



THE ANNUAL GALA OF THE ARNOLD P. GOLD FOUNDATION

SPONSORSHIP OPPORTUNITIES

JUNE 9, 2022
ZIEGFELD BALLROOM, NYC
+ A VIRTUAL OPTION

Benefitting The Arnold P. Gold Foundation

THE ARNOLD P. GOLD FOUNDATION
8 GOLD HUMANISM
HONOR SOCIETY | **20**
years

THE ARNOLD P.
8 GOLD
FOUNDATION | **5**
GOLD CORPORATE COUNCIL years



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THE ARNOLD P.
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Keeping Healthcare Human

EVENT DETAILS

The Arnold P. Gold Foundation this spring will recognize four healthcare leaders with the 2022 National Humanism in Medicine Medal. These honorees, who embody the ideal of placing human interests, values, and dignity at the core of healthcare, are: bestselling author and GHHS member Dr. Michele Harper, Bellevue Literary Review Editor-in-Chief and acclaimed physician-author Dr. Danielle Ofri; nurse leader and international anti-human trafficking activist Deb O'Hara-Rusckowski; and Steve Rusckowski, global business and healthcare leader and Chairman, CEO and President of Quest Diagnostics.

The four honorees will be presented with their awards at the Gold Foundation's Annual Gala, Thursday, June 9, 2022, which returns to the beautiful Ziegfeld Ballroom in New York City. For the first time, a virtual option will be available, too, connecting the Gold Foundation community across the globe. The Annual Gala draws leaders of medical and nursing education, of hospitals and health systems, community health centers, and of global healthcare companies, as well as humanistic doctors, nurses, and students, Gold Humanism Honor Society members, Gold grantees and awardees, and passionate supporters of humanism in healthcare. For the second year, the Annual Gala will be hosted by Gold Trustee Dr. Kimberly Manning, a singular and beloved voice of humanism and Professor at Emory University School of Medicine.

The 2022 Gala will herald two milestones for the Gold Foundation: the Gold Humanism Honor Society (GHHS), now with nearly 45,000 members, turns 20 years old this year. GHHS membership recognizes medical students and other healthcare leaders who are role models of humanistic care, which the Gold Foundation defines as compassionate, collaborative, and scientifically excellent care.

In addition, the Gold Corporate Council (GCC), which is composed of six leading global healthcare companies that help advance humanism within their own companies and in the broader ecosystem, turns 5 years old this year. The GCC, which is made up of BD, Henry Schein, Inc., IBM Watson Health, Quest Diagnostics, CVS Health, and Siemens Healthineers, aspires to elevate the importance of compassion and empathy in healthcare, igniting conversation and action throughout the healthcare industry.

We hope you will join us in supporting our shared mission of humanism in healthcare by becoming a sponsor. Your generosity, especially in this historic time, makes a real and significant difference.

DATE: Thursday, June 9, 2022

TIME: Cocktail reception at 6:00 p.m. The program begins at 7:00 p.m.



Dr. Michele Harper
*Physician Leader & Champion
for Inclusive Healthcare,
NYT Bestselling Author, Gold
Humanism Honor Society
Member representing all
members in celebration of the
20th Anniversary*



Dr. Danielle Ofri
*Front-line Physician
at New York's Bellevue
Hospital, America's
Oldest Public Hospital,
Renowned Author,
Humanist, and Founding
Editor-in-Chief of the
Bellevue Literary Review*



Deb O'Hara Rusckowski
*Nurse Leader, Delegate,
Order of Malta's Mission at
the United Nations, Gold
Trustee, and Founder,
Global Strategic Operatives
for the Eradication of
Human Trafficking*



Steve Rusckowski
*Global Business &
Healthcare Leader,
Chairman, CEO and
President, Quest
Diagnostics, and Founder
of the Gold Corporate
Council*

**Show your support for humanism in healthcare
and reserve your sponsorship today!**



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2022 GALA HONOREES



Michele Harper, MD, is a phenomenal physician-leader who has detailed, in exquisite writing, the troubling and destructive gap many patients face in accessing equitable, humanistic care and the challenges healthcare professionals of color face in the current culture of medicine. She is the *New York Times* bestselling author of *The Beauty in Breaking*, a poignant memoir of her path of self-healing and the lessons she learned as a daughter, a woman, and a physician.

