sure everyone in your family is washing hands or using hand sanitizer regularly and when they get home from school and work.
- Disinfect frequently touched surfaces such as toys, countertops and doorknobs.

For more information on what to look for and how to prevent the spread of viruses, please visit rbabyfoundaton.org/resources1 

R BABY FACTS "DID YOU KNOW?"

- 1 in 4 families is affected by infant loss due to miscarriage, stillbirth or infant death.
- Babies and young children have much weaker immune systems than older children and adults, and show symptoms differently.
- Rapid diagnosis of illnesses and detection of viruses are crucial to better healthcare outcomes in babies and young children.
- Last year, 20 million pediatric patients were cared for in one of the 5000 General EDs (GED) and yet most GED providers report minimal exposure to critical pediatric patients during their training.
- Babies are not mini-adults: Pediatrics is a separate field of medicine.



ATHLETES SUPPORT R BABY

We started out in Central Park, NYC almost 5 years ago with our R Baby Run-Walk. Since then, athletics and philanthropy have been a wonderful way to promote our cause and raise funds. This year, our athletes have expanded to include runners in the Baystate Half Marathon, the Baltimore Marathon and a NY mini-triathlon as well as our 2014 NYC Marathon team which was our largest team yet. Thank you to all of our athletes: **Stacy Bernstein, Joshua Fiske, Meg Ray, Ashley Blanchard, Passa Chattrra, Lori and John Conforti, Helene Korn, Kimberly Alley, Julie Swerbinsky, Joan Bregstein, Rob Best and Cindy Rosking.** Together, our athletes have raised more than \$30,000 to help save babies' lives!



Our team for the 2015 NYC Marathon is already forming with **Richard and Allie Mazzella** and **Scott Redler. Amanda Mintz** and **Amanda Plotkin** will also be joining us for a second time!

Please contact Katie@rbabyfoundation.org to join them and our 2015 team! 🏃

"I'm a pediatric resident in my second year of training, and have committed my life to the health and well being of children. R Baby's mission so beautifully aligns with my own feelings about caring for kids, and I'm so excited to represent the foundation in the NYC marathon."
~ Meg Ray

"I am honored to run for R Baby at this years NYC marathon. Running the NYC marathon has always been something that I want to do, and running to raise money and awareness for R Baby has made the experience all the better. R Baby is doing an amazing job making sure our ERs are prepared for our children when they need care. Children are not just "little adults" and they need care delivered by ER docs and nurses that are trained in taking care of kids. I am so glad to support this charity."
~ Josh Fiske

"My business is saving children's lives. As a pediatrician, there is nothing more important than improving the quality of care of our children in the emergency room through education, training, and state of the art equipment. It is my honor and my pleasure to run the marathon on behalf of R Baby Foundation."
~ Stacy Bernstein

"I am running for R Baby Foundation because I never want another parent to feel helpless in an emergency room with their baby."
~ Passa Chattrra

"R Baby is a wonderful foundation raising money to make important and necessary changes in emergency pediatric care. We couldn't be more proud to run in the NYC Marathon for R Baby and help spread the word about this charity. When we cross that finish line, we will be thinking about the countless families that will benefit from R Baby!"
~ Lori and John Conforti

BUSINESSES PARTNER WITH R BABY TO HELP BABIES

AmazonSmile is a simple way to support R Baby every time you shop, at no cost to you. Simply visit smile.amazon.com and enter R Baby as your charity of choice. Any time you make a purchase at Amazon, they will automatically donate a portion of the purchase price to R Baby. It only takes a few seconds and is a very easy way to support R Baby!

Thank you to **Legends Car Wash** owner Pete Rooney for his generous support of R Baby for his 2nd year

in a row! A percentage of September 2014 carwash proceeds were generously donated to R Baby for National Infant Mortality Awareness Month.

