

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian

Scanner

TRIBUTES:

2010 Vin Jorgensen
Award Winners

MEDICAL & TECHNOLOGY:

Sweet Success Makes
a Difference for Moms
and Babies

Orange County Vital Aging

**KEEPING
YOUR BRAIN
HEALTHY
FOR LIFE**



Dr. William Rodman Shankle and
Dr. Michael Brant-Zawadzki



“The heart of the giver makes the gift dear and precious.”

~Martin Luther

Dear Friends of Hoag:

As the year comes to a close, we reflect over the last twelve months with deep gratitude. It is gratitude for a community that cares for one another; for loyal, committed volunteers who give immeasurable hours of time and talent; and for the generosity of those who give charitable gifts at every level.

Hoag was founded because of the generosity of the George Hoag Family. It is a significant part of our heritage and our community continues that long standing tradition of giving. In the past year more than 7,000 charitable gifts were made to Hoag! Many of these are smaller gifts given every year by faithful donors. There were, of course, large benefactor gifts as well and the collective impact of all these gifts, both large and small, has an enduring energy.

I would also like to recognize the countless volunteers who contribute their gifts of time in a myriad of ways. We are profoundly grateful to the volunteers who greet us at the door, direct us to services, and deliver flowers and papers to patients—the Auxiliary volunteers who provide compassionate services day in and day out.

We are most appreciative of the dedicated members of the 552 Club, who enthusiastically raise funds through the Christmas Carol Ball, the summer Movie Event, the Toshiba Classic and so much more. Our heartfelt thanks go to the members of the Circle 1000 Committee for their loyal commitment to fundraising for Hoag Cancer Institute. I also offer a most sincere thank you to those individuals who serve on the Hoag Board of Directors, and the Hoag Hospital Foundation Board, governing Hoag with their leadership and dedication.

These volunteers, hundreds in number, are a part of the vital fabric of our Hoag community and we are most thankful for all that they contribute! Each year a few extraordinary volunteers are awarded the Vin Jorgensen Award for exceptional service. I salute and thank you, on behalf of the Foundation, for being so generous with your most precious commodity, your time.

I thank you all for your loyal, passionate, long-term contributions to Hoag and wish you a wonderful holiday season with your loved ones!



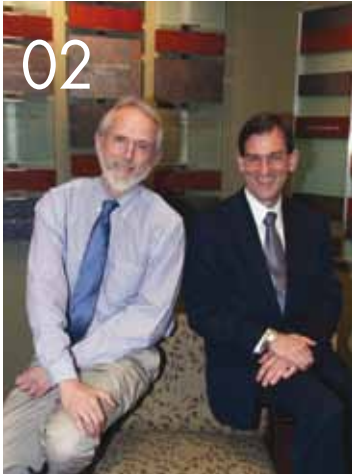
With a heart of gratitude,

A handwritten signature in black ink that reads "Karen Linden".

Karen Linden, Chair
Hoag Hospital Foundation Board

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Keeping Your Brain Healthy for Life

with the Orange County Vital Aging Program

The brain is where our sense of self and our ability to enjoy life resides, yet we are not typically active in maintaining it. What most of us don't realize is that cognitive impairment (loss of memory, language, reasoning and other thinking abilities) and Alzheimer's disease, much like heart disease or type 2 diabetes, can be delayed with active prevention, annual monitoring of memory and early intervention. Until recently, most people have not had access to the right tools and information to take proactive steps to measure, track and preserve their cognition and memory.

That changed in July of this year when Hoag Neurosciences Institute launched the Orange County Vital Aging (OCVA) program under the leadership of William Rodman Shankle, M.S., M.D., FACP, program director, Memory and Cognitive Disorders. Funded with a grant from UniHealth Foundation*, the primary goal of OCVA is to facilitate a community wide effort to maintain healthy brains for life through education, risk factor management, regular assessment and timely intervention.

