

Rady Children's *Magazine*

Hospital
San Diego

Summer Issue
2010

A Day at **Alexa's PLAYC**



INSIDE Rady Children's Magazine

Rady Children's Magazine is published twice a year for the friends of Rady Children's Hospital-San Diego. Its goals are to provide information on past and upcoming events of interest, to update readers on significant news, programs and research, and to show how community support and involvement are making a difference in the lives of the children and families in our care. We value your comments and suggestions — 858-966-5965.



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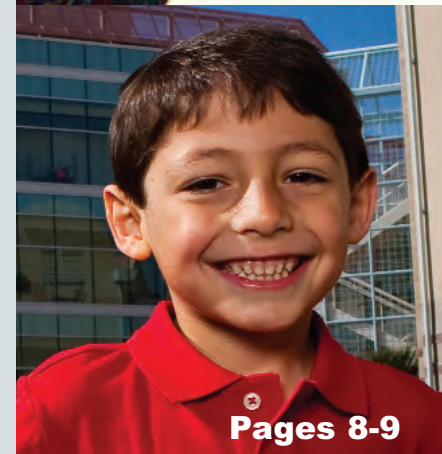
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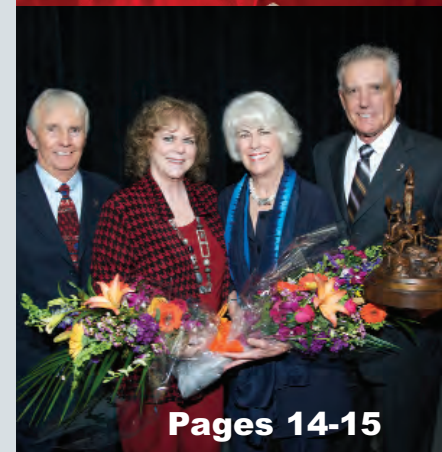
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Visit our website at: www.rchsd.org

On the cover: Spend a day with Sheli in Alexa's PLAYC, Rady Children's unique program for children with an autism spectrum disorder.

A MESSAGE FROM THE CEO

I'm proud to open this issue of *Rady Children's Magazine* with some exciting news:

U.S. News & World Report has announced the results of its comprehensive survey to identify the top children's hospitals in the country, and Rady Children's achieved rankings in five of 10 specialties. With more than 200 children's hospitals in the United States, the top rankings place Rady Children's among the nation's elite.

The specialties at Rady Children's ranked in the top 30 are: Orthopedics, Urology, Neonatology, Pulmonology, and Diabetes and Endocrinology.

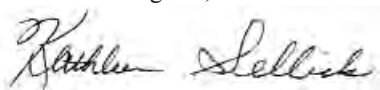
The results are even more remarkable when you consider that many of the top-ranked children's hospitals in this survey are more than 100 years old and have built their reputation for treating children, teaching doctors and conducting research over generations. Rady Children's is only 56 years old and still growing in its reputation as an academic medical center.

The survey is published online at www.usnews.com/childrenshospitals and featured in the August issue of *U.S. News & World Report*, available on newsstands starting July 27. You can learn more on our website at www.rchsd.org.

While we are honored by this national recognition, we are not really surprised. Every day, our team of amazing caregivers delivers award-winning care. As you enjoy this summer issue, you will see many examples of our commitment to medical excellence, research and teaching.

Together, we are building hope for our community's children – now and for the future.

With warm regards,



Kathleen A. Sellick

President and Chief Executive Officer





Groundbreaking Orthopedic Imaging Technology

Rady Children's is first pediatric hospital to offer low-dose X-ray system.

Rady Children's is the first children's hospital in the nation to offer EOS, an advanced orthopedic imaging system that uses 90 percent less radiation than a standard X-ray. This incredible technology will initially be used at the Hospital for children with spinal disorders, such as scoliosis. These patients typically need frequent X-rays throughout their lifetime.

The EOS machine captures head-to-toe images of children in a standing, weight-bearing position and scans the patient all at once. The child enters the machine – which is about the size of a dressing room – places his or her hands on a panel and stands perfectly still. In less than 20 seconds, the scan is complete.

Another major advantage of EOS over standard X-rays – it produces high-resolution images in three dimensions.

