

Waud Family Honors a Leader in Palliative Medicine at Lake Forest Hospital

For generations, the Waud family has demonstrated a profound commitment to both the Lake Forest community and Northwestern Medicine Lake Forest Hospital, establishing the Waud name as a synonym for vision, loyalty and leadership. Inspired by this family tradition of philanthropy and by great personal generosity, David Waud and his wife Pam, together with Mr. Waud's sister, Deborah Waud Moore, recently made a significant leadership commitment to name and endow the Waud Family Medical Directorship in Palliative Medicine and Supportive Care at Northwestern Medicine Lake Forest Hospital. The inaugural recipient of this directorship, Martha L. Twaddle, MD, is a nationally recognized leader in the field of palliative medicine and supportive care.

"My sister Debbie, my wife Pam and I are true admirers of Martha, who is such a champion in the related fields of palliative and hospice medicine," said David Waud. "In simple terms, palliative care means embracing comfort and quality of life during a serious illness. Because of substantial underfunding by government agencies and insurance companies, programs in this discipline, in the foreseeable future, will depend on private philanthropy to succeed."

Mr. Waud continued, "Our family's close personal relationship with Martha, and our admiration for her passion for supportive care, inspired us to make this gift to the hospital in Martha's honor. Debbie, Pam and I believe that endowing the position of medical director in palliative medicine and supportive care will help this vital program to thrive in Lake Forest and to become a model replicated by other hospitals and medical systems across the country."

After beginning her medical career as a primary care internist at Northwestern in 1989, Dr. Twaddle became a clinical professor of Medicine at Feinberg and a trailblazer in the area of palliative medicine and supportive care. Over the following three decades, she focused in on identifying, understanding and fulfilling the needs of seriously ill and chronically ill patients and their loved ones.

"I found myself particularly drawn to providing care for patients and families coping with serious illnesses," she explained. "In 2000, I made the decision to dedicate my career to palliative medicine, even before it was a full specialty. I then had the privilege of working with many others to establish palliative medicine as a medical specialty—a goal that we proudly achieved in 2006."

In 2017, Dr. Twaddle joined Lake Forest Hospital as a full-time employee and began to cultivate its thriving palliative medicine program.

"I have the joyful mission of building the best possible Palliative Medicine and Supportive Care program," Dr. Twaddle said. "That mission centers on ensuring that all patients confronted with a serious illness, along with their families and caregivers, receive ongoing, comprehensive care that is tailored to their individual needs and delivered with the greatest skill and compassion by an interdisciplinary team."

"I am so moved by, and so very grateful for, the remarkable philanthropy, support, friendship and caring of David and Pam Waud and Debbie Waud Moore," she continued. "It is an honor beyond measure to become the Waud Family Medical Director, and I will continue to do everything in my power to establish Lake Forest Hospital's Palliative Medicine and Supportive Care program as a beacon of excellence and compassion that touches the lives of patients and families here in Lake Forest and beyond, for years and years."

Reflecting on the many ways in which Dr. Twaddle has touched him and his family, as well as countless other individuals and families, through the years, Mr. Waud remarked, "Four members in my generation of the Waud family, as well as both of my parents and Pam's mother, were blessed with compassionate, supportive end-of-life care from Martha and her team members. All of us living in Northeastern Illinois are fortunate to have such a visionary and respected leader as Martha—known for her clinical expertise, smile and wonderful sense of humor—at the helm of our hospital's innovative program in palliative medicine."

Celebrating Dr. Twaddle



Left to right: Jeffrey Kopin, MD, chief medical officer, Northwestern Medicine Lake Forest Hospital; Deborah Waud Moore; Martha L. Twaddle, MD, Waud Family Medical Director in Palliative Medicine and Supportive Care at Northwestern Medicine Lake Forest Hospital; David Waud; Pam Waud; and Thomas J. McAfee, president, Northwestern Medicine Lake Forest Hospital.

On November 14, a special reception at Northwestern Medicine Lake Forest Hospital paid tribute to the storied leadership and contributions of Dr. Twaddle, as she became the inaugural recipient of the Waud Family Medical Directorship in Palliative Medicine and Supportive Care at Northwestern Medicine Lake Forest Hospital. Throughout her career, Dr. Twaddle has cared for a great many seriously ill and chronically ill patients and their families, offering them her unique brand of expertise and empathy. She also has played a pivotal role in efforts to improve the medical community's and the public's understanding of the need for comprehensive, individualized, supportive care for seriously ill patients and their loved ones.



A medal commemorating Dr. Twaddle and her new role as the Waud Family Medical Director.



Left to right: Marleana Cross, program director at Northwestern Memorial Foundation; Thomas J. McAfee, president, Northwestern Medicine Lake Forest Hospital; and Pam Waud.