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William N. Werner, MD, MPH
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CMS Public Service Award honors two who make a difference in their communities



Outgoing CMS President, Dr. William A. McDade, presents the Henrietta Herbolzheimer Public Service Award to Dr. Julie D. Goldstein during ceremonies at the CMS Annual Dinner and installation of officers in June.

Dr. Goldstein, who has been undergoing chemotherapy following surgery for breast cancer (she says her prognosis is "excellent"), helps conduct a raffle for The Chicago End-of-Life Care Coalition in August with the organization's president, Loretta Downs. Dr. Goldstein helped found the organization nearly 10 years ago.

Improving there can never be too much of a good thing, CMS announced not one, but two recipients of the annual Henrietta Herbolzheimer, MD, Public Service Award this past June during Annual Dinner ceremonies at Maggiano's Banquets. Named in honor of a trailblazing women's health advocate and CMS member, the award typical-

ly goes to only one candidate.

The proud recipients were Julie D. Goldstein, MD, Section Chief of Clinical Ethics and Palliative Medicine at Advocate Illinois Masonic Medical Center, and Steven H. Dayan, MD, Assistant Professor of Otolaryngology-Head and Neck Surgery at the University of Illinois, and founder of Dayan Facial Plastic

and Reconstructive Surgery on Chicago's near north side.

The 2009 winners, like the award's namesake, lead lives exemplifying the phrase "giving is living," having made volunteerism a major part of their life's work.

JULIE D. GOLDSTEIN, MD

Dr. Goldstein, a CMS member since 2001, and board-certified





Dr. Steven H. Dayan (left), co-winner, accepts the CMS Public Service Award from Dr. Howard Axe, Chairman of the CMS Council, at the September meeting.

fied internist, is “a champion for ethical, compassionate, and high-quality care,” according to Loretta S. Downs, President of the Chicago End-of-Life Care Coalition.

Indeed, Dr. Goldstein helped found the organization in 2000, serving as its President until 2004. As a Board member, she actively shepherds the Coalition as it works on professional networking and community outreach projects. Since its founding, the Coalition’s membership has grown to 450 professionals and community members.

Ms. Downs also cites Dr. Goldstein’s service on the Board of the Hospice and Palliative Care Advisory and the Someone to Trust Chicago Regional Advanced Care Planning Coalition. As a member of the Chicago Clinical Ethics Programs, Dr. Goldstein galvanized efforts to improve Illinois’ out-of-hospital DNR form. She represented the Illinois Hospital Association on the IDPH’s DNR Order Advisory Committee Task Force after legislation was introduced to create a more comprehensive form. This Task Force designed the “Uniform IDPH DNR Advance Directive” form that replaced the original form in 2005.



Using oranges, Dr. Dayan teaches Sullivan High School students how to suture.

Dr. Goldstein continues to work with the IDPH and Metropolitan Chicago Healthcare Council to further improve the statewide DNR Advance Directive form.

Dr. Goldstein additionally serves on the IDPH Hospice and Palliative Care Advisory Board. She was also a Board member of the Advance Practice Palliative Care Nurse Training Program of the University of Illinois College of Nursing.

At Illinois Masonic, Dr. Goldstein has served for 13 years as Ethics Consultant, and more recently, as Co-director of the hos-

pital’s Palliative Care Service, where she teaches and mentors resident physicians.

Despite her countless obligations and commitments, both personal and professional, Dr. Goldsmith strives to maintain balance in her life. She finds time to listen to her inner voice, which she says tells her what is really important in life.

“Some years ago at the plenary for a national conference on end-of-life care, we were asked to consider, as activists and leaders in our field: “What if *we* are the ones we are waiting for?” It’s a scary thought and an inspiring

one. But it keeps me coming back for more. I think it's a good question for all of us to ask ourselves from time to time."

