

the schwartz center

FOR COMPASSIONATE HEALTH CARE



VIRTUAL 25TH ANNUAL KENNETH B. SCHWARTZ

# COMPASSIONATE HEALTHCARE DINNER

THURSDAY, DECEMBER 3, 2020 | 7:00 PM





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Jay Shiland  
Marjorie Stanzler  
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Eric Schultz  
Eric Schwartz, MD  
Rev. Judith Swahnberg  
Kate Walsh  
Lynn Wiatrowski  
Daniel Wofford  
Marilyn Yager

#### LEGAL COUNSEL

Stephen Weiner

Dear friend,

The Schwartz Center entered its 25<sup>th</sup> year as an organization just as the coronavirus entered our communities. This health crisis is impacting every aspect of daily life, but the toll on healthcare professionals, leaders and organizations is immense.

With 25 years of supporting, educating and training hundreds of thousands of professional caregivers, **the Schwartz Center is uniquely positioned to support the healthcare community during this time.** The collision of the pandemic, systemic health disparities, and racism has brought on a national reckoning. In the face of these crises, we keep coming back to one value that can offer a path toward healing and community and that has defined the Schwartz Center for 25 years: *Compassion*.

Since the onset of the pandemic, the Schwartz Center has created guidance for Virtual Schwartz Rounds, developed a [COVID-19 resource page](#), held a multi-month free webinar series focused on caregiver needs and launched Stress First Aid training designed to alleviate the long-term mental health effects of care during the coronavirus on healthcare professionals.

In addition to educational programs, the Schwartz Center brings together the healthcare community each year for the [Kenneth B. Schwartz Compassionate Healthcare Dinner](#) to celebrate the extraordinary acts of compassion of the finalists and recipient of its flagship recognition program, the National Compassionate Caregiver of the Year® Award.

This year, however, is different. Caregivers everywhere are individually and universally making a profound difference through their unmatched dedication to compassionate, collaborative patient and family centered care. It would be impossible to single out one individual or team for special recognition this year. Fittingly, the Schwartz Center will ***Honor a Nation of Caregivers*** by telling the collective story of healthcare providers doing extraordinary work during the pandemic.

As co-chairs of this year's **25<sup>th</sup> Annual Kenneth B. Schwartz Compassionate Healthcare Dinner**, **we know that compassionate care makes a difference and that support for caregivers right now is crucial. We invite you and your company to join us as a sponsor during this special anniversary year.** Your contribution will allow the Schwartz Center to bring programming to as many healthcare professionals as possible by funding financial assistance and developing new programs to meet the changing needs of the healthcare community.







# the schwartz center

FOR COMPASSIONATE HEALTHCARE

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Marilyn Yager

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Stephen Weiner

We had hoped to be together in-person to unite in the vision of a world where all who seek and provide healthcare experience compassion. **However, this year we will convene virtually on Thursday, December 3, 2020 to honor a nation of compassionate caregivers and raise money for programs to support their mental and emotional well-being.**

You can still look forward to an inspiring convening and networking and visibility opportunities for your organization, while raising important funds for the Schwartz Center to support and sustain caregivers during these uncertain times. We are counting on your support from the comfort of your home.

Thank you for your consideration. Feel free to contact Melissa Restivo at the Schwartz Center at [mrestivo@theschwartzcenter.org](mailto:mrestivo@theschwartzcenter.org) with any questions.

Sincerely,

Jack Connors, Jr.

Lois Cornell  
Executive Vice President  
Massachusetts Medical Society

Andrew Dreyfus  
President & Chief Executive Officer  
Blue Cross Blue Shield of Massachusetts

P.S. We also invite you to submit stories of compassion to be shared at the annual dinner [on our website](#).



# PROGRAM THURSDAY, DECEMBER 3, 2020

## THANK YOU TO OUR EARLY SUPPORTERS



## WHY SHOULD YOU SPONSOR?



Position your organization as a patient-centered organization that is sensitive to the needs of caregivers



Support education and training programs for healthcare providers who care for underserved and vulnerable populations



Honor and celebrate the caregivers who risk everything to provide compassionate care



I'm honored to have the opportunity to support the Schwartz Center's efforts to not only recognize caregivers who demonstrate compassionate care, but also to help optimize the intersection of compassionate care, health outcomes, and healthcare cost."