"This program aims to educate both the community and primary care physicians as to what normal aging is and what the earliest stages of problematic memory loss look like," says Michael Brant-Zawadzki, M.D., FACR, executive medical director of Hoag Neurosciences. "Early assessment can reassure those not at risk and help those who are at risk to prevent and forestall the development of disease for as long as possible."

Measuring Memory

The majority of us submit to a variety of annual screenings for the sole purpose of early detection of disease. By annually

screening for cognitive impairment after 50 years old, we can establish a normal baseline and detect changes at the earliest and most effectively treatable stages. "We know that if one relies on casual observation it takes nine to eleven years to detect a memory issue," says Dr. Shankle. "Almost every cause of memory loss can be effectively treated if detected early, diagnosed accurately and treated properly."

To that end, the OCVA website provides free online tools including a preliminary five-minute Memory Self-Assessment

"Early assessment can reassure those not at risk and help those who are at risk to prevent and forestall the development of disease for as long as possible."

which helps identify clues of memory change that may need further follow up, and a Risk Factor Assessment that identifies an individual's risk factors and provides education about how those risks can be reduced to forestall the onset of Alzheimer's disease and related conditions. The website also provides a list of resources. Upcoming website enhancements include a directory of physicians participating in the program.

Dr. Shankle strongly encourages that these annual self-assessment tools be supplemented by an annual, objective test of memory, which is administered by the OCVA program coordinator at Hoag or in the office of a participating community physician. The memory test used at Hoag is validated at 97 percent accuracy for discriminating between memory changes due to normal aging and those due to an underlying medical condition.

The information gathered by the OCVA through the self assessments and the objective testing is kept strictly confidential and results are released only to the individual taking the test.



From Left to Right,

Back Row: Dennis Fortier, William Rodman Shankle, M.D., Michael Brant-Zawadzki, M.D., Cordula Dick-Muehlke, Ph.D. and Nicole Guillen Nguyen

Front row: Junko Hara, Ph.D. and Dori Holnagel

Leading the Way

In the past, proactive brain maintenance has not received a lot of attention from the medical community when compared to preventive recommendations for other organs such as the heart. That is changing as evidenced by the work of an international group of brain scientists, including Dr. Shankle, who came together under the leadership of Dr. Zaven Khachaturian, former director of the National Institute of Aging Alzheimer’s Research Centers, to create a national roadmap to prevent Alzheimer’s disease by 2020 called the Vital Aging program.

Hoag Neurosciences Institute was one of the first organizations in the U.S. to be funded to implement a community based Vital Aging program. OCVA is the prototype of a community-based program that will add to the national body of knowledge.

Prevent Alzheimer’s Endowment

Support through the key inaugural grant from the UniHealth Foundation has allowed Hoag Neurosciences Institute to launch the program and fund it for the next three years. Drs. Brant-Zawadzki and Shankle are working to develop a Prevent

Alzheimer’s Endowment to fund the program and research going forward.

“Although delaying and preventing dementia and Alzheimer’s disease will help reduce the massive financial burden these disorders place on the health care system, a program like this is not reimbursed by traditional insurance,” says Dr. Brant-Zawadzki. “We are so grateful for the tremendous interest in and support of this program. Our continued success requires continued financial engagement and participation from our community.”

If you would like to get involved in supporting this groundbreaking work, please contact Kenya Beckmann at 949-764-6384 or Kenya.Beckmann@hoag.org. ■

*The OCVA is supported by a generous grant to Hoag Neurosciences Institute from UniHealth Foundation, a non-profit philanthropic organization whose mission is to support and facilitate activities that significantly improve the health and well-being of individuals and communities within its service area.

Visit the Orange County Vital Aging Website at:
ocvitalaging.org or call 949-764-6288
 for more information or to schedule a free assessment.

True Blue

.....
Annual Donors Give
to Hoag Continuously
for 30-Plus Years
.....

Hoag is inextricably woven into the history and fabric of Orange County. It has meant a great deal to many people since it opened in 1952 and they've shown it by remembering Hoag with an annual gift. There are nearly 400 members of the 552 Club who've been giving to Hoag for over 20 consecutive years and over 60 who've been giving for more than 30 consecutive years. Several of these donors have also served as volunteers, giving their time and talent to serve the community through Hoag.

