

A REMARKABLE COUPLE
DRIVE MEDICAL
MISSIONS FOR CHILDREN

Peg and Frank Brady think big. They talk the talk and they walk the walk. After "retiring" in the mid '90s, following an extensive and successful international business career Frank with Peg's strong input and support, decided to do something about the problems and issues challenging the United Nations. They recognized, from their international experiences, that one of the issues challenging the U.N. was trying to get people from different parts of the world to work well together, despite their different cultures, languages and philosophies. As a partial solution Peg and Frank brought the U.N. together with Seton Hall University to create the School of Diplomacy and International Relations.

Housed at Seton Hall, there are over 500 undergraduate and graduate students enrolled in the program. Potential future U.N. leaders are now learning to bridge their differences and to work together before teaming to tackle global issues.

With that successful experience behind them, Peg and Frank turned their attention to another enormous problem they had seen first hand. Traveling to

numerous underdeveloped countries they saw how poorly cared for catastrophically ill children were when their illnesses exceeded the care-giving capability of their community. In many parts of rural America, Latin America, Eastern Europe, the Far East and in Africa adequate medical facilities, expertise and medicines needed to provide care for these children are missing. As a result, in some of these medically under-served

Nations, The World Bank, USAID, Intelsat Ltd., Polycom Inc. and the Brody School of Medicine to create the not-for-profit Medical Missions for Children (MMC) which operates the Global Telemedicine and Teaching Network.

Based at St. Joseph's Hospital and Medical Center in Paterson, the mission of MMC is to raise the level of health care in medically underserved communities in

the United States and globally through long-distance or "telemedicine." The goal of the organization is to help 10,000 critically ill children directly and 50,000 indirectly each year by providing a virtual information bridge.

With a current staff of four full timers and four part-timers the Bradys have their MMC Global Telemedicine and Learning Network focused primarily on under-served communities overseas and community hospitals in the United States. Children in rural America will not benefit significantly from MMC's work until more progress is made getting the proper state licens-



Left to right: Peg Brady, Colin Powell, Frank Brady

RESTORING HOPE THROUGH TECHNOLOGY

B Y J A C K K I L L I O N

communities only one in five children live past the age of five.

Recognizing the need Peg (Executive Director/CEO) and Frank (Chairman/Founder) joined with strategic partners that include The United

ing requirements for physicians to allow cross state border medical consults and until insurance companies are more comfortable paying for telemedicine services. In the U.S. the military, NASA and the prison system are primary users of



telemedicine.

Much of the "capital" needed to run Medical Missions for Children is donated in the form of the mentoring U.S. hospitals and physicians providing time and expertise. Equipment and services from telecommunications, telemedicine and satellite providers world-wide are also donated.

Currently MMC is working with participating hospitals in nine countries and will expand services into fifteen other countries within the next year. Recent additions to the MMC family of participating hospitals are ones located in Bolivia, Costa Rica, Ecuador, Dominican Republic, Chile, India and Brazil. In all cases, MMC creates a "Country Partnership Program" with a country's First Lady who is then asked to serve as the in-country chairperson for MMC. The first par-

ticipating country to team with MMC was Panama followed by Bolivia.

In the U.S. there are presently 22 mentoring hospitals including New Jersey's St. Joseph's Children's Hospital,

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Mount Sinai Medical Center and School of Medicine, Johns Hopkins University and Medical Center, and St. Jude Children's Research Hospital. Outside the U.S. there are mentoring hospitals in London, Madrid and Toronto.

A recent initiative of MMC was to create a strategic alliance with The

Humpty Dumpty Institute to help children maimed or disfigured by landmine explosions.

There are over 110 million landmines deployed world wide. When one explodes, children's injuries are usually far greater than adults' because of their proximity to the ground. The two organizations are partnering to assemble a medical task force specializing in trauma caused by landmine explosions.

Peg and Frank work as the leaders of MMC and are proud of the fact that for every dollar donated to MMC, \$21 in services is delivered – an enormous multiplier effect. They are equally proud that 93% of all donations are used to help catastrophically ill children.

To learn more, visit www.mmissions.org or call 973-734-4960.