“The EOS system represents substantial progress in pediatric imaging because it not only significantly reduces radiation exposure for children, but also makes possible the first weight-bearing 3D images for better surgical planning,” says Dr. Peter Newton, a Rady Children's orthopedic surgeon and scoliosis expert.

EOS is not an alternative for CT scans, which enable physicians to look inside organs and other body tissue, such as muscle tissue.

A story on EOS and Rady Children's appeared on the front page of the May 19 issue of *The San Diego Union-Tribune*.

For more information about EOS, visit www.rchsd.org.

Scarless Surgery

Less pain — faster recovery: Rady Children's performs revolutionary procedure.

If you had major surgery when you were a kid, like having your appendix removed, you likely have a lasting reminder: a big old scar. But here at Rady Children's, surgeons are performing appendectomies and other common procedures in a completely new way — no more large incisions. Instead, they perform the entire surgery through the navel, an approach known as single-port surgery.

"Surgeons insert instruments through the belly button, which is an excellent place to access the abdominal cavity," explains Dr. Timothy Fairbanks, a surgeon at Rady Children's who performs the majority of these procedures. "The skin of the umbilicus stretches during surgery and does an excellent job of hiding the scar after surgery."



Along with having no visible scars, kids have less pain than with a traditional appendectomy and can return to activities sooner.

Rady Children's performed the first single-port surgery in October 2009. Since this time, the Hospital has performed more than 100 appendectomies using this method as well as other procedures including thoracoscopy, cholecystectomy, nephrectomy and colon resection.

Honors for Rady Children's Heart Institute

Echo Lab earns prestigious accreditation.

Rady Children's Echocardiography Laboratory was granted accreditation by the Intersocietal Commission for the Accreditation of Echocardiography Laboratories (ICAEL), a non-profit organization that evaluates echo labs based on various quality standards. **Rady Children's was also the only pediatric hospital in Southern California to receive ICAEL accreditation for all echo exams:** transthoracic, transesophageal and fetal.

Echocardiography is a widely used non-invasive test to help detect and manage many types of congenital and acquired heart disease. It is a complex imaging technique that relies on the experience and training of both the physician and sonographer. An estimated 10 million echocardiograms are performed each year in the United States.

Participation in ICAEL accreditation is voluntary. Accreditation status signifies that the facility has been reviewed by an independent agency that recognizes the laboratory's commitment to quality testing for diagnosing heart disease.

Research that Matters for Moms and their Babies

The Blair L. Sadler Center for Quality makes major strides in helping save lives.

Thanks to the leadership of Dr. Paul S. Kurtin, the Blair L. Sadler Center for Quality is improving the health and well-being of children and families throughout California and around the country. Currently, the Center is engaged in three statewide initiatives: reducing infections in hospital neonatal intensive care units (NICUs); reducing complications and death from postpartum hemorrhage (excessive bleeding after giving birth); and increasing the rate of breastfeeding in hospital nurseries.

The results so far? Through identifying best practices, NICU infection rates have dropped dramatically and by developing protocols for postpartum hemorrhage, lives of mothers will be saved. For the newest initiative on breastfeeding, Dr. Kurtin hopes to raise the rate significantly throughout the state. A study recently published in *Pediatrics* found that nearly 1,000 lives could be saved nationwide each year if new moms would breastfeed their babies for the first six months of life.



COVER STORY

A Day at **Alexa's PLAYC**

In many ways, Sheli Breziner is just like any other little girl — curious and full of energy. But Sheli is not typical in other ways. When you try to talk with her, she avoids eye contact. And she plays by herself — other kids don't interest her much. She seems, in fact, to be in her own little world.

Like some 1.5 million other children, adolescents and adults in the United States, Sheli has autism. To get a glimpse of Sheli's life and see how Rady Children's is helping her to communicate and interact with her peers, we spent a day with Sheli at Alexa's PLAYC (Playful Learning Academy for Young Children).

Alexa's PLAYC is a unique early education program for both children with or at risk for autism spectrum disorders (ASDs) and typically developing children ages 18 months to 3 years. Later this year, the inclusion program will be expanded so that many children can stay until age 5.

8:30 a.m.

When Sheli arrives at Alexa's PLAYC with her mom, Jessica, she heads off to explore the toys in the "Walrus" classroom while mom drops off her lunch and chats with instructors. There are 12 children in Sheli's class; eight of them are typically developing and four are at risk for or diagnosed with an ASD. There are five teachers, all of whom are specially trained to work with children with autism and with typically developing toddlers.