Audrey Grundy and Family

Audrey Grundy and her family have been intimately involved as supporters of Hoag since before the original hospital was built. Her late husband, long-time volunteer leader Bill Grundy, was a very active Hoag fundraiser for over 40 years. In 1959, Audrey was one of the founding members of the "Children's Toy Committee" whose aim was to bring comfort and joy to the children staying at Hoag and to make the nurses' jobs a little easier.

A hands-on volunteer since the early days, Audrey recalls that she and several committee members rolled up their sleeves to paint the new pediatric wing in soothing child-friendly colors, make cheerful curtains for the rooms and decorate the halls and nurses' station. They also started a tradition that continues today of supplying small, beautifully wrapped gifts to Hoag's smallest patients to ease the pain of an injection and lessen the impact of the many difficulties that arise when a child is in the hospital.

The Grundy tradition of giving to Hoag continues through Audrey's grown children, Gordy Grundy and Lisa Grundy Johnson. A member of the 552 Club Juniors in the 80s and the 552 Club with her husband Bill since 1990, Lisa Grundy Johnson has followed her mother's footsteps as a long-time Toy Committee volunteer. Brother Gordy sums it up. "As community members, we have to stay active and maintain our resources," says Gordy. "Hoag is a world-class resource and we are glad to have it in our community."

Betty and Kam Gleason

In a special way, Betty Gleason is the "first daughter" of the original Hoag Hospital Newport Beach. Her father, Robert Bacon, was hired as the hospital's first administrator but passed away 16 months before Hoag opened its doors. Her mother, Winifred Bacon, was so integral to her husband's work, that she stepped in and led the hospital for more than 15 years.

Betty remembers making the beds the night before the grand opening along side her mom, George Hoag and others and her picture, at age 12 with her parents, still hangs in the Newport Beach campus. She and her husband Kam have been financial supporters for 50 years. “As you can imagine, I’ve always taken a great interest in supporting the outstanding work at Hoag,” she says. “I really admire the way they’ve kept the culture of being people-minded even though it’s grown so much bigger over the years.”

Julie and Ted Carpenter

Julie Carpenter’s gratitude is overflowing when she talks about her long association with Hoag which started when she and her husband Ted moved down from Los Angeles 38 years ago. Over the years, Julie and Ted have experienced the wonderful care at Hoag many times, and early on made the decision to include Hoag in their annual giving. In fact, they’ve been supporting Hoag for more than 30 years.

Both cancer survivors, they have also made special gifts specifically directed to Hoag Cancer Institute. “We are forever grateful to the Hoag doctors for detecting and successfully treating both my own and my husband’s cancer,” says Julie. “Plus, this is our community hospital and we care about the staff and the people they are helping.”

Geraldine “Jerry” Frey

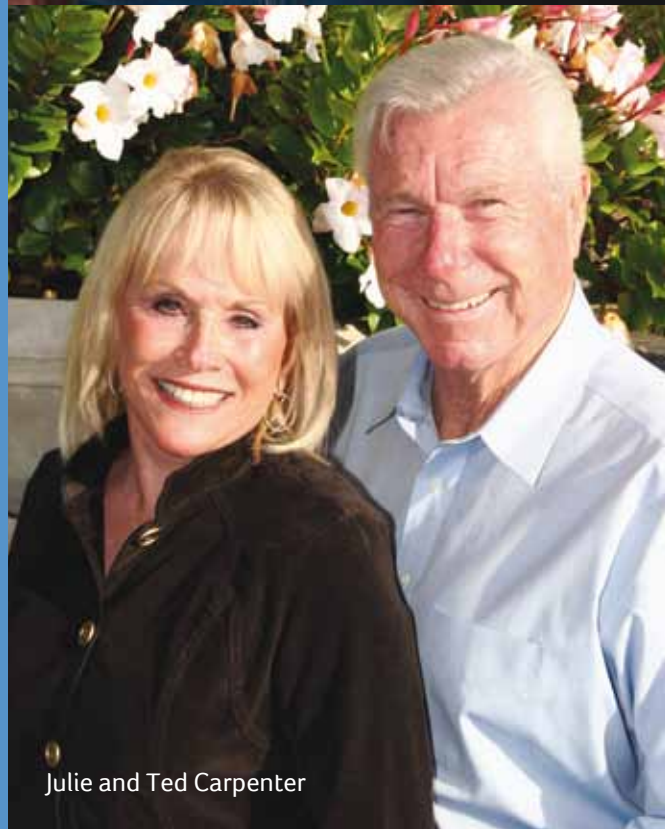
When Geraldine Frey, known to her friends as “Jerry,” moved to the beach area in 1976 she didn’t know many people.