Skinfix, a highly effective, trusted skin-care product and a generous supporter of our Summer 2014 Benefit Concert, launched a special fall promotion for R Baby to celebrate their new partnership with Target! A portion of sales during September was donated to R Baby. 🏃

Shop at AmazonSmile and Amazon will make a donation to: **R Baby foundation**
Get started
amazon smile



KIDS HELP R BABY

R Baby's 'Kids Help R Baby' had a successful and fun inaugural year!

Kids Help R Baby's mission is for children to help improve children's healthcare while doing things that interest them.

Samantha Asher has joined her mom Lisa for the past 3 years in planning R Baby MD Chapter's annual tennis event. For her Bat Mitzvah project, on Sunday May 4, 2014, Sam decided to create a tennis event of her own! She hosted an event for kids ages 6-15 at Hillendale Country Club in Phoenix, Maryland. The day included tennis clinics, games, and items for sale to benefit R Baby.

During Spring 2014, **Jacob Werner** launched a social media campaign to raise funds and awareness for R Baby as

his Bar Mitzvah project. Jacob created a unique and personal video message that he shared extensively on Facebook and Twitter. We love how he also involved his younger siblings!

Spencer Josloff spent the spring of 2014 selling R Baby bracelets everywhere in his hometown by explaining R Baby's cause for his Bar Mitzvah project. He is also graciously donating his own personal sports memorabilia collection to help raise additional funds. He raised great awareness of pediatric emergency care and R Baby's work to improve care for our children.

In March of 2014, **Bryce Gelman** hosted a 3 on 3 basketball tournament for R Baby as his Bar Mitzvah project.

Thirty-five teams with ages ranging from 3rd grade to adults competed in a lively tournament in Livingston, New Jersey. Bryce raised thousands of dollars and had great local media coverage that helped expand awareness of our cause. Players were treated to prizes and food that Bryce had donated from local businesses.

In January of 2014, **Sydney Rosenbaum** chose R Baby for her Bat Mitzvah project by hosting a Soul Cycle event in her hometown. Sydney designed all the marketing materials to promote the event, and raised thousands of dollars! The event garnered great press coverage to help share our important mission with even more parents. All prizes and treats were



Samantha Asher



Spencer Josloff



Sydney Rosenbaum



Jacob Werner



Bryce Gelman

R BABY IN THE MEDIA

donated from local businesses to show their support.

NJ Mitzvah kids took a trip together to Morristown Medical Center – Goreyb Children’s Hospital to deliver their checks themselves to see how their hard work will impact their local community. They presented a check for almost \$15,000.

We look forward to sharing more Kids Help R Baby projects including **Alex Millman’s** upcoming project in Spring 2015!

Kids can help R Baby anytime for birthday parties, Mitzvah projects, community service, college projects and more. Projects can be something that interests kids such as sports tournaments, runs or walks, social media projects, exercise classes, lemonade stands, T-shirt or other item sales. We can help you brainstorm ideas that fit with your child’s passions and interests.

If your child would like to do a project, contact Katie McCulloch at Katie@rbabyfoundation.org.



NJ Mitzvah Kids

In the fall of 2014, 94.7 **NashFm** in New York City featured R Baby for an extensive interview on their NashCares segment. **NashFm** is New York’s largest Country Station and has millions of listeners throughout the tri-state area. **DJ Kelly Ford** interviewed R Baby co-President Andrew Rabinowitz and Executive Director Katie McCulloch.

The MOMS, a live, call-in show on SiriusXM with hosts **Denise Albert** and **Melissa Musen Gerstein** focuses on parenting, health, relationships and balancing family and career, all from a mother’s perspective. **The MOMS** interviewed R Baby co-President Phyllis Rabinowitz during the summer of 2014.

R Baby looks forward to working with **Yahoo’s** new Parenting site which is joining their other online magazines such as *Beauty* and *Fashion*. It is a one-stop shop for parents who want level-headed and up-to-the-second timely information. *Parenting* recently featured R Baby in an article by freelance writer Kate Gillian. Check out the article at www.rbaby-foundation.org/news.

