Campaign for McLean Hospital Exceeds Expectations

Campaign concludes early, surpasses $100M goal

McLean ends its largest and most ambitious comprehensive fundraising initiative, eclipsing the $100M goal, and raising more than $107M. From seeding new clinical programs to funding novel research, and from expanding infrastructure to attracting world-class leaders, the campaign’s impact has been felt across the hospital.

“The trajectory of this campaign has been phenomenal,” said David Barlow, chairman of McLean’s Board of Trustees. “The tremendous support from our donor community has given this local treasure the boost we needed to meet many of our long-term strategic goals.”

Launched in April 2012, the campaign was designed as a five-year effort with what was considered an ambitious $75M goal. The momentum built quickly and, by the time the campaign was announced publicly in fall 2015, a $100M goal seemed possible. In fact, that goal was reached in June 2016 and leadership opted to conclude the initiative in December, nearly a year earlier than anticipated.

The campaign has provided resources to make major investments in the hospital’s strategic goals, including launching centers of excellence in psychotic disorders; depression and anxiety; substance use disorders; child and adolescent psychiatry; geriatric psychiatry; women’s mental health; and basic neuroscience. Each center has enhanced its integrated research, clinical and educational activities as a result of the campaign.

A primary focus of the campaign was to attract world-class talent to the hospital — a goal that has been met at nearly every level of the organization. Several new donor-funded fellowships opened the door for a host of innovative pre- and post-doctoral fellows to pursue both clinical training and scientific research. In addition, three newly endowed chairs support leadership positions in perpetuity, solidifying current leadership and attracting a world-renowned clinician-researcher to the hospital.

"We could not be more grateful for and humbled by the generosity of our donors. This campaign has impacted every aspect of the hospital.”

Scott L. Rauch, MD, President and Psychiatrist in Chief
Rose-Marie and Eijk van Otterloo Chair of Psychiatry
Remembering Cathie Cook

On January 10, 2017, Catharine “Cathie” Cook passed away after a courageous battle with ocular melanoma. For 17 years, Cathie led the McLean development office with passion, vision and unyielding devotion to the hospital’s mission. She had an enormous impact on McLean and on the mental health field more broadly.

“Cathie’s tireless work ethic, warm personality and natural leadership abilities helped her build a successful development department, growing it from two to 15 individuals and raising nearly a quarter of a billion dollars during her tenure,” said Scott L. Rauch, MD, McLean president and psychiatrist in chief and Rose-Marie and Eijk van Otterloo Chair of Psychiatry.

Most recently, Cathie led the launch and successful completion of McLean’s first comprehensive campaign, The Campaign for McLean Hospital — an effort that exceeded its goal and finished ahead of schedule.

A consummate relationship-builder and convener, Cathie substantially increased the hospital’s philanthropic base by developing a large network of friends and supporters. She established the McLean National Council — group of influential individuals who serve as the ambassadorial arm of the hospital and provide major philanthropic support, as well as the McLean Board of Visitors and, most recently, the Women's Mental Health Leadership Council. Cathie also created the McLean Annual Dinner, the venue for presenting the McLean Award recognizing an individual who has furthered the public’s understanding of mental illness.

Over the years, countless individuals reached out to Cathie in their time of need, knowing that she would move mountains to help them find the care they or their loved one required. She maintained an unwavering positive attitude and a deep interest in those around her. Her elegant sense of style, wide smile and contagious laugh left a mark on everyone she met. Graciousness, kindness and the ability to see beauty in all things were Cathie’s hallmarks.

“Cathie was impeccable on the surface and even more so in the depths of her humanity. She has given us all gifts that will endure beyond her own time, and I am eternally grateful for having known her.”

Scott L. Rauch, MD, President and Psychiatrist in Chief
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Campaign Exceeds Expectations  continued from cover

Improving infrastructure and access to care was another of the campaign’s goals. A $5M anonymous grant facilitated the expansion of the admissions building, increasing the number of inpatient beds by 31 and enabling an estimated 1,000 more individuals to receive care annually. A major foundation grant funded the purchase of a state-of-the-art 3Tesla MRI scanner — an acquisition that allows McLean to take a substantial leap forward in the effort to better understand and treat brain disorders.

An array of strategic gifts helped McLean launch new clinical programs serving more individuals with diverse diagnoses. And numerous gifts to support research expanded the hospital’s ability to pursue the translation of scientific findings into therapeutic interventions and clinical care.

In addition to gifts directed to specific priorities, the campaign brought in nearly $4M in annual unrestricted support, which is vital to McLean’s ability to respond nimbly to a wide range of priorities.