**Michael Carson**, President and Chief Executive Officer,  
Harvard Pilgrim Health Care

## DINNER CHAIRS

**Jack Connors, Jr.**

**Lois Cornell**, Executive Vice President, Massachusetts Medical Society

**Andrew Dreyfus**, President & Chief Executive Officer, Blue Cross Blue Shield of Massachusetts

## EVENT COMMITTEE

**Ellen R. Cohen, MSW**, President, Schwartz Center Board

**Robert K. Coughlin**, President and CEO, MassBio

**Kerry Flynn**, Vice President, Chief IP Counsel, Vertex Pharmaceuticals

**Betsy Pingree Frawley and James M. Litton**

**Ruth Kilduff**, Member, Schwartz Center Honorary Board

**Sharon McNally**, President, Camp Harbor View Foundation; Chief of Staff,  
Connors Family Office

**Jo Frances Meyer**, Director, Puddingstone Consulting

**Jay Shiland**, Partner, MTS Health Partners LP

**Marjorie and Paul Stanzler**

**Lynn Wiatrowski**, Executive Vice President, Bank of America Merrill Lynch

## 2020 CORPORATE SPONSORSHIP BENEFITS

As the Schwartz Center celebrates our 25th anniversary year, we recognize that caregivers need the emotional and psychosocial support and training that we provide to help sustain and nourish them. The public health crisis created by the COVID-19 pandemic has strained the country's healthcare system like never before and, as a result, healthcare professionals everywhere have faced unimaginable challenges, selflessly putting themselves at risk to care for others.

The coronavirus has further exposed deep inequities in underserved communities and created unprecedented financial challenges, especially for the healthcare organizations that serve them. **Sponsorship of this year's event will go in part to offer collaborative education and training programs to organizations that care for underserved and vulnerable populations and that otherwise could not afford our membership, such as community health centers, Indian Health Services, and VA healthcare facilities.** Financial relief for certain organizations in 2020 and 2021 will enable Schwartz Center staff to continue bringing needed programming and resources to even more healthcare professionals during this difficult time.

### **\$100,000 – Leader** *(2 available)*

#### **Program Impact:**

A \$100,000 sponsorship underwrites financial aid for Schwartz Rounds training and healthcare membership at 7 healthcare organizations providing care for underserved or vulnerable communities and will fund a Compassion in Action educational webinar, accessible to all caregivers, in 2021.

#### **Sponsorship Benefits:**

- Speaking opportunity for a representative from your organization
- Acknowledgement by a speaker during the event program
- Access for 40 guests to join the virtual event
- Schwartz Center Chairman Circle Business Membership for FY21 (a \$50,000 value)
- Mention in all pre- and post-event related press releases
- Logo placement on the keynote address
- Logo placement during the event and on the screen during intermission
- Logo on event registration page
- Host a VIP pre-event gathering
- Opportunity to co-develop promotional material
- Name recognition on invitation mailed to 7,000 individuals and organizations\*
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to 30,000+ people\*
- Name recognition in electronic invitation sent to 30,000+ people\*
- Name recognition in the program book and 2020 Annual Report
- Logo and name recognition on Schwartz Center website and social media outlets

### **\$50,000 – Champion**

#### **Program Impact:**

A \$50,000 sponsorship underwrites financial aid for Schwartz Rounds training and healthcare membership at 4 healthcare organizations providing care for underserved or vulnerable communities and will fund 2 scholarships granted to medical and health professions students for the 2021 Compassion in Action Healthcare Conference.

#### **Sponsorship Benefits:**

- Acknowledgement by a speaker during the event program
- Mention in all pre- and post-event related press releases
- Access for 30 guests to join the virtual event
- Host a VIP pre-event gathering
- Logo placement during the event and on the screen during the intermission
- Name recognition on invitation mailed to 7,000 individuals and organizations\*
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to 30,000+ people\*
- Name recognition on the electronic invitation sent to 30,000+ people\*
- Name recognition in the program book and the 2020 Annual Report
- Logo and name recognition on Schwartz Center website and social media outlets

## **\$25,000 – Trustee**

### **Program Impact:**

A \$25,000 sponsorship underwrites financial aid for Schwartz Rounds training and healthcare membership at 2 healthcare organizations providing care for underserved or vulnerable communities and will fund 2 scholarships granted to medical and health professions students for the 2021 Compassion in Action Healthcare Conference.

### **Sponsorship Benefits:**

- Access for 20 guests to join the virtual event
- Host a VIP pre-event gathering
- Logo placement during the event and on the screen during intermission
- Name recognition on invitation mailed to 7,000 individuals and organizations\*
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to 30,000+ people\*
- Name recognition on the electronic invitation sent to 30,000+ people\*
- Name recognition in the program book and the 2020 Annual Report
- Logo and name recognition on Schwartz Center website and social media outlets

## **\$10,000 – Benefactor**

### **Program Impact:**

A \$10,000 sponsorship underwrites financial aid for annual healthcare memberships at 2 healthcare organizations providing care for underserved or vulnerable communities and will fund 1 scholarship granted to a medical and health professions student for the 2021 Compassion in Action Healthcare Conference.