R Baby continues to garner support from the media to help spread our message and help us reach parents.



Katie McCulloch, DJ Kelly Ford, Andrew Rabinowitz



Phyllis Rabinowitz, Denise Albert



4TH ANNUAL NEW YORK TENNIS TOURNAMENT

Serving to Save Babies' Lives

On May 17, 2014, NY Tennis Chair Jason Pinsky hosted the 4th Annual New York Tennis Tournament: Serving To Save Babies' Lives. Players arrived at Stadium Tennis Center in the Bronx, NY by 7:30 am to warm-up and participate in a lively Calcutta Auction where more than \$200,000 was raised. The event raised \$250,000 overall toward preparedness for pediatric emergencies at hospitals in the local area.

Twenty-four doubles teams participated in this competitive tournament featuring top players including **James Blake**, who was ranked #4 in the world (ATP), and **Jared Palmer**, formerly ranked #1 in the world in doubles (ATP). Among the players were top business leaders in the tri-state area including **Bill Ackman** of Pershing Square, **Marc Lasry** of Avenue Capital, **John Bader** of Halcyon Asset Management and **Bruce Richards** of Marathon Asset Management. They were joined by additional business leaders and world-ranked players, all of whom made the event a tremendous success.

Dr. Greg Shure provided mid-match stretching sessions and players enjoyed lunch, gifts and items provided by our generous sponsors.

Dr. Sandeep Gangadharan of LIJ Hospital demonstrated a simulation mannequin, provided by Laerdal. Participants were able to experience the realistic behaviors and medical conditions of one of the actual simulation models used by R Baby doctors to train community EDs. (see more about our simulation training on page 4.) Dr. Gangadharan is part of the Sim-Mobile program led by Yale School of Medicine.

Congratulations to tournament winners Steve Bass and Larry Penn, who ultimately triumphed over finalists Jeremy Mindich and Adrien Contreras.

Thank you to our generous sponsors Pablo Salame and Wexford and our partners Wild Garden, ZICO, Madison Square Wellness, Mamma Chia, Hungershield and PRrevolution.



A special thank you to Jason Pinsky who has chaired the New York Tennis Tournament for four years. The event continues to be more enjoyable and successful each year. In the four years since Jason first began this annual event, it has become a highly anticipated event. He has helped to raise \$700,000 for pediatric emergency care throughout the New York area. **Look for information on 2015's 5th Anniversary NY Tennis event coming soon!**



3RD ANNUAL MARYLAND TENNIS TOURNAMENT

On August 2nd & 3rd our Maryland Chapter held their 3rd Annual Tennis Tournament. MD Tennis Chair Lisa Asher led an event with more than 30 of the Mid-Atlantic Region's best players in attendance with more than 100 participants raising more than \$50,000! **Thank you to Lisa** for all of her hard work to make this event such a wonderful success and her continued commitment to saving babies' lives! Read more about Lisa on page 6.

Winners for the event were: **Brendan Kincaid** and **Alexander Centanari** who ultimately triumphed over finalists David Emery and Chris Chiu. Alexander has qualified for the 2015 U.S. Open!

Champion Sponsors included The CW Baltimore, SBW law, (Schlachman, Belsky & Weiner, P.A.) Nancy Fleming and Henry and Brenda Belsky.

Court Sponsors included Strata Financial Services, UAW Local 239, EMJAY, Mark Ely in honor of Joseph Ely, Akman & Associates, The Law Offices of Joseph Lyons and Morgan Stanley.

Team Sponsors were Peter's Pub, Asher & Simons PA, PSA, Kim & Chris Alley,

Lester Belsky, Judy & Joel Berman, Estep Funeral Home, Greenbaum Family Foundation, Gunpowder Bison and Sally Geif Palmbaum. To view all of our generous sponsors, please visit our website.

