

PRESS RELEASE

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Seasoned Fundraiser takes aim at Sports Injuries and more with New Foundation

GREENWICH, CT-- When veteran Greenwich fundraiser Vicki Leeds Tananbaum sets her sights on a worthy cause, nothing stands in her way, according to United Way President Stuart Adelberg. "Vicki's enthusiasm and drive are infectious," he says. "Once she agrees to work with an organization, she puts her heart and soul into making whatever she does a success. She has had a tremendous impact on some of the most important non-profit organizations in Greenwich and the surrounding area over the years." The former chairman of 2005-2006 United Way Greenwich Campaign that broke all previous records, is now taking aim at sports injuries and orthopaedic conditions among other issues that are the focus of a one-year-old foundation in Greenwich, the ONS Foundation for Clinical Research and Education.

Mrs. Tananbaum was a patient at Orthopaedic and Neurosurgery Specialists in 2005 where she met orthopaedic surgeon and sport medicine specialist Dr. Paul Sethi. In a conversation one day, she asked him about his interests outside his practice and he told her about his dream to establish a non-profit foundation to focus on improving treatments for common orthopaedic conditions, educational outreach and community-based injury prevention. He also shared with her his profound concern about the rate and extent of sports injuries in youth athletes. "I instantly became excited because the work he wanted to do had the potential to touch so many people's lives," said Mrs. Tananbaum. "He had a great concept but needed someone to help show him how to turn it into reality. As with many good ideas, the key was how to fund it. I knew this was an area where I could help."

In addition to her term as United Way Board member and Greenwich Campaign Chair, Mrs. Tananbaum has been a fundraising advisor to many local organizations over the years, including Greenwich Adult Day Care, the Merritt Parkway Conservancy, and the YWCA of

Greenwich. She began her fundraising career in 1970, when she founded the Maxwell Leeds Pediatric Tumor Foundation at Babies Hospital, Columbia Presbyterian Medical Center, currently known as the Pediatric Cancer Foundation. She served as its president and chairman until 1982. She also contributed her time and talents to Brunswick School and Greenwich Academy, where she became a Trustee and later co-chaired the GA Capital Campaign; chaired the Bruce Museum Renaissance Ball and served as director; chaired the Gala for Greenwich Hospital that launched the Breast Center at Greenwich Hospital; and earned the esteemed 2006 Spirit of Greenwich Award by the YWCA of Greenwich for her commitment to the needs of others.

Dr. Sethi and Mrs. Tananbaum met several times following their initial conversation and the ideas soon took shape. "With people of all ages leading increasingly longer and more active lives, it is inevitable that musculoskeletal problems will affect every individual in some way," said Dr. Sethi. "I envisioned a foundation to focus on improving understanding of the physical needs of children, athletes, and active seniors that would involve conducting research studies on treatments and surgical procedures for common orthopaedic conditions such as arthritis. At the same time, I saw an opportunity to have a real impact in this community on injury rates through effective injury prevention. This applies to youth athletes, seniors and everyone in between. A great way to manage healthcare costs is through injury prevention."

For Mrs. Tananbaum, the concept for the Foundation made great sense. They decided to make it official and began developing a business plan. They recruited a dynamic Board of directors, tapping a powerful group of community leaders and assembled an enthusiastic Physicians Committee to provide clinical medical oversight. With a clear plan and goals in place, they approached Frank Corvino, President of Greenwich Hospital, to propose a collaboration. Mr. Corvino was highly supportive of the Foundation's proposed research efforts, and a subsequent alliance was made between the Hospital and the Foundation.

Today, just 12 months later, the Foundation's accomplishments are numerous: An ACL injury prevention program is currently being rolled out to area high schools. Central to the program is an instructional video developed and produced by the Foundation for use by high school coaches, trainers and students that demonstrates conditioning exercises and sports-specific strengthening techniques. The video is accessible through a free, easy download on-line at www.ons-foundation.org. The Foundation's injury prevention initiative has presented talks on a wide range of topics to the public and community organizations including the FCIAC coaches, Edgehill Retirement Community, the Mogelmeisters and Sno Cats Ski Clubs in Westchester

County and physicians at Greenwich Hospital. ImPACT™ testing is currently being implemented in Greenwich High School and Brunswick School, providing baseline and/or post-injury neurocognitive testing for students who play sports. The evaluation will help to objectively assess a concussed athlete's post-injury condition and track recovery for safe return to play.

A number of clinical research projects are also underway including studies on the biomechanical performance of triceps tendon repair, the integrity of a rotator cuff after suture bridge repair, safe parameters for youth curveball mechanics; a comparison study of open and minimally invasive spinal fusion procedures; and a study to compare outcome and cost analysis for treatment of an upper cervical spine fractures common in the elderly.

Fundraising will be vital to keeping pace with the aggressive goals outlined by the Foundation leadership. These days, Mrs. Tananbaum is focused on raising money to support key initiatives. An endowment campaign is underway and a major benefit golf outing is planned for June 8 at Winged Foot in Mamaroneck, New York. At a recent brunch meeting hosted by Greenwich resident Lindy Camel, Dr. Sethi outlined the work underway and lauded Mrs. Tananbaum's energy and spirit. "Vicki's fundraising talents and enthusiasm make her a big asset to our team," he said. "She has already helped us chart a clear course for the Foundation to become a leader in orthopaedic and sports medicine research, injury prevention and education."

"We have accomplished a lot in our first year but this is just the beginning, " said Mrs. Tananbaum. "We have a great team and an important vision." Mr. Adelberg reflects, "Vicki's commitment to an organization extends far beyond the scope of the specific job or responsibility she has accepted. Her efforts go well above and beyond the call of duty. Vicki's impact will be felt here at the United Way for many years to come. Vicki's successes have touched hundreds of programs, dozens of agencies and most importantly - thousands of individuals and families."

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ONS Foundation for Clinical Research and Education, Inc. is a registered not-for-profit, 501(c)3 organization devoted to understanding the causes and optimal treatments of orthopaedic injuries and musculoskeletal conditions. The ONS Foundation, in alliance with Greenwich Hospital, strives to improve standards of excellence for the treatment of musculoskeletal disorders through clinical research, physician and patient education, and community outreach programs. The Foundation is located at 6 Greenwich Office Park, 10 Valley Drive, Greenwich, CT. For further information about the ONS Foundation, visit www.ons-foundation.org or call (203) 869-3131.