### **Sponsorship Benefits:**

- Access for 12 guests to join the virtual event
- 2 invitations to a VIP pre-event gathering
- Logo placement during the event and on the screen during intermission
- Name recognition on invitation mailed to 7,000 individuals and organizations\*
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to 30,000+ people\*
- Name recognition on the electronic invitation sent to 30,000+ people\*
- Name recognition in the program book and the 2020 Annual Report
- Logo and name recognition on Schwartz Center website and social media outlets

## **\$5,000 – Patron**

### **Program Impact:**

A \$5,000 sponsorship underwrites financial aid for 1 annual healthcare membership at a healthcare organization providing care for underserved or vulnerable communities and will fund 2 scholarships granted to medical and health professions students for the 2021 Compassion in Action Healthcare Conference.

### **Sponsorship Benefits:**

- Access for 10 guests to join the virtual event
- Listing on the dinner invitation and in the program book
- Name listing on the screen during intermission
- Name recognition on the electronic invitation sent to 30,000+ people\*
- Name recognition in the program book and the 2020 Annual Report

*\*The Schwartz Center mail and email lists include senior leaders from hospitals, health plans, health associations, biotech, pharmaceutical and medical device industries. Our mailing lists include hundreds of healthcare member organizations from across the country and around the world, as well as patients and families who are committed to making compassionate care a national priority.*

**“ I think the Schwarz Center is the perfect antidote for this changing world of medicine because it reminds people that it’s really all about the patient-caregiver relationship.”**

**Katie Couric**, Journalist, Best-Selling  
Author, and Cancer Advocate

# SCHWARTZ CENTER HEALTHCARE MEMBER BENEFIT

We are pleased to offer this special sponsorship level to our healthcare members. This contribution includes two scholarships to the Schwartz Center's 2021 Compassion in Action Healthcare Conference for your staff.



## **\$3,500 – Friend** FOR SCHWARTZ CENTER HEALTHCARE MEMBERS ONLY

### **Sponsorship Benefits:**

- Access for 10 guests to join the virtual event
- Two scholarships to the 2021 Compassion in Action Healthcare Conference, June 27-29, 2021
- Listing on the dinner invitation and in the program book
- Name listing on the screen during intermission
- Name recognition on the electronic invitation sent to 30,000+ people\*
- Name recognition in the program book and the 2020 Annual Report

*\*The Schwartz Center mail and email lists include senior leaders from hospitals, health plans, health associations, biotech, pharmaceutical and medical device industries. Our mailing lists include hundreds of healthcare member organizations from across the country and around the world, as well as patients and families who are committed to making compassionate care a national priority.*

## **OTHER BENEFITS INCLUDE**

**TRAINING & SUPPORT | EDUCATION | COMMUNITY | RECOGNITION**



**the schwartz center**  
FOR COMPASSIONATE HEALTHCARE

**For more details on these benefits, please visit:**  
**[theschwartzcenter.org/join/healthcare-membership](https://theschwartzcenter.org/join/healthcare-membership)**





## The Annual Kenneth B. Schwartz COMPASSIONATE HEALTHCARE DINNER

### 2019 CORPORATE AND HEALTHCARE DINNER SUPPORTERS

*Check out who was there last year...*

### National Business Members

#### Chairman Circle

CRICO  
Massachusetts General Hospital

#### Executive Circle

Bank of America Merrill Lynch  
Blue Cross Blue Shield of Massachusetts  
Harvard Pilgrim Health Care  
Mass General Brigham

#### Leader Circle

American Hospital Association  
Benchmark Senior Living  
Genesis HealthCare  
MedPro Group  
Tufts Health Plan

#### NCCY Award Sponsors

American Diabetes Association  
American Heart Association/American  
Stroke Association  
Community Foundation of East  
Central Illinois  
*In honor of Gloria Valenti*  
Mann Family Foundation  
National Hospice and Palliative Care  
Organization

#### Dinner Program

##### Underwriter

CRICO

##### Founder

Greater New York Hospital Association  
Massachusetts General Hospital

##### Champion

Mintz, Levin, Cohn, Ferris, Glovsky,  
and Popeo

##### Trustee

Beth Israel Lahey Health  
The Connors Family Office

##### Benefactor

Boathouse Group, Inc.  
Bristol-Myers Squibb  
The Chartis Group  
Coverys  
CVS Health  
Hill, Holliday, Connors, Cosmopolos, Inc.  
Massachusetts General Hospital Cancer  
Center  
McLean Hospital  
The MENTOR Network  
NTT Data, Inc.  
PFM  
Prime Bucholz  
Vertex Pharmaceuticals