“We could not be more grateful for and humbled by the generosity of our donors. This campaign has impacted every aspect of the hospital,” said Scott L. Rauch, MD, McLean president and psychiatrist in chief. “Our supporters have helped to reinforce McLean’s position as a leader in the field and strengthen our mission of improving the lives of individuals and families affected by psychiatric illnesses.”

New Trustee Ron Jackson Couldn’t Say No to McLean

Children and their families is a theme that has run through Ron Jackson’s professional and philanthropic life. McLean’s newest trustee spent a good portion of his career turning around toy companies. And he has always had a soft spot for organizations that focus on supporting society’s youngest and most vulnerable.

“I doubt there is any other board I would have said yes to at this point in my life,” said Jackson, the retired CEO of Fisher-Price, Inc. “My business career has been all about products for children and their families. McLean represents the pinnacle of excellence for the treatment of psychiatric illnesses affecting children and families.”

Jackson was introduced to McLean when a family member underwent treatment there and he was impressed with the care his loved one received. He got to know several clinicians, and he and his wife, Kathleen, became donors. Since then, Jackson has immersed himself in learning about McLean and psychiatric illness, and regularly attends the hospital’s Thursday afternoon Grand Rounds.

Jackson has sat on many boards over the years and believes that McLean’s is superb. One of the hospital’s next projects is to create a new strategic plan, something with which he has a lot of experience. “Given my interest in children’s issues, I hope that child and adolescent psychiatry will be a major thrust going forward,” he said.

Jackson and his wife are trustees of the Kathleen and Ronald J. Jackson Foundation. Before leading Fisher-Price, Jackson was president and chief executive of Kenner Parker Toys, Inc., and president and CEO of Stride Rite Corporation. Prior to that, he held various marketing and financial positions with General Mills, Inc. and its subsidiaries. Jackson holds BS and MBA degrees from Michigan State University.

“Ron is an exceptionally talented, seasoned and accomplished executive and leader,” noted McLean Board Chair David Barlow. “His compassion, insights, wisdom, generosity and deep commitment to McLean’s mission will greatly benefit our board, community and the patients and families we serve. We are delighted that Ron has joined our team and look forward to working together toward continued advances in psychiatric research, education and clinical care.”
McLean has long been at the forefront of recognizing the unique mental health needs of girls and women, with a track record of developing programs tailored to important gender differences in mental health. The Center of Excellence for Women’s Mental Health provides a unifying infrastructure through which to foster greater collaboration among the clinicians, researchers and educators who share this focus. We sat down with Center Chief Shelly F. Greenfield, MD, MPH, to discuss new developments in this arena.

**HORIZONS:** When you think about the evolution of the center, what makes you most proud?

**DR. GREENFIELD:** It is tremendously exciting that, in just a few years, we have turned many of our priorities into realities. For example, we have recruited talented researchers and clinicians — including our first clinical researcher in eating disorders, Kristin Javaras, DPhil, PhD. We also have initiated gender-specific research and are actively bringing our expertise into the wider community.

**HORIZONS:** Can you talk about those community connections?

**DR. GREENFIELD:** One way we are reaching into the community is through our Women’s Mental Health Leadership Council, which is co-chaired by McLean National Council Members Carroll C.D. Pierce and Kristine Trustey, two dedicated and tireless supporters of McLean. The council sponsors a well-attended luncheon series and established an innovation fund to support our efforts. It is energizing to be developing a community of concerned and supportive individuals who have a great interest in understanding and improving the mental health of girls and women.

**HORIZONS:** How is the innovation fund — which received more than $100K in philanthropy last year — advancing the center’s goals?

**DR. GREENFIELD:** The innovation fund is supporting the development of a clinical “toolkit” designed to share best practices for screening, diagnosis and treatment of specific mental illnesses that are highly prevalent in women, as well as co-occurring disorders that may complicate a woman’s clinical course. Once fully developed, the toolkit will help clinicians deliver more gender-informed care and provide a resource for new clinicians — eventually in settings beyond McLean. In addition, the fund is supporting McLean faculty who focus on gender-specific research and treatment, including substance use disorders, anxiety and depression, and eating disorders. We have extraordinary talent at McLean and the innovation fund enables us to provide young investigators with opportunities to delve into novel research that would be difficult to fund from other sources.

**HORIZONS:** You are the first incumbent of the newly established Kristine M. Trustey Endowed Chair in Psychiatry. What’s the significance of the chair?

**DR. GREENFIELD:** This is one of the highest honors in academic medicine, so on a personal level, I am deeply touched. But most importantly, this chair represents Kris’s long-term interest in women’s mental health. When donors like Kris lend their names to a chair, it sends a message of deep confidence in the institution and also helps us continue our efforts to reduce the stigma associated with mental illness. This is the third chair to be endowed as part of our...
extremely successful $100M Campaign for McLean Hospital, and we couldn’t be more grateful to the donors who have made this very public declaration of support. Kris has a deep understanding of the importance of advancing research and clinical treatment in women’s mental health. That she has both endowed a chair and gives her time to work with Carroll on the council is such a gift to the hospital and those we serve.