Dr. Harper is an emergency room physician with more than a decade of experience, including as chief resident at Lincoln Hospital in the South Bronx and in the emergency department at the Veterans Affairs Medical Center in Philadelphia. She is a graduate of Harvard University.

Dr. Harper was inducted into the Gold Humanism Honor Society in 2005 at the Renaissance School of Medicine at Stony Brook University. She has also worked with GHHS members at the Ohio State University College of Medicine in their project about the health of women who are incarcerated, which included a book club featuring *The Beauty in Breaking*. Dr. Harper spoke on a panel about this project at the 2021 Gold Foundation's Humanism & Healing Conference.

Dr. Harper embodies the essence of a GHHS member, both raising her voice on the national level and working on the local, chapter level to advance humanism in specific, individual projects. She will be accepting her medal on behalf of both her accomplishments and all GHHS members in the honor society's 20th anniversary year.



Danielle Ofri, MD, PhD, is one of the foremost voices in the medical world today, speaking passionately about the doctor-patient relationship and sustaining humanity in healthcare. She is an internist at Bellevue Hospital, America's oldest public hospital, and a clinical professor of medicine at NYU Grossman School of Medicine. She is the Founder and Editor-in-Chief of the *Bellevue Literary Review*, the first literary journal ever to arise from a medical setting.

A longtime ally of the Gold Foundation's mission of humanism in healthcare, Dr. Ofri writes regularly for *The New York Times*, the *New Yorker*, the *Lancet*, the *New England Journal of Medicine*, and *Slate Magazine* about medicine and the doctor-patient relationship. Her writings have been selected twice for *Best American Essays* and also for *Best American Science Writing*. She is the recipient of the McGovern Award from the American Medical Writers Association for "preeminent contributions to medical communication."

She has given TED talks on "Deconstructing Perfection and Fear: A Necessary Emotion" and is featured in the documentaries *Why Doctors Write* and *White Coat Rebels*. Dr. Ofri is the author of six books about life in medicine, including the critically acclaimed *What Doctors Feel: How Emotions Affect the Practice of Medicine*. Her most recent book, *When We Do Harm: A Doctor Confronts Medical Error*, was published during the first COVID surge. She is a graduate of McGill University and NYU School of Medicine.

Under Dr. Ofri's leadership, Bellevue Literary Review and the Gold Foundation have co-hosted several literary events, including "Writers Confront Racism," which also included Dr. Harper, and the upcoming "COVID: Primary Sources," on March 23.



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Deb O'Hara-Rusckowski, RN, MBA, MTS, is an extraordinary international advocate for humanism in healthcare, with deep experience working on urgent health-related issues in America and around the globe. A critical care nurse by training, she spent more than 30 years in healthcare and the private sector. She devotes her time now to nonprofit organizations and philanthropy, combining her passion for healthcare, business, and faith.

Mrs. O'Hara-Rusckowski has been an invaluable member of the Gold Board of Trustees since 2017. She is a Delegate and Special Advisor to the Ambassador on Human Trafficking for the Order of Malta's Mission at the United Nations, focused on human trafficking and the global refugee crisis.

She recently founded Global Strategic Operatives for the Eradication of Human Trafficking, which conducts educational and training sessions in healthcare systems on how to identify victims and take appropriate actions. Ms. O'Hara Rusckowski is additionally leading a coalition to establish safe houses for survivors of trafficking.

Mrs. O'Hara-Rusckowski previously founded Nurses With Global Impact, Inc. as a resource for nurses and to recognize nurses doing extraordinary work across the globe. The nonprofit hosts International Nurses Day at the United Nations annually where a select group of nurses are chosen from around the world to be honored.

She has always had a passion for healthcare missions in countries around the world, including Haiti (20+ years), Philippines, Dominican Republic and Bosnia Herzegovina, where she was a member of a Crisis Intervention Team with National Organization for Victim's Assistance of Washington, D.C, to work with women and girls who survived rape camps. She was also a member of the Federal Disaster Medical Team that was deployed to New York City on 9/11/01. She is a graduate of Northeastern University and Boston College.



Steve Rusckowski is a visionary business leader who has elevated humanism in healthcare as the Chairman, Chief Executive Officer and President of Quest Diagnostics and as the lead founder of the Gold Corporate Council.