Special thanks to Hillendale Country Club for hosting the event, Matt Bilger, Director of Tennis, HCC, for coordinating all of the Tennis Pros and activities, and Wilson for providing balls and prizes. Thanks to Joanna Lewis, Committee Chair, and all volunteers for making the event seamless. Thank you to Brenda and Henry Belsky, R Baby Maryland Chapter co-chairs, who also work tirelessly to make this annual event such a success.



SPONSOR YOUR ER

Under the direction of top pediatric experts, dynamic parent actors and lifelike infant simulation mannequins travel to your ER to assess how your ER manages different emergency situations your child may face. This new program will make it easier for you to sponsor your local ER so that it receives this critical training.

Do you know if your closest ER is prepared for pediatric emergencies? Do you want to do everything you can to help prepare your local ER for the children in your community? To help make a direct impact on local communities, R Baby is launching a new program:

SPONSOR YOUR ER

Sponsor Your ER is a unique partnership between parents, local ERs and top Children's Hospitals to help communities raise targeted funds to bring R Baby's Sim-Mobile program to their local community hospital.

SPONSOR YOUR ER:

- Pediatric experts travel to your ER to assess their management on a variety of pediatric emergency situations.
- After assessment, experts will provide critical and specific pediatric training to your local ER based on their needs. Training can vary from quarterly to monthly depending on the needs and desires of your local ER.
- The program uses simulation for training and to test the environment and equipment of each department, working with the department to address any deficiencies in care.
- The training program and systems testing can be done at schools, primary care offices, urgent care clinics and others who care for children in the local community to help prepare those on the front lines of emergency situations.
- Raising \$5,000 to \$20,000 can bring various degrees of training one to four times a year to your local community ER.

To find out about how to Sponsor Your ER, contact Katie@rbabyfoundation.org.



SPONSOR your ER+

Help Your Community Prepare for Pediatric Emergencies

THE ROHAN FAMILY SPONSORED THEIR ER

Inspired by the powerful impact of R Baby's Sim-Mobile, **The Rohan family** of Connecticut, helped us officially launch R Baby's **Sponsor Your ER program**. The Rohans raised the funds through The May Ellen and Gerald Ritter Foundation to provide pediatric simulation training for Stamford Hospital, their local family hospital. Thanks to the Rohan family!

PENNY'S STORY

By Penny's Mom

Our daughter Penny was born in March 2011. Being our first baby we were beyond excited and expected nothing more than to celebrate her birth. She arrived a small, healthy bundle of love. As first time parents, we knew nothing about babies, but we knew we loved her beyond what we thought was humanly possible.

Immediately when Penny was born, we noticed a small bump between the corner of her eye and top of her nose. We were told by the nurses it was maybe a cyst but nothing to worry about. After a few hours it began to look more swollen, so we asked the nurses about it again. We were reassured that it was nothing to worry about. My husband and I were still exhilarated about becoming new parents, everything was so new, and we thought our baby was perfect in our eyes. Since no one was alarmed, we thought this little bump must happen to other newborns. The next morning when we were getting ready to be discharged from the hospital, we noticed Penny's eye had become swollen and red. The pediatrician on call, said it was nothing more than a clogged tear duct that many babies are born with and that it should correct itself over the next few months.

TRUST YOUR INSTINCTS.

If you feel something is wrong, advocate for your child. Speak to a patient advocate in the ER, ask for a second opinion or ask for a pediatric specialist.

She suggested we use hot compresses and massage at home. She ok'd us for discharge. When we left the hospital I had this un-easy feeling because everything was not perfect about Penny, but maybe I wasn't supposed to expect

perfect? After all, the medical staff at the hospital seemed to think Penny was healthy and ready to go home.