“It is energizing to be developing a community of concerned and supportive individuals who have a great interest in understanding and improving the mental health of girls and women.”

Shelly F. Greenfield, MD, MPH

Council Promotes Dialogue About Mental Illness

National Council members Carroll C.D. Pierce and Kristine M. Trustey didn’t know each other until they agreed to co-chair McLean’s new Women’s Mental Health Leadership Council. Established only a year ago, the council now boasts 36 members, all women committed to learning about mental health issues facing women and girls and providing philanthropic support for the pioneering work done in this field at McLean.

“I have two daughters with anxiety,” said Pierce. “When they were first diagnosed, I was embarrassed and isolated — I couldn’t even say the word ‘anxiety.’ It took time, but I finally understood that we needed to be open and honest in order to change things. I realized that there had to be other families experiencing the same thing.”

As Pierce became more comfortable with the diagnosis, she recognized that education was critical to de-stigmatizing mental illness. Working with McLean’s development office, Pierce helped conceive the “On Women’s Minds” luncheon series as a venue for women to learn from experts and talk openly with each other about mental health issues affecting women and girls. To date, there have been seven luncheons on topics such as mindfulness practices, the college transition, eating disorders and anxiety.

Trustey first discovered McLean when her son struggled with depression as a teenager. Like Pierce, she was worried about stigma, so she initially kept silent. As she became more involved with McLean and spoke more openly about her son, people would confide in her and she encountered, like Carroll, a hunger for greater openness regarding mental health issues.

After losing her son to complications from epilepsy, Kris suffered another devastating tragedy less than a year later when her husband and 18-year-old daughter were killed in a plane crash. Kris and her two other daughters were left to pave a new path for themselves.

“This work is so important to me,” said Trustey. “Now, as my daughters and I rebuild our lives, I am even more determined to help improve the lives of women and girls.”

The successes of both the council and the luncheon series have energized Pierce and Trustey, who now realize how much they have in common. They hope ultimately to expand the initiative beyond Boston so that women across the country can participate.

For more information about the Women’s Mental Health Leadership Council contact Erin Collins-Moore at ecollinsmoore@partners.org or 617-855-4596. Make a gift to support women’s mental health at givemclean.partners.org/wmhi.
Grateful Family Helps McLean Expand Access to Care

Borderline personality disorder (BPD) is a complex mental illness characterized by emotional hypersensitivity and unstable behaviors that is often misdiagnosed. Some clinicians avoid patients with BPD, believing they are difficult to work with and have poor outcomes. And the most effective evidence-based treatments are highly specialized, time-consuming and expensive; leaving them inaccessible to most patients.

This picture is changing, however, thanks in large part to an anonymous $600,000 grant to McLean’s BPD Training Institute from a grateful family. The gift provides funding to train clinicians, including primary care providers, across the country to recognize and treat BPD using a straightforward, evidence-based treatment called General (a.k.a. Good) Psychiatric Management (GPM). Free training is delivered in under-sourced areas where treatment for BPD is scant or nonexistent. The gift — structured as a challenge grant — inspired an additional $100,000 in contributions from other grateful families wanting to expand options for underserved areas.

SPREADING THE WORD BEYOND McLEAN

Thus far, the institute, led by Lois Choi-Kain, MD, MEd, medical and program director at McLean’s Gunderson Residence, and John Gunderson, MD, director of the Personality and Psychosocial Research Program at McLean, has hosted popular, one-day GPM workshops in Massachusetts, Maine, New Orleans and abroad, with many more planned. Dr. Choi-Kain’s collaborators, Drs. Karen Adler and Claire Brickell, have delivered talks on GPM to primary care physicians and to college mental health centers. Meanwhile, Dr. Gunderson teaches train-the-trainer workshops for faculty at several leading medical schools. Dr. Sara Masland, a post-doctoral research fellow, is studying the outcomes of these efforts.

Psychiatrist Dan Price, MD, residency director at Maine Medical Center, says it’s thanks to McLean’s training and ongoing mentoring that his health system has been able to open a new BPD specialty clinic. “Like other areas of the country, many of our clinicians felt unable to treat this illness, and were, frankly, reluctant to make the diagnosis,” said Price. “Physicians feel that they lack the tools to treat BPD and have nowhere to refer patients,” he explained. “With GPM training from McLean, we can now start addressing this widespread disorder instead of pretending, or hoping, it doesn’t exist.”