A friend suggested that she start volunteering at Hoag which she promptly did and she hasn’t stopped yet. Jerry worked at the Gift Box gift store in Hoag Hospital Newport Beach for several years and also served as a placement coordinator. Jerry still volunteers weekly at Hoag and is a member of the Nightingales who do the holiday decorating at Hoag Hospital Newport Beach.

A long-term donor as well as a devoted volunteer, Jerry started making an annual gift to Hoag through the 552 Club over 30 years ago. She’s also proud to be on the donor wall at Hoag for a recent gift she made to support expanding the Hoag Hospital Newport Beach Emergency Department. “They really needed that ER and it feels like it was money well spent,” says Jerry. “I saw a need and I wanted to help.” ■



Betty and Kam Gleason



Julie and Ted Carpenter

2010 Vin Jorgensen Award Winners

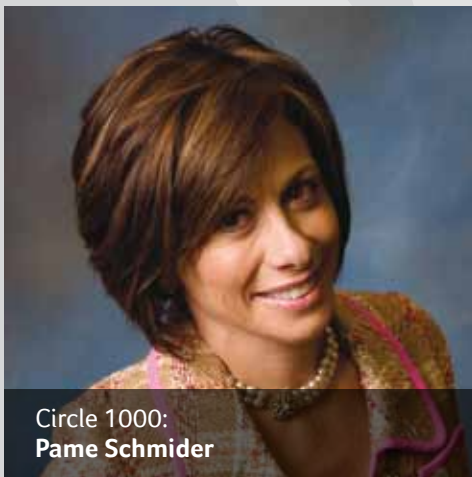
And the Award Goes to ...



Hoag Hospital Foundation Board:
Ira Garbutt



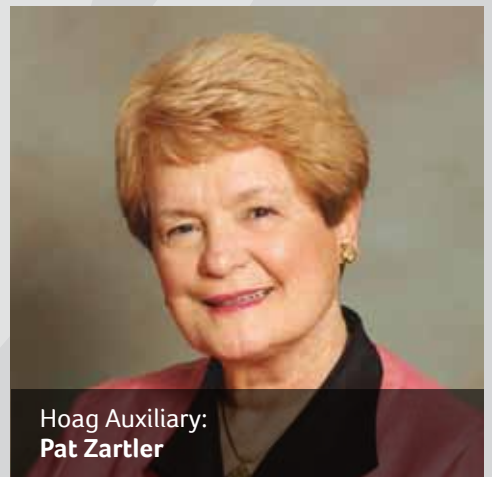
Endowment & Planned Gifts Committee:
Jim Johnson



Circle 1000:
Pame Schmider



552 Club:
John Townsend



Hoag Auxiliary:
Pat Zartler



552 Club Corporate Award:
Toshiba America Information Systems



Pete Siracusa Winner:
Rosalie Puleo

Each year Hoag Hospital Foundation honors those whose volunteer service is outstanding and deserving of special recognition. Recipients are those who organize and lead programs; plan and conduct Foundation activities, benefits and special events; provide guidance and direction; set policy and procedure; and encourage their friends to financially support Hoag.