#### Supporter

Baystate Health  
Beaumont Financial Partners  
Boston Children's Hospital  
Boston Medical Center  
Boston Medical Center  
HealthNet Plan  
Boston Red Sox  
Brigham and Women's Hospital  
Choate, Hall & Stewart LLP  
Citibank  
The Colony Group LLC  
Commonwealth Care Alliance  
Dana-Farber Cancer Institute  
Dartmouth-Hitchcock Medical Center  
Deloitte & Touche LLP  
Epic Insurance Brokers  
Finnegan, Henderson, Farabow,  
Garrett & Dunner  
Foley Hoag  
Foley & Lardner LLP  
Freedman HealthCare  
KPMG LLP  
Liberty Mutual & Ironshore  
Marsh USA  
Massachusetts Medical Society  
MassBio  
McDermott Will & Emery LLP  
MERGE Boston  
Middleton & Company, Inc.  
Murphy & Riley  
Pierce & Mandell, PC  
Rasky Partners, Inc.  
Ropes & Gray LLP  
Seyfarth Shaw LLP  
Simplify Healthcare  
South Shore Health System  
State Street Corporation  
Sunstein Kann Murphy & Timbers  
Thermo Fisher  
Tufts Medical Center  
Tufts University

University of Massachusetts Medical School  
Verrill Dana LLP  
Wellforce  
Wentworth-Douglass Hospital  
WS Development Associates LLC & WS  
Asset Management, Inc.

#### Friend

Alliance Health and Human Services  
AllWays Health Partners  
Barrett & Singal, PC  
Brigham and Women's Hospital Dept. of  
Nursing & Patient Care  
Cambridge Health Alliance  
Edenbridge Health  
Emerson Hospital  
Main Line Health System  
Martha's Vineyard Hospital  
MGH Department of Psychiatry  
MGH Institute of Health Professions  
MGH Nursing and Patient Care Services  
Newton-Wellesley Hospital  
St. Elizabeth's Medical Center

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*The Schwartz Center National Business  
Membership Program provides year-round  
benefits that include visibility, tickets for all  
events and speaking opportunities. For more  
information about becoming a Business  
Member or sponsoring the dinner, please  
contact Melissa Restivo at (617) 724-6795  
or [mrestivo@theschwartzcenter.org](mailto:mrestivo@theschwartzcenter.org).*



# BOARD OF DIRECTORS

## Officers

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Sharon McNally, Chair  
Mark E. Reynolds, Vice Chair  
Candace Young, Treasurer  
Jo Frances Meyer, Clerk

## Board Members

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M. Lynn Buttolph, MD, PhD  
Michael Carson  
Robert K. Coughlin  
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Jeff Sanchez  
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Charlotte Yeh, MD, FACEP

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James Roosevelt, Jr.  
Eric Schultz  
Eric Schwartz, MD  
Rev. Judith Swahnberg  
Kate Walsh  
Lynn Wiatrowski  
Daniel Wofford  
Marilyn Yager

## Legal Counsel

Stephen Weiner

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*The Center reflects the vision of Ken Schwartz, a Boston healthcare attorney who died of lung cancer at age 40 and found that what mattered to him most was the compassionate care he received from his caregivers. Ken founded the Schwartz Center in 1995 – just days before his death – to ensure that all patients receive compassionate care.*



## Leadership Council

Michael L. Blau, Co-Chair  
Kerry A. Flynn, Co-Chair

Richard C. Bane  
Blaire Bernard  
Andrea Cohen, MSW  
Wendy K. Cohen, LICSW  
Ralph DiPisa  
Jon DuBois, MD  
Amanda Hall  
Phil Johnston  
Jeffrey L. Kraines, MD  
Kimberly Langer  
Richard Lynch  
Bill Mandell  
Pamela Mann, MSSA  
Jan Rose  
Jeanie Ungerleider, LICSW  
Jeffrey Wisch, MD  
Peter Zane

## Schwartz Center Alumni Leaders

*Past Co-Chairs*

### 2019

Michael L. Blau  
Michael Carson  
Ann-Ellen Hornidge, Esq.