A SIMPLE APPROACH TO TREATMENT

GPM is based on the work of Dr. Gunderson, who is a pioneer in BPD research and treatment. Unlike specialized treatments requiring costly and lengthy trainings, GPM can be learned in a day-long workshop and effectively practiced by non-specialists, including nurses, social workers and primary care physicians.

It also departs from other gold-standard treatments, like Dialectical Behavioral Therapy (DBT) and Mentalization-Based Therapy (MBT), in its deceptively simple approach: clinicians teach patients about the illness — called psychoeducation — prescribe medications conservatively and encourage patient employment. A 2009 study published in the American Journal of Psychiatry showed that GPM was as effective as DBT. Dr. Choi-Kain points out, however, that not everyone will respond to GPM and some will need to step up to more specialized treatments.

Dr. Choi-Kain hopes that she and her colleagues will do such a good job spreading GPM that eventually they’ll put McLean’s expensive specialized treatments out of business. “Our goal is ambitious,” she conceded, “to change clinicians’ minds about diagnosing this disorder and to proliferate GPM across the country as a model of BPD care delivered by generalist mental health professionals so more patients have access to care that will help them get better.”

“With GPM training from McLean, we can now start addressing this widespread disorder instead of pretending, or hoping, it doesn’t exist.”

Dan Price, MD, residency director, Maine Medical Center
A Family’s Suggestion Inspires Educational Series

The quest for information, resources and support is a near-universal need for families dealing with mental illness. One family, whose relative was treated for borderline personality disorder (BPD) at McLean, wanted to address that need and the family suggested that McLean leverage its extraordinary expertise to help others. Many families, they explained to McLean President and Psychiatrist in Chief Dr. Scott L. Rauch, yearn to better understand the illness and would welcome ongoing support and education.

As individuals with BPD mature, their symptoms and needs evolve, requiring a shift in the way they are supported. The family offered philanthropic support if McLean would tackle this problem.

In response, Chris Palmer, MD, director of McLean’s Postgraduate and Continuing Education Department, and Assistant Psychologist Dawn E. Sugarman, PhD, launched the BPD Patient and Family Education Initiative. The program offers on-demand, web-based educational resources to families of people with BPD. Its core component is a series of free, psycho-educational webinars featuring McLean clinicians with expertise in the field.

“We hear that this kind of resource cannot be found anywhere else. The webinars are helping families relieve the isolation of managing this illness.”

Dawn E. Sugarman, PhD

From the program’s inception, demand has exceeded expectations, necessitating rapid expansion to accommodate more viewers. Palmer and Sugarman also produced a dynamic website — mcleanhospital.org/bpdinitiative — to access information, register for webinars and find referrals.

Since then, Palmer and Sugarman have produced a webinar each month with topics designed to address the daily needs of families dealing with BPD. More than 1,500 participants have viewed live and another 17,000 have watched archived presentations. Palmer and Sugarman have received hundreds of emails from participants around the world. Viewers have registered from 47 states and 28 countries.

“These webinars are clearly filling a need,” said Palmer. “We are immensely grateful to our donors for their foresight and generosity, and we hope other families are inspired to support the program.”

To make a gift in support of this effort go to givemclean.partners.org/bpdfamilyeducation
Good Care Prompts Planned Gift

Brian Hyde and his partner of 40 years, Joe Fiorello, would like their gratitude to McLean to be evident long after they are gone. That’s why they decided that making a planned gift was the best way to ensure that their contribution will create impact for the long term.

Planned gifts can be made in many different forms: Hyde and Fiorello chose a charitable remainder unitrust (CRUT)—funded by personal property—which provides the pair with income while they’re still living.

Hyde, a retired real estate investor, said that the gift is a thank you to McLean for the excellent care he received in 2009 for depression and borderline personality disorder. “The treatment I received at McLean was exceptional,” he said.

While many donors choose to make their gifts unrestricted, Hyde said he’d like his and Fiorello’s gift to be directed to support three areas: borderline personality disorder, major depression and LGBTQ issues.

Over the past decade, McLean has received more than $6 million in planned gifts and bequests, ranging in value from $1,000 to more than $1 million. Options for making a planned gift to McLean include:

- bequests
- charitable trusts
- retirement plans
- charitable gift annuities
- life insurance
- tangible property

“We are so grateful to Brian and Joe for this very generous gift and endorsement of our work,” said McLean President and Psychiatrist in Chief Scott L. Rauch, MD. “It’s a legacy that truly expresses their values.”

Brian and Joe are members of the John McLean Society which recognizes donors who have included McLean in their estate plans. For more information, contact Kristin Kilbourne, KKilbourne@partners.org or (617) 855-3644.