Hoag Hospital Foundation Board: [Ira Garbutt](#)

With over 20 years of volunteer service to Hoag to his credit, Ira Garbutt has been a tremendous asset to the Hoag family. He joined the Endowment and Planned Gifts Committee in 1990 and served as chair from 1997 to 1999. In 2001, the committee honored him with the Vin Jorgensen Award. Well known as a Toshiba Classic volunteer since Hoag became the presenting sponsor in 1998, Ira acted as the volunteer chair for two years and the tournament chairman for the last three years. He and his wife were the co-chairs of the 2003 Christmas Carol Ball and he's been on the Hoag Hospital Foundation Board for nine years.

Endowment & Planned Gifts Committee: [Jim Johnson](#)

A kind and committed volunteer, Jim Johnson has been instrumental in directing large estate gifts to Hoag. In addition to his long history of introducing Hoag to potential donors, he lends his accounting expertise to Hoag Hospital Foundation by advising it on how to structure gifts. He's been a member of the Endowment & Planned Gifts Committee for over 15 years and served as chair of the Endowment Council from 1997 to 2000. Jim is also the co-founder of the Foundation for Christian Stewardship.

Circle 1000: [Pame Schmider](#)

Pame Schmider became involved with Hoag several years ago when she became a member of the Circle 1000 committee supporting Hoag Cancer Institute. She deeply believes Circle 1000 makes a difference in the lives of those with cancer. Her mother is a survivor of polio, a disease that at one time had no cure. It is her hope that cures for all cancers will soon be discovered. Pame was elected president of Circle 1000 in 2009 and has skillfully balanced the history and tradition of this highly successful group with fresh ideas to engage the community in support of Hoag. She has also served on a committee supporting Hoag Heart & Vascular Institute.

552 Club: [John Townsend](#)

Generous with his time, talent and resources, John Townsend has served as the 552 Club treasurer for the last two

years and co-chair of the Hoag Charity Shoot since 2007. In addition to organizing the event, he and his wife frequently donate items for the auction. A passionate volunteer leader, John brings dedication and focus to his work with the 552 Club.

Hoag Auxiliary: [Pat Zartler](#)

Pat Zartler is as passionate about serving visitors to Hoag today as she was when she started volunteering for Hoag Auxiliary 27 years ago. Over the years she's served in many capacities including many years on the Auxiliary Board of Directors. She's a past vice president of placement and is the immediate past president of the Auxiliary Board after four years of service. Currently she's the parliamentarian and an active Auxiliary volunteer in the "surgery waiting" area.

552 Club Corporate Award: [Toshiba America Information Systems](#)

One of the most successful tournaments in Champions Tour history, the Toshiba Classic has raised over \$13M in the past 13 years for Hoag. Led by CEO Mark Simons, Toshiba America Information Systems demonstrates its deeply embedded corporate culture of philanthropy through its long-term title sponsorship of this event. The Toshiba Classic not only raises an average of \$1M per year for Hoag, it creates an annual \$27M influx to the local economy.

Pete Siracusa Award

The Pete Siracusa Award is presented to 552 Club members in good standing, not currently serving on the 552 Club Board of Directors or President's Circle, who continue to make significant contributions and have a long history of dedication to the 552 Club and to Hoag.

Pete Siracusa Award Winner: [Rosalie Puleo](#)

Rosalie Puleo started her service with Hoag 15 years ago when she joined the 552 Club. Five years later, she was nominated to the Board of Directors and remained as a Board member since that time and is now a sustaining member. During her tenure on the board, Rosalie became involved with the Sandpipers organization and acted as President for two years. Her leadership of the group, and its major fundraising events led to enormous success in support of the Hoag Cancer Institute. Not only has she volunteered in most all of the 552 Club events over the years, she spent three years as co-chair of the annual Movie Screening. ■

Generosity of Spirit

Long-time Hoag Donors Harriet and Mohindar “Sandy” Sandhu

Sunlight streams into the gorgeously appointed yet comfortable and welcoming family room of the home of Harriet and Mohindar “Sandy” Sandhu. Like the Sandhus themselves, their home radiates a warmth that immediately puts visitors at ease. Married for 25 years, their story began with a chance meeting in 1986 at The Nest, a desert restaurant and piano bar where Sandy was meeting a friend and Harriet had dropped in to hear her friend, the piano player. While they were both intrigued by their first meeting, it was actually love at “second” sight after they enjoyed their first dinner date together.