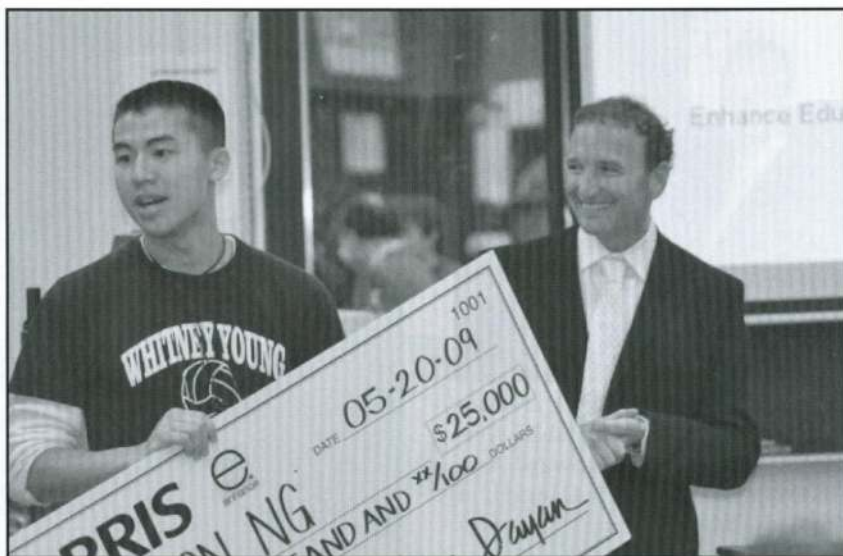
STEVEN H. DAYAN, MD

CMS honored Dr. Dayan for founding a not-for-profit that raises funds and resources for Chicago Public Schools students. Founded in 2007, the organization Enhance teamed up with Starbucks and Borders Books to raise funds and bring attention to Chicago's inner city students. Along with smaller scholarship prizes, Enhance awards a \$25,000 college scholarship each spring, and has now awarded over \$100,000 in college scholarships to CPS students.

Besides running a not-for-profit as executive director, Dr. Dayan is preceptor, teacher and mentor to students considering medical careers. Serving on the CPS Advisory Board for health and medical career academies, he advises students, while also instilling the importance of continuing education. Every summer Dr. Dayan's office awards two internships to highly motivated students, allowing them to help in the medical clinic while learning basic office skills and professionalism. As a bonus, they also watch live surgery. Dr. Dayan offers internship to students in professional medical and health-related programs as well.

In 2008, the AMA awarded Dr. Dayan a Leadership Award for his work with the public schools. He was one of only 14 physicians in the country to be honored with this distinction.

A CMS member since 2003, Dr. Dayan is board-certified and in practice for ten years. He is



Dr. Dayan awards a \$25,000 scholarship to Whitney Young High School senior Brandon Ng.

an international lecturer and educator, having published over 50 articles, book chapters and monographs. He has authored several books for his peers and consumers.

Dr. Dayan's resume includes training over 3,500 physicians worldwide. His practice sees more than 6,500 patients a year, and he is also the founder and medical director for a skin care center (True Skin Care), a state-accredited educational center for estheticians (True University), and a medical marketing company (IF Marketing).

He is founder and executive

director of DeNova Research, through which he tests the safety and efficacy of devices and pharmaceuticals. DeNova has a particular interest in conducting trials evaluating efficacy of devices and pharmaceuticals on patients of color. To date, DeNova has participated in over 20 clinical trials including multiple Phase 3 trials.

Dr. Dayan is currently a pharmacy and therapeutic committee voting member for Walgreen Health Initiatives; he serves on the editorial board of *Facial Plastic Surgery Journal* and *Cosmetic Dermatology*. ■

HENRIETTA HERBOLSHEIMER, MD, PUBLIC SERVICE AWARD

This CMS award recognizes outstanding contributions in the fields of community service and government; it describes the work of physicians in their communities and promotes interest among CMS members to participate in civic affairs. Previous award winners have been honored for such achievements as organizing local health fairs, taking part in neighborhood youth programs, and overseas volunteer work. Dr. Herbolsheimer was associate professor emerita at the Pritzker School of Medicine; she died in 1999 at age 86.