### 2018

Troyen Brennan, MD  
Clare Reilly  
Mark E. Reynolds  
Peter L. Slavin, MD

### 2017

Fangli Chen, PhD  
Kevin Tabb, MD

### 2016

Glen Curley  
Kerry A. Flynn, CLP  
Thomas H. Grape  
Larry Renfro  
Dianne Savastano, BSN, MBA

### 2015

Marna P. Borgstrom  
Ruth Kilduff  
Stacey Lucchino  
Clare Reilly  
Mark Reynolds

### 2014

John Fernandez  
Sharon McNally  
Kimberly Smith  
Robert G. Urban, PhD

### 2013

Lois Cornell  
William Gilbane, Jr.  
Erik Wexler

### 2012

Edward Bond, Jr.  
Jeanette Clough  
Robert K. Coughlin  
Keith Pitts  
John Scroope

### 2011

Michael Blau  
Ruth Kilduff  
Lynn Nicholas  
Richard C. Walsh

### 2010

Walter Ettinger, MD  
Gary Gottlieb, MD  
Jack McCarthy  
Richard C. Walsh

### 2009

John Albert  
Rick Kobus  
Joyce A. Murphy  
James Roosevelt, Jr.

### 2008

William Knowlton  
Joseph Mullany  
Dan Shimkus  
Tom Simons

### 2007

Tom Glynn  
Karen Gotting-Smith  
Karen Kaplan  
Eric Schultz

### 2006

Tom Grape  
Fred Shonkoff  
Lynn Wiatrowski

### 2005

Ellen Cohen, MSW  
Andrew Dreyfus  
R. Robert Popeo

### 2004

Corinne Broderick  
Julie A. Rosen  
Peter Slavin, MD

### 2003

Kristine and Richard Doherty  
Tom O'Neill  
Steve Tringale

### 2002

Elizabeth and Ben Kincannon  
Thomas Lynch, Jr., MD  
Alan Rottenberg

### 2001

Charlie Baker  
Harris Berman, MD  
Jim Hooley  
William Van Faasen

### 2000

Michael Collins, MD  
Samuel O. Thier, MD

### 1999

Betsy Pingree Frawley and James M. Litton

Al Minahan  
Peter and Ellen Zane

### 1998

Thomas Reardon  
Rina Spence  
Stephen Weiner

### 1997

Philip Johnston  
Alan and Susan Solomont

### 1996

Richard Glovsky  
Tony and Kathy Starr

The Schwartz Center for Compassionate Healthcare is leading the movement to make compassionate healthcare a national priority.

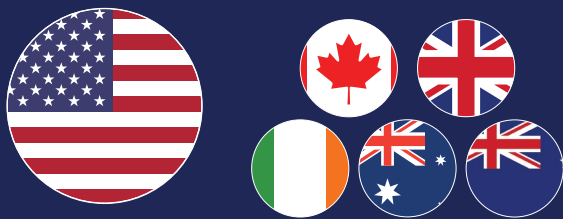
# HUNDREDS OF THOUSANDS OF CAREGIVERS

REACHED THROUGH OUR PROGRAMS EACH YEAR



# HUNDREDS

OF HEALTHCARE ORGANIZATION MEMBERS ACROSS THE US, CANADA, UK, IRELAND, AUSTRALIA AND NEW ZEALAND



WE WERE FOUNDED ON THE BELIEF THAT GREATER COMPASSION and more meaningful collaboration are fundamental to the kind of care clinicians want to deliver and patients want to receive, and foundational to transforming healthcare organizations. Relationships are at the core of all we do: we help caregivers connect with patients and with each other. We collaborate with stakeholders in all sectors of healthcare to advance policies and systems that support the patient-caregiver relationship.

Our annual dinner is the premier healthcare event in the region. Guests include CEOs and senior leaders from hospitals and health plans, as well as members of biotech, pharmaceutical and medical device industries. There is also a growing corporate presence, with leaders from financial services, construction, real estate and law.

Each year, we bring together the healthcare community to celebrate the extraordinary acts of compassion of the finalists and recipient of the National Compassionate Caregiver of the Year® Award. This year, however, is different. Caregivers everywhere are individually and universally making a profound difference through their unmatched dedication to compassionate, collaborative patient-centered care. It would be impossible to single out one individual or team for special recognition this year. **Fittingly, we will Honor a Nation of Caregivers by telling the collective story of healthcare providers doing extraordinary work during the pandemic.**

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**"It is my privilege to help honor the powerful legacy of my beloved former law partner, Ken Schwartz. The Schwartz Center amplifies his lessons by training and celebrating caregivers who relive suffering through their sincere and profound acts of humanity."**

**Ann-Ellen Hornidge, Esq.**  
Board Chair, Beth Israel Lahey Health

