

Like Woodworking?

Chairs Need TLC

Shriners Hospital for Children—Boston needs your help! The hospital has 22 small chairs, eight rockers, and one kids rocker that needs refinishing. They are solid and usable furniture in need of a little TLC. If you are able to help or know of someone willing to help refinish these so that they may once again be used at the hospital, please call **Bob Tibbetts**, Director of Volunteer Services, at 617-722-3000.



Evaluating Quality of Life

LONG after patients' levels of spinal cord injury have been established, and they have gone through rehabilitation and learned to manage as independently as possible, it's important they continue to be monitored. This ensures they continue to use those hard-won skills and integrate productively into their schools and communities.

"For example, if a child has learned how to transfer in and out of bed at the hospital, and, after going home stays in bed, not using those skills, we need to know about it and address it," explained **Dr. Mulcahey**, Ph.D., director of rehabilitative services and clinical research at Shriners Hospitals for Children — Philadelphia.

"Or, if a child is able but not participating on the playground, or not being included in school trips because of adaptive equipment, like a wheelchair, we need to know so we can teach the patient and family how to advocate," he continued.

Determining what's happening involves asking a lot of questions when the kids return for their outpatient appointments. A research study being conducted by the Philadelphia hospital involves creating a computer program that will streamline the questioning process.

The current evaluation involves asking several questions covering 10 areas. The goal is to have 150 questions available. However, each patient will only be asked 10 or 15 of the questions. The computer will determine which question to ask next based on the patient's response to the previous question. It is hoped that a test can be developed that is appropriate for children as young as 6 years old.

The goal of this study is to improve evaluation techniques. That, in turn, will impact treatment options and improve understanding of the quality of life for children with spinal cord injuries.



RESEARCH STUDIES like this one may help caregivers provide better treatment options for kids like Garrett, a patient who is receiving care for a spinal cord injury at the Philadelphia Shriners Hospital.

Shriners Hospitals Helps Hunter Leap Back into Action

ONE peaceful Good Friday, **Hunter** was helping mow the lawn. He never expected that he would spend Easter in the hospital.

While on the riding lawn mower, Hunter lost his balance and fell off. The mower ran over his leg and the blade deeply cut his foot just below the ankle.

His family immediately called 911. Soon after, a medical helicopter arrived at his home. He was rushed to a nearby trauma center, where his foot was amputated.

While Hunter was in surgery, his parents and grandmother worried about his well-being and future. They were comforted, however, when they followed the advice of friends and moved Hunter to Shriners Hospitals for Children — Los Angeles.

"Hunter spent about 15 days in the hospital, where he received the most fantastic care," said his grandmother.

At the hospital, hospital staff worked with Hunter while he healed to find the perfect prosthetic fit for an energetic and growing boy, which would allow him to walk, run and play sports.

Despite the challenges he faced, Hunter never felt discouraged. His family inspired him, refusing to do anything for him that he could do himself.

"He never had the sense of 'Why me?'" his grandmother explained. "He never complained about the situation."

Today, Hunter is back to being a regular kid. He enjoys skateboarding, roller skating and riding his bike, and he even plays tackle football and basketball. In fact, Hunter plays so hard, he's been through four prosthetic legs!

In the future, he dreams of becoming a fireman or a policeman, like his dad.

Thanks to the terrific care provided by Shriners Hospitals for Children, Hunter is well on his way

to achieving his dreams.

"We can't thank Shriners Hospitals enough," said his grandmother. "We don't know where people would be without them."



Shriners System Takes First Dip Into Branding

By **JAMES TIRCHIE**
BUSINESS COURIER OF CINCINNATI

THE Shriners Hospitals for Children don't always get credit for what they are — the largest pediatric subspecialty system in the world.

The public might be forgiven for not noticing. The hospitals, including the one in Cincinnati, which specializes in burns, haven't been big on marketing.

The 22 Shriners hospitals across the country and in Canada and Mexico haven't even used consistent logos and marketing materials.

"If you saw one Shriners hospital, you saw one Shriners hospital," said **Ronald Hitzler**, administrator of the Cincinnati facility. "You didn't get the sense that there was a system."

Not for long.

The hospitals recently took on a cohesive new \$12 million branding campaign, the first such promotion they've ever had, designed to attract more patients and donors. The campaign includes national and regional magazine, billboard, radio and television advertising.

It will run through the end of 2008.

The hospitals, with headquarters in Tampa, Fla., do not accept payment for services, even from insurance companies and the government, relying instead on donations. They're funded by the Shriners of North America fraternal group.

Eighteen of the hospitals treat congenital and acquired orthopedic conditions, three care for burn injuries and three provide rehabilitative care for spinal cord injuries.

Some offer care for more than one specialty.

Originally, the 86-year-old system was started to treat polio. When that disease was eliminated, the hospitals moved on to other problems.



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