During his decade of leadership at Quest, he led the transformation of the company into the leader in diagnostic information services with record financial performance in 2021. Mr. Rusckowski has also driven Quest to build a more inclusive, team-oriented culture, which today features more than ten employee business networks, and is overseen by a board of directors composed of 50% women and two people of color. In 2020, he spearheaded the launch of Quest for Health Equity, a \$100 million

commitment to reduce health disparities among the underserved in the U.S., particularly in communities of color.

Prior to joining Quest Diagnostics, Steve was CEO of Philips Healthcare. He is a graduate of Massachusetts Institute of Technology, where he serves on the CEO Advisory Board.

Mr. Rusckowski's vision sparked the creation in 2017 of the Gold Corporate Council, a group of leading healthcare companies that have committed to adopting humanistic policies and procedures and to partnering with the Gold Foundation to showcase innovation and impact change across the broader healthcare community. Quest Diagnostics is a GCC founding member. Quest Diagnostics has adapted the Gold Foundation's Tell Me More® program into its Everyday Excellence™ Program to encourage a stronger connection between its staff and its patient customers, and is further incorporating the program through its launch of Everyday Equity™ as well. This milestone marked the first time a healthcare corporation utilized the Tell Me More® program, which was originally created by GHHS members to allow patients and healthcare team members to connect beyond roles and diagnoses.



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TWO MILESTONES IN 2022



Gold Corporate Council's 5th Anniversary

The Gold Corporate Council (GCC), an extraordinary group of global leaders of humanism in healthcare, is marking its 5th anniversary in 2022. The six members are BD (Becton, Dickinson and Company), Henry Schein, Inc., IBM Watson Health, Quest Diagnostics, CVS Health, and Siemens Healthineers. Medtronic and Teladoc Health have previously served on the council. Each company has committed to enhancing our shared mission by adopting humanistic policies and procedures and by working collaboratively and with the Gold Foundation to lead across the broader healthcare ecosystem.

The GCC was founded in 2017. The concept emerged from conversations with Chairman, CEO and President of Quest Diagnostics Steve Rusckowski, who is being honored at this year's gala for his vision, and Gold Chairman Richard Sheerr, and was championed by Dr. Richard I. Levin, Gold President and CEO.

The 2022 Gala will spotlight the work of the Gold Corporate Council and its aspirations to elevate the compassion and empathy in healthcare and ignite conversation and action throughout the industry.



Gold Humanism Honor Society's 20th Anniversary

The Gold Humanism Honor Society (GHHS), now nearly 45,000 members and 181 chapters strong, is marking its 20th anniversary in 2022. GHHS is the only medical honor society in the world devoted to humanism in healthcare. GHHS membership recognizes medical students and physicians who are role models of compassionate, collaborative, scientifically excellent care.

And GHHS is more than an honor. Each GHHS member is expected to live the values of humanism throughout their career, and GHHS chapters are expected to lead projects that exemplify these values. Such work has included creating COVID-19 care packages, building an anti-racism book section in the medical school library, and producing video vignettes to prompt discussion around bias.

The 2022 Gala will highlight the great contributions of GHHS members and the way GHHS has reoriented the definition of optimal care in medical education. A constellation of GHHS leaders will be honored, and medalist Dr. Michele Harper will accept her award on behalf of all GHHS members.



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OUR HISTORY

The Arnold P. Gold Foundation's story goes back more than 30 years, when Dr. Gold was a world-renowned pediatric neurologist at Columbia University. He began to notice that for some of his trainees, the personal connection to their patients and their families was slipping away. He was alarmed: He knew that connection and collaboration in healthcare were equal in importance to scientific facts and measurements.

From that realization emerged a nonprofit organization that would stand as a beacon for humanism in healthcare, even as more challenges mounted.

Dr. Gold enlisted help early on from friends at the hospital who he thought were particularly caring doctors and family friends who were philanthropists, as well as the dean at Columbia's College of Physicians & Surgeons. Perhaps most importantly, Arnold enlisted Sandra to head the fundraising efforts. While the nonprofit organization's name included "foundation," it had no significant endowment. But it had the talents of Sandra.

And so The Arnold P. Gold Foundation began in 1988, in Englewood Cliffs, New Jersey, just across from New York City. Over time, the Gold Foundation would create a strong network of like-minded medical schools, organizations, and eventually corporations.

