

▼ Dr. Haft and his physician's assistant Ms. Chelsey Kortan place a short-arm cast on a special patient—his son Henry.

## ABOVE & BEYOND



## PEER POWER: SURGEON INSPIRED TO MOTIVATE COLLEAGUES TO GIVE

“CHANGES  
DON'T HAPPEN  
BY ACCIDENT”



### RESEARCH ENSURES GROWTH IN ORTHOPAEDICS

Dr. Haft said he often broaches the topic of supporting OREF by listing some of the advancements that have transformed the field of orthopaedics in the past 30 years, such as arthroscopy and minimally invasive procedures.

“Those changes don't happen by accident. They happen with research,” Dr. Haft said. “If you're an orthopaedic surgeon and you want to support an organization that's going to continue the growth of our specialty, then this is a no-brainer.”

Dr. Haft believes that supporting OREF is particularly important for clinicians like himself who may otherwise feel disengaged from the research side of orthopaedics.

### GIVE WHAT YOU CAN

Dr. Haft contributes to the Annual Campaign at the Order of Merit level of \$1,000 or more per year, which brings special recognition. Such a donation, he said, can have meaningful impact and is an amount orthopaedic surgeons can easily afford. So, he plans to continue asking others to give what they can.

“I think I'll be even more successful in the future,” he said. “Once people hear the message a few times, the conversion rate will improve.” ■

When **Geoffrey F. Haft, MD** was a resident, he and his fellow students were encouraged by **John J. Callaghan, MD** to contribute whatever amount they could to OREF. Dr. Haft gave \$20, but he also learned about the mission of OREF and was inspired to continue supporting its work.

As a pediatric spinal surgeon and clinical instructor with the Sanford School of Medicine at the University of South Dakota, Dr. Haft is now the one encouraging others to support the Foundation as an Annual Campaign volunteer. He was frustrated by South Dakota's history of low participation in supporting OREF's Annual Campaign, so he decided to lead the effort. In 2011, he contacted 26 colleagues within his practice and asked them to contribute. Four of his colleagues either increased their donation from the previous year or contributed for the first time, providing a 450% increase over what was given in 2010 in support from South Dakota.