Sandy, with three children from his first marriage and Harriet, widowed with five children, blended their lives and families. Their combined brood has grown to include nine grandchildren whom they treasure. Happiest when they are surrounded by family, they recently enjoyed a trip to Maui with their children and grandchildren.

Living the American Dream

Born in a tiny village in Punjab, India 150 miles north of New Delhi, Sandy was one of only 100 residents. The closest school was located in a neighboring town and Sandy was the only child from his village that trekked the five miles every day to get his education. He left India to attend the University of British Columbia in Vancouver and came to the U.S. to earn an engineering degree from Indiana Institute of Technology in Fort Wayne, Indiana. Soon after, he was hired by Ford Motor Company where he worked for 11 years before starting his software company, SRS Technologies in 1970.

Sandy built SRS from the ground up. When he sold the company a few years ago, it had grown from a one-man operation to over 1100 employees with offices across the U.S. and Europe. One of his many high-profile government projects was developing technology to quickly and accurately inspect closed shipping containers for the Department of Homeland

Security. Still adjusting to life as a retiree, Sandy enjoys golf, daily exercise, reading, travel and family time.

Sandy is a trustee at Chapman University, where Harriet also volunteers, and the Sandhus are very proud to have the Sandhu Residence and Conference Center in their name.

Devoted Volunteer

Even after 25 years in California, Harriet who was born and raised in New Jersey, still considers herself a “Jersey Girl.” Committed to volunteerism, Harriet has made a career of supporting and fundraising for causes she loves. Harriet has performed in the CHOC follies, raised money for the Philharmonic Society of Orange County, Oceana and the Orange County Performing Arts Center to name just a few. She’s also on the board of Girl’s Inc. and was honored recently for being one of the founding members of the Girl’s Inc. Guild.

Creative by nature, Harriet paints, writes poetry and cooks wonderful Italian and Afghanistan meals for Sandy. She’s an old movie buff and, like Sandy, she’s a devoted fitness enthusiast.

Giving Back to Hoag

The Sandhus have long been associated with Hoag and feel a connection to it as their community hospital. They have been faithful Hoag donors year after year for 24 years through the 552 Club and their support of the Christmas Carol Ball. Over the years, many of their grandchildren were born at Hoag and Sandy recently had a knee replacement at Hoag Orthopedic Institute. “We consider Hoag an institution in our community,” says Sandy. “It has an excellent reputation and we are glad to support it.”

Their decision to make a benefactor-level gift of \$250,000 was a culmination of their years of generous support. They directed their gift to Hoag Cancer Institute and Hoag Heart & Vascular Institute. ■



In Recognition of our Donors Hoag Hospital Foundation Benefactor Program

The Benefactor Program, developed by the Hoag Hospital Foundation Board of Directors, is a donor recognition program for Hoag donors, called "Benefactors," who have given \$250,000 or more.

The Benefactor Program staff is available seven days a week to answer questions, make appointments and facilitate hospital visits for Benefactors. When a Benefactor comes

to Hoag for a scheduled procedure or visits the Emergency Department, Hoag Benefactor liaisons meet them and escort them through the process.

If you are interested in learning more about the Benefactor Program, contact Susana Ertac at 949-764-7220 or Susana.Ertac@hoag.org. ■



Judith, Laylah Jannie and Saul Mejia Arroyo.

Sweet Success

Making a Difference in the Lives of Moms and their Babies

Judith Arroyo was worried when she discovered she had developed gestational diabetes during her pregnancy. Her obstetrician referred her to the Sweet Success program at the Mary & Dick Allen Diabetes Center which provides education and support for pregnant women with diabetes. There she met with Mary D’Avila, RD, CDE, diabetes dietitian and educator who assisted her with detailed meal planning and ongoing consultation.