The foundation's most well-known ritual began after Arnold observed medical students taking the Hippocratic Oath at graduation. "It is four years too late," Arnold told Sandra. "They're already the doctors they are." So in 1993, the foundation launched the White Coat Ceremony to instill compassionate care at the start of training. Now nearly every medical school and hundreds of nursing schools hold White Coat Ceremonies annually.

The Gold Foundation has continued to innovate, including through its Tell Me More® program, its Gold Corporate Council, and its revamped Gold Partners Council. In recent years, the foundation also has expanded its scope to encompass nursing students, nurses, the entire healthcare team, patients, families, hospitals, health systems, and companies — a recognition that humanism in healthcare requires all of us.



Drs. Arnold and Sandra Gold launched The Arnold P. Gold Foundation together in 1988. Dr. Arnold Gold passed away on January 23, 2018, at age 92. He was a remarkable man, a titan of compassion and a giant in his field. The difference he made in the lives of his patients and their families, and the greater medical education community, is legendary.



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2022 GALA SPONSORSHIPS

Please respond by Friday, April 29, 2022.

All sponsors will receive acknowledgment on our website for an entire year.

PRESENTING SPONSOR | \$100,000

- “The 2022 Annual Gala of The Arnold P. Gold Foundation Presented by _____”
- Company logo or name on all Gala printed materials and on Ziegfeld Center Screen at the event
- Choice of placement for full-page Gold ad in special digital Gala Journal
- Recognition from the podium
- Best placement for two tables of ten

LEAD SPONSOR or HONORARY CHAIR | \$50,000

- Company logo or name on all Gala printed materials and on-screen recognition at event
- Full-page Gold ad in special digital Gala Journal
- Special mention from the podium
- Premium placement for a table of ten

SUPPORTING SPONSOR or HONORARY HOST | \$30,000

- Recognition in Gala printed materials and on screen at the event
- Acknowledgement from the podium
- Full-page Silver ad in special digital Gala Journal
- Prime placement for a table of ten

GUARDIAN | \$15,000

- Guardian listing in Gala printed materials and on-screen listing
- Full-page Bronze ad in special digital Gala Journal
- Prominent placement for a table of ten

PATRON | \$10,000

- Patron listing in Gala printed materials and on-screen listing; full-page ad in special digital Gala Journal
- Preferred placement for a table of ten

For additional sponsorship opportunities and individual ticket options please reach out to Kerry Ford at 201.735.8722 or kerry@gold-foundation.org.



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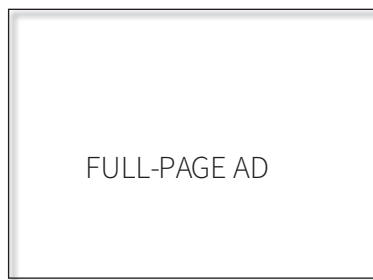
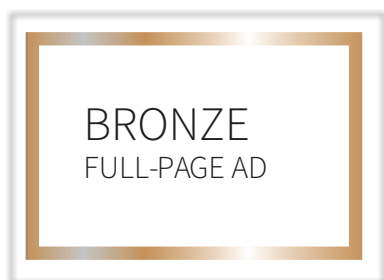
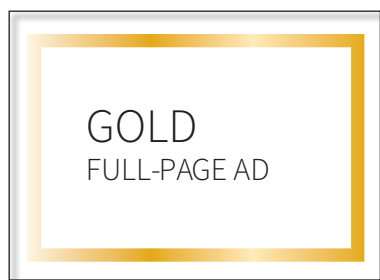
GALA JOURNAL

The special digital Gala Journal will celebrate the impact of the four honorees and the milestones of the GHHS 20th Anniversary and the 5th GCC Anniversary.

GOLD FULL-PAGE AD | \$25,000
SILVER FULL-PAGE AD | \$10,000
BRONZE FULL-PAGE AD | \$5,000
FULL-PAGE AD | \$3,000
HALF-PAGE AD | \$1,000

AD DIMENSIONS

Full Page - 10.5 in. x 8 in. (horizontal only)
Half Page - 5 in. x 8 in. (vertical only)





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Sponsorship levels:

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- ☐ **LEAD SPONSOR OR HONORARY CHAIR | \$50,000**
- ☐ **SUPPORTING SPONSOR OR HONORARY HOST | \$30,000**
- ☐ **GUARDIAN | \$15,000**
- ☐ **PATRON | \$10,000**

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*For further information please
call 201.735.8722 or email
kerry@gold-foundation.org.*

Thank you for your support!