9 a.m.

Sheli heads outside with her classmates to one of the playgrounds. She finds two oversized Lego blocks and sticks each on a finger. She goes down a slide, runs laps around a circular path, and throws a ball.

A teacher brings Sheli to a tub of water where other children are splashing around, playing with the floating toys. Sheli is encouraged to share the toys with her classmates and to observe how the other children respond to each other. These two lessons — interacting with others and modeling and imitating behavior — are repeated in different ways throughout the day.

"For Sheli, the goal is to help her engage with others and be aware of what's going on around her," says Jennifer Foss, a speech language pathologist.

9:30 a.m.

The children, or "friends," as the teachers refer to them, are directed back to the classroom to assigned seats around two tables. Sheli doesn't care much for the chairs; she fidgets and tries to get away. But the teachers have another plan; they swap out her chair for a special cushion that Sheli prefers. When it's time to brush her teeth, Sheli throws her toothbrush on the floor. Instead of getting

frustrated, the teachers show patience and have her try it again. They realize that Sheli's protests are a form of communication.

"It's important not to give in to behavior struggles," says Jennifer Reinehr, Ph.D., Program Psychologist at Alexa's PLAYC. "We don't try to make her do anything; instead, we look for ways to tap into her motivation."

Next up is snack time — the perfect opportunity for students to "model" new behavior for Sheli to learn. Orange wedges are on the menu. Sheli watches one of her classmates suck the juice from the orange and then repeats the behavior herself. For Sheli and her teachers, this small act represents a big step forward. Imitating is learning.



10 a.m.

Sheli and her classmates participate in an impromptu drum session with Sundiati Kata, music director for the San Diego Center for Children. It's loud and chaotic and Sheli is clearly enjoying it. With a tambourine on her head, Sheli bangs away.

"Sheli loves stomping and jumping," says Kim Arndt, an occupational therapist. "We try to create those opportunities so she doesn't need to seek them out. In this setting, we get to see how she interacts in a busy environment."

11 a.m.

The teachers have put small piles of shaving cream on every table. Within minutes, most of the children, including Sheli, have shaving cream on their clothes, on their faces, in their hair, on the floor ... and they are loving every minute of it. It's an example of play with purpose.

"Everyone processes sensory information differently," says Program Director Sarah Denno. "The shaving cream provides a tactile sensory experience. Smelling the shaving cream and feeling its texture can make it easier for kids to engage in other activities."



With Speech Therapist Jennifer Foss...

1 p.m.

Sheli and her mom join dad, Ari Breziner, and behavior specialist, Colleen McNish-Heider, in a parent training room equipped with a two-way mirror. Here, Sheli will learn the rules of play; specifically, how to share with others by taking turns with a toy she chooses. She is bouncing a doll on an inflated ball when Ari playfully interrupts. “Papi’s turn!” Ari says in an exaggerated voice, pointing to himself. Ari bounces the doll on the ball for a bit, and then says, “Sheli’s turn!” He gives the doll back.

“Oftentimes, children with an ASD need to be taught how to play, and taking turns is important for early language development,” Colleen says.



... and Occupational Therapist Kim Arndt

11:30 a.m.

Lunchtime provides an opportunity to build Sheli’s communication skills by tapping into her natural motivation. Her lunchbox contains a small picture of every item her mom packed for the day. For Sheli to get the veggie sticks, she must give her teacher the card with a picture of the snack. This visual communication process is called PECS (Picture Exchange Communication System).

“PECS is a form of non-verbal communication that has been scientifically shown to lead to verbal communication in many children,” says Jennifer Reinehr. “It encourages children to communicate and rewards them for interacting with others.”

Rady Children’s Autism Discovery Institute: A Place for World-Class Care and Research

For more than 15 years, San Diego families have relied on Rady Children’s as a diagnostic and intervention center for their children diagnosed with an autism spectrum disorder (ASD).

ASDs describe a group of developmental disorders that affects children’s ability to communicate and interact with others. Most often, an ASD is diagnosed during the first three years of life based on certain behaviors, including little or no eye contact, lack of or a delay in spoken language, lack of interest in peer relationships and lack of spontaneous or make-believe play.