I had been dreaming of the moment we would walk into our apartment, introduce Penny to our dog, and lay her in her crib so I could stare at her without anyone around. That moment never happened, because by the time we came home and we laid her down, her eye was swollen shut, puss was coming out, and we could see red lines running through her whole face. We sent pictures to my brother who is a pediatrician in another state and he told us to get to an ER immediately. Something was really wrong. We rushed back to the emergency room at the hospital where she was born. The 2 doctors on call said they were not familiar with this (it was obvious on their faces), and they were going to "look in the book." At the time my husband and I were un-nerved by this, but we thought that because this is the hospital where Penny was born, they have to be able to help us. The doctors came back and advised us "it would clear up, just use warm compresses on it." We even contacted the discharging pediatrician and she told us the same thing over the phone, without even looking at Penny again.

Even though my husband and I are not even close to being in the medical field and we were parents for barely a day, there was something in us that didn't trust the advice we were given. After a frantic phone call to my brother and my OB/GYN, we drove to New York-Presbyterian Hospital - Weill Cornell's Pediatric Emergency Room, perhaps the best pediatric ER facility in NYC. We sat there stunned, but with this overwhelming sense that we had to take control and get Penny help. By this time Penny's eye and cheek were



swollen, red, puss was oozing out and she looked like she'd been punched in the face. When we arrived, it felt like someone finally took us seriously. Penny was rushed into an isolation room and countless tests were performed on her from a spinal tap, blood draws, catheter, to IV meds. They requested a CT scan, but my husband said no to this because she was only a day old and didn't want her exposed to radiation until absolutely necessary. The doctors were ok with this. We have more rights as parents and patients than we know. Turns out Penny had an infection in her tear duct that was in danger of spreading beyond her eye orbital into her brain. They had yet to narrow down which bacteria, so she was put on the strongest IV antibiotics for several days. It turned out to be E.Coli. In the meantime Penny had 2 procedures done to her eye to open the clogged tear duct and help release some of the infection. Everyday she clearly got better. Penny made a 100% recovery. She became a case study for the doctors who treated her.

To this day, I sometimes think about what could have happened if we trusted the first ER doctors who sent us home. My husband and I are not doctors and were parents for barely a day when this all happened, but we never felt more strongly about this gut feeling we had to seek further help. All of our parental instincts are strong and we cannot doubt them even in the face of professional medical help. We have the right to ask questions, push for answers, and to get another opinion. We cannot advocate enough for parents to trust their instincts. You know your babies better than anyone. 🧡

DR. BRYAN JORDAN, M.D.

Emergency Department Physician, Bridgeport Hospital, Connecticut

R Baby's programs are saving babies' lives.

The R Baby Foundation Simulation Program came to our hospital and offered their program to anyone who wanted to participate. The program was a fantastic simulation and instructional course for the treatment of critically ill children. But, more importantly, is what happened later that day.

mother. He had a very fast heart rate and had a fever. He was not responding appropriately. He appeared ill.

resolved. A few short seconds after that his eyes opened, he became more responsive and he smiled when he saw his mother.

The possibilities for serious illness and life threatening conditions required immediate intervention. In addition to my previous training, I utilized the information and procedures reviewed in that day's R Baby class, specifically the administration of fluids, the constant reassessment of vital signs and the supervision of the Emergency Department Team's care.

In life, things happen for a reason. There was a reason I was there that morning attending the R Baby class. And there was a reason I was in that ED that evening at 7 o'clock. This is why I am sharing this story, because I believe in this simulation training. I think it is a great program. I believe it will make differences in the care of critically ill children. 🏠

After hydration of the patient by protocol, his rapid heart rate spontaneously

~ Dr. Bryan Jordan, M.D.



I was working in another Emergency Department when an 18-month-old boy, who had been sick for about a day and a half, was brought in by his

FOUNDERS' CLOSING LETTER

Dear R Baby Friends,

The outbreak of Enterovirus 68 this fall hit very close to our hearts as the symptoms were very close to the Enterovirus that Rebecca had of wheezing, difficult breathing, loss of appetite, but not necessarily having a fever. And what did we learn? We learned that asthmatic patients, babies and the elderly were the most at risk. We learned that most cases were mild, but in the severe cases, supportive care of admitting patients to hospitals gave them their best chance of survival. Knowing when a patient is really sick is the key to admitting them. R Baby focuses on training medical professionals in this difficult task especially since babies and children can show symptoms differently than older children and adults. General emergency room physicians aren't required to get a proportionate amount of pediatric training compared to the pediatric patients they see and they aren't required to obtain pediatric continuing education. It is a well-known problem in the medical world, but we still don't think that parents are aware of it. Educating parents is another focus of R Baby. We've had a long-term vision that we are working on to become a reality sooner rather than later. We hope that all states in the U.S. will have a clear definition of a Pediatric Emergency Department (PED) so parents can be informed and have transparency between the differences of EDs. We continue to advocate with state and federal legislators to create this critical definition. All of our goals are far from easy and some are uphill battles, but we've made tremendous strides with your help so far.

Please continue to support R Baby as we continue to train not only ED doctors but any medical professional touching a baby or child in an emergency situation. We want to bring our proven successful training to every ED (or as people say ER) in the U.S. as we are having amazing results. You can bring this expertise to your local hospital by "Sponsoring Your ER," so your community ER will have the latest pediatric training and ongoing collaboration for the best emergency care for your children. See more on page 13.

But most importantly, we want to thank you for your ongoing support. We recognize that it has taken a village to get us this far and each and every person's support is extremely appreciated and valuable. We know R Baby is saving lives and bettering outcomes in emergency situations but we want you to know that you are the ones that are doing it. We hope you will consider continuing to support R Baby so we can expand and help even more families and communities.

Thanks for all your support!

Phyllis and Andrew Rabinowitz



c/o Powered By Professionals
 1375 Broadway, 3rd Floor
 New York, NY 10018

R Baby has raised over \$8 million impacting the care of 1 million children. We are truly saving lives.

WHAT DOCTORS SAY ABOUT R BABY'S PROGRAMS

"A private pediatrician referred a 3-week-old baby whose heart rate was very fast in the office, but when I evaluated the baby in the emergency department the baby was completely well. We did an EKG which was also normal and which recorded a heart rate of 172. Honestly, I thought the baby was fine, but because R Baby's PEP vital signs insist on a heart rate of less than 168 for a baby in the ED, I consulted Pediatric Cardiology. They did a bedside echocardiogram that showed decreased function and the baby was diagnosed with ectopic atrial tachycardia, an abnormal heart rhythm that can be life-threatening if undetected, and was admitted to the pediatric ICU."

*-Pediatric Fellow,
 Pediatric Emergency Department*

"I cared for an 8-year-old boy who appeared to be very well. If not for that lecture (on PEP Vital Signs for Children) on any other given day I would have contacted the child's primary care physician and discharged him to follow-up the next day. However, because of your vital signs rules I contacted the pediatric intensivist at SUNY Upstate Medical Center and presented the case to him. He agreed to accept the patient in transfer for observation. I followed up with him in 36 hours and he informed me that the child's heart rate did not decrease. Cardiac echo showed a modest but definite depression of cardiac function and there were elevations of cardiac enzymes, and the diagnosis was Myocarditis, a life-threatening inflammation of the heart."

*-Experienced Non-Pediatric
 Physician, Rural Community ER,
 Upstate New York*

At a R Baby INSPIRE site following training, a report noted two patients with viral meningitis were diagnosed after an intern completed our training and did an effective lumbar puncture. These diagnoses could not have been made if the samples had been filled with blood or not obtained effectively due to failed attempts, and this would have significantly impacted these patients' lives.

*~Intern,
 General Emergency Department*

At an INSPIRE site following intubation training, a faculty member noted that they used the checklist right before needing to intubate a patient and credited our checklist with their success in securing a life-support airway in that patient.

*~Faculty Member,
 Teaching Hospital*

[Read more about R Baby's grant programs on pages 3-5.](#)