Our new Autism Discovery Institute, set to open this October, will integrate outstanding care for children with an ASD and cutting-edge research. With researchers and clinicians working side by side, children and families will benefit from the latest discoveries.

Sheli and her parents work through a number of other exercises. There are small triumphs, such as when Sheli makes solid eye contact with her dad and when she shouts “go!” during the “ready, set, go!” exercise. There are challenges when Sheli gets tired and loses interest. But through it all, Sheli is making progress.

2 p.m.

Sheli’s day at Alexa’s PLAYC may be over, but her day doesn’t end here. When the family gets home, she spends more time with mom and dad practicing what she has learned.

It’s a big commitment, but Ari and Jessica have a strong motivator: Sheli’s happiness. They’ve made Alexa’s PLAYC a trusted partner in achieving this goal.



Sheli with mom, Jessica, and dad, Ari



Proven Success: Alexa’s PLAYC Makes a Real Difference

A recently published study in the *Journal of Positive Behavior Interventions* conducted by Rady Children’s Autism Discovery Institute and the Child Adolescent Services Research Center (CASRC) at Rady Children’s shows that 63 percent of toddlers with autism attending Alexa’s PLAYC are enrolled in regular education classrooms by elementary school. Additionally, studies on typically developing children in inclusion programs show they have a higher level of altruistic behaviors than children in other preschools.

“It’s all about children being with their peers and playing with each other,” says Kristin Gist, Senior Director of Developmental Services. “An adult therapist can’t replicate child-to-child interaction.”



BUILDING HOPE

Our New Acute Care Pavilion
On Time and On Budget!

We are pleased to share that our new Acute Care Pavilion will open as scheduled on October 10, 2010 (10/10/10). The progress has been amazing, with more than 300 workers on site at the peak of construction. And we can't wait until the doors open!

The 279,000-square foot, LEED-certified (green) building will be home to the new Peckham Center for Cancer and Blood Disorders, the state-of-the-art Warren Family Surgical Center, and a Neonatal Intensive Care Unit that is truly family-centered.

The Peckham Center for Cancer and Blood Disorders is the largest hematology/oncology program in San Diego and Imperial counties. The Warren Family Surgical Center, with 16 advanced surgical suites, is of critical importance; each year, Rady Children's medical team performs more than 20,000 surgeries. The new Neonatal Intensive Care Unit will have home-like private rooms, helping parents to bond with their newborns.



Along with the highest quality pediatric programs and services, the new Pavilion will have an incredible healing environment, uniquely designed for kids.

“For more than 50 years, Rady Children’s has set the standard for pediatric care in the region,” says Kathleen Sellick, President and CEO of Rady Children’s. “And with our new Pavilion, we can do so much more.”

Grand-opening celebration events will take place September 24-26. As these events start taking shape, we will provide you with the details.

You still have time to be a part of this wonderful new Pavilion and make a profound difference in the lives of children and families. To learn how you can help, visit www.BuildingHopeNow.com or call the Rady Children’s Foundation at 858-966-5804.



BUILDING HOPE

One Tile at a Time



Help bring our new Pavilion to life

Our Acute Care Pavilion needs lifesaving technology and equipment to help the children and families who need us. So we are asking people in our community to “donate for a tile.” For a donation of \$250, individuals will receive a beautiful, personalized kite tile, which will be permanently on display in the new building. Each tile will be a lasting reminder of how someone made a difference – and helped to save lives.

The tiles will be installed in August on beautiful murals and backgrounds that will be displayed on the walls of the second and third floor bridges that link our Rose Pavilion with the new Acute Care Pavilion.

Tiles can be purchased on our website, www.DonateForaKite.com, or by calling the Foundation office at 858-966-5988.

These are a wonderful gift for family members, friends and business associates, and the cost is 100 percent tax-deductible.

Please help us spread the word about the tiles so we can continue to provide the most important medical advance of all: hope.



New Physician Partnership Gives Docs “Giving” Opportunity

Our physicians make miracles possible every day. They are the core of the Rady Children’s family and at the heart of everything we do. And now through a new program exclusively for our physicians, they can help children and families in another meaningful way – by giving philanthropically.

The Physician Partnership provides physicians with the opportunity to directly invest in equipment, research, programs, capital projects and education at Rady Children’s. Their generous gifts — more than \$300,000 to date — will be recognized on a special display in our new Acute Care Pavilion.

Dr. Henry G. Chambers (left), is Chair of the Steering Committee. The other members are Drs. Steven R. Cohen; Irvin A. “Buzz” Kaufman; Donald B. Kearns; Herbert C. Kimmons; Cynthia L. Kuelbs; and Anthony E. Magit.

Rady Children’s Receives Prestigious Mental Health Award

In recognition of Rady Children’s comprehensive behavioral health services, President and CEO Kathleen Sellick received the Leadership in Action Award from Mental Health America of San Diego County on May 4. Her acceptance presentation featured patient stories from Outpatient Psychiatry, Developmental Services and the Chadwick Center for Children and Families and paid tribute to Rady Children’s outstanding behavioral/mental health staff.

Mental Health America of San Diego County was founded in 1942 as the first mental health advocacy organization in San Diego County. Its mission is to promote mental health, to prevent mental disorders, and to achieve victory over mental illness through advocacy, education, research and service.

Award-Winning Care

Congratulations to The Eczema Center of Rady Children's Division of Pediatric and Adolescent Dermatology for receiving the prestigious Golden Triangle Award for Education as Intervention from the American Academy of Pediatrics. The Award was presented at the Academy's Annual Meeting in Miami Beach, Fla. in March.

Find a Doc – At Your Fingertips

A list of Rady Children's staff physicians and their contact information is available on the Hospital's newly designed website, www.rchsd.org.

You can find a doctor by selecting "Our Doctors" on the home page and clicking "Physician Directory." The directory lists the physician's name, specialty, location, and phone and fax numbers. Clicking on the physician's name provides the address (and phone and fax numbers) at the bottom of the page.

Check out the website in upcoming months for additional physician information.

RCHSD.org: Your Summer Health and Safety Resource

Bike rides, barbeques, pool parties . . . kids of all ages are looking forward to a fun-filled summer. And you need look no further than Rady Children's website for summertime health and safety tips to help protect your child from injury and harm. From sun protection to pool and bike safety, rchsd.org has it all. You can download and print tip sheets on these topics and others, including skateboard safety, from the Tips for Preventing Injuries page in the Health and Safety section. From the homepage, go to Your Child's Health > Health and Safety > Injury Prevention > Tips for Preventing Injuries. Have a fabulous – and safe – summer!

Follow Us on Facebook

Rady Children's Facebook page (www.facebook.com/radychildrens) is getting noticed – and getting "liked."

Over the past few months, our users have grown dramatically; as of mid-June, we have more than 2,200 "Likers" (formerly "Fans"). Even better, our Likers are highly engaged, regularly posting comments about the wonderful care and services their children, family members and friends have received by our physicians, nurses and support teams.

Along with the latest and greatest information on our programs, services and events – as well as important health news — our Facebook page includes current job listings. Please follow Rady Children's on Facebook, and "like" us — and ask your family and friends to do the same.



ANNUAL MEETING 2010

When Children Speak, People Listen

Kathleen Sellick takes
the tough questions
from Austin Gatus.

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A Rady Children's Annual Meeting is really a special event – one where kids do most of the talking! Former patients Jerianne Young, Ross Fledderjohn and Austin Gatus joined our leadership team to report on our operations, accomplishments, philanthropy and future plans.

Highlights included information on how Rady Children's is helping more children than ever before, including a 5.3 percent increase in the number of children to whom we provided care (136,300 kids) and a 15.8 percent increase in Urgent Care Visits (28,840 visits).

From the financial news to Austin's emotional performance of "Over the Rainbow" to the presentation of the Thomas F. Carter Leadership Award (see box, right), it was a day that put the focus right where it belongs – on kids!

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The Thomas F. Carter Leadership Award

Honoring Extraordinary Volunteer Leadership



From left: Ken and Julie Warren; Jill and Don Young

founding members of Children's Circle of Care. Julie and Ken have included Rady Children's in their estate plan and are members of Rady Children's Legacy Circle. Jill has been a member of the La Playa Unit of Rady Children's Auxiliary, a Foundation Board member, and has served tirelessly on such events as Celebration of Champions and the Teddy Bear Lunch.

The Neely, Warren and Young Families

The Thomas F. Carter Leadership Award recognizes extraordinary volunteer leadership at Rady Children's. This year, the Award honored three wonderful families who have provided generations of compassionate support and leadership.

Through a combination of planned gifts, Jane and Norman Neely created a lasting legacy for the children of our community that is now lovingly nurtured by their daughters, Jill Neely Young and Julie Neely Warren.

The Jane and Norman Neely Rehabilitation Institute Endowment, the Jane and Norman Neely Endowment for Hematology/Oncology and the founding gift for the Rady Children's Hospital Auxiliary's Mabel Jessop Endowment are all part of the legacy.

Julie and her husband, Ken, and Jill and her husband, Don, are generous philanthropists in their own right; both couples are

Honored Physicians

The physicians at Rady Children's are among the best in their fields. Three of these doctors are the winners of the Rady Children's Annual Meeting awards.

Dr. Stephen A. Spector (from left) received the award for Excellence in Research. He is a Distinguished Professor of Pediatrics at UCSD, where he serves as the Director of the Mother-Child-Adolescent HIV Program and Chief of the Division of Pediatric Infectious Diseases.

Dr. Mark Nespeca received the Excellence in Teaching award for helping to train new doctors. Board-certified in pediatrics, child neurology and clinical neurophysiology, he is Director of the EEG Laboratory at Rady Children's, Vice Chairman of the San Diego County Epilepsy Society Professional Advisory Committee and a faculty member of UCSD.



Dr. Bradley Peterson received the award for Excellence in Clinical Care. He is the Director of Ernest Hahn Critical Care Center at Rady Children's, Associate Director of the Sam S. and Rose Stein Trauma Center, Co-director of Rady Children's Hospital Emergency Transport, Director of the Critical Care Fellowship Program and a member of Rady Children's senior staff in pediatrics and anesthesia.



From left: James Vargas, 2009 Chair, Rady Children's Hospital Foundation Board of Trustees; Penny Dokmo, Chair, Rady Children's Hospital-San Diego Board of Trustees; Marleen Shook, Chair, 2009 Charity Ball; and Kathleen Sellick, President and CEO, Rady Children's Hospital-San Diego.

The 101st Annual Charity Ball

A Floral Fantasy

The Charity Ball is 101 years old — and still in full bloom. Charity Ball Chairman Marleen Shook and her committee continued in the proud tradition of this philanthropic event, creating a beautiful evening that will help Rady Children's flourish. The Charity Ball raised more than \$300,000 for our new Acute Care Pavilion.

The 102nd Anniversary Charity Ball, Twilight in Tuscany, will benefit the Heart Transplant Program at Rady Children's. The event will be held February 19, 2011.

CALENDAR of Events

Aflac All American High School Baseball Classic

Sunday, August 15, 2010, PETCO Park

Support Rady Children's by joining us at PETCO Park .

Call Rebecca Robinson at 858-966-8473 for more information.

Community Day at our new Acute Care Pavilion

Sunday, September 26, 2010

It's your chance to tour our amazing new building before it opens.

More information will be available soon on our website at www.rchsd.org.

Shamu & You Family Walk, presented by San Diego County Credit Union

Saturday, October 2, 2010: 8 a.m.

Now you can make a real difference in the life of a critically ill or injured child — and enjoy a fun morning at Mission Bay with your friends and family!

Register at www.shamuandyouwalk.kintera.org.

Kids' NewsDay

Tuesday, October 19, 2010

Buy your special \$1 edition of *The San Diego Union-Tribune* from volunteers throughout the county. It's the daily paper, plus an extra section with heartwarming and inspiring patient stories.

To volunteer, call 858-966-4965.

Fantasy on Ice, the Ice Rink on Horton Square

Thursday, November 18-early January 2011

Bring your family to ice skate under the stars – and help the kids at Rady Children's Peckham Center for Cancer and Blood Disorders.

Visit www.HelpSDKids.org for more information.

Fantasy on Ice Tree Lighting: Fantasy on Ice, the Ice Rink on Horton Square

Wednesday, December 1

It's our own Rockefeller Center West Tree Lighting ceremony and fun-filled evening.

Visit www.HelpSDKids.org for more information.

More Event Information

You can learn more about upcoming events – and see photos of recent events, like our June 5 Miracle Makers Gala – on our website at HelpSDKids.org. Just click on Events. You'll learn more about the Gala in our Fall edition of *Rady Children's Magazine*.

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SAVE^{the}DATE

Saturday, October 2, 2010

To register, visit www.ShamuAndYouFamilyWalk.kintera.org.