Now the proud mother of baby girl Laylah Janine, healthy and thriving at 4 months old, Judith is extremely grateful for the support she received from the program. “Mary was very kind and explained how to take care of myself and plan meals during my pregnancy,” says Judith. “I also learned healthy eating habits so I can avoid getting type 2 diabetes later on and this is keeping my family healthier too. My husband is also grateful for the care I received and was extremely supportive.”

“We are deeply gratified to support this program. It’s our hope that this inspires others to do what they can.”

~Ginny Ueberroth

Administered through the Allen Diabetes Center, “Sweet Success” is a state-affiliated program designed to identify women with diabetes, who are planning to become pregnant, and normalize their blood sugars before pregnancy. Once pregnant, the program teaches women who develop gestational diabetes, as well as those who enter pregnancy with diabetes, to tightly control their blood sugars throughout the pregnancy to help ensure a safe pregnancy and a healthy baby. The program also educates women on post-pregnancy and life-long management and monitoring to lessen the impact of diabetes going forward.

“We take a team-based approach that includes a registered dietitian, diabetes nurse educator, perinatologist, pharmacist and a social worker to make sure that patients are controlling their diabetes rather than the other way around,” says Tamerou Asrat, MD, medical director, Sweet Success. “The program provides an organized path of care to support and enhance the

work of the patient's obstetrician."

The program, facilitated by dedicated staff that specializes in working with diabetes care, also educates women on post-pregnancy and life-long management. "I love working with people to promote healthy lifestyles," says Sheri Yates, RN, BSN, CDE, LEC, program coordinator, Sweet Success and diabetes nurse educator. "I give them the tools to change what they can control and that's very rewarding."

Sheri and Mary have both developed award-winning components of the Sweet Success program including the Spanish curriculum, developed by Mary, which recently won the 2010 California State Achievement Award. Judith, who is bilingual, really appreciated the Spanish language support. "It was great to have assistance in Spanish so my mom could participate and learn with me to support my healthy choices going forward."

Increasing Access to Care

The **Ueberroth Program for Women and Diabetes**, funded through a generous grant from the Ueberroth Family Foundation, allows the Allen Diabetes Center to expand the Sweet Success program further into the community to ensure that all women, regardless of their financial circumstances, have access to world-class diabetes care before, during and after pregnancy.

Though all ethnic groups experience gestational diabetes, Hispanic, Asian and African American women are at particular risk. The Ueberroth Program for Women and Diabetes ensures that Sweet Success benefits many more mothers throughout Orange County, including those who speak Spanish exclusively.

"We are deeply gratified to support this program," says Ginny Ueberroth. "Making a difference is important and it's our hope that this inspires others to do what they can."

To better understand how you can support comprehensive diabetes care in our community, please contact Doe Girling at (949) 764-1818 or Doe.Girling@hoag.org. ■

The Mary & Dick Allen Diabetes Center

Hoag's Mary & Dick Allen Diabetes Center is a resource for physicians and their patients who are living with diabetes. "We are actively partnering with local physicians to augment what they are able to provide their patients in terms of education and clinical support," shares Kris V. Iyer, M.D., medical director, Allen Diabetes Center.

Offering services in English and Spanish, some of the culturally sensitive programs include:

- ADA Accredited Diabetes Self-Management Education*
- Medical nutrition therapy*
- Pediatric Diabetes Services (provided by CHOC Children's)
- Sweet Success/Pregnancy and Diabetes*
- Herbert Family Program for Young Adults with Type 1 Diabetes
- Insulin Pump and Sensor Management Training*
(*Requires a physician referral)

You can find more information on the full range of services offered at the Allen Diabetes Center by calling 949-764-8065 or logging on to www.Hoag.org/Diabetes.



Helping Young Adults with Diabetes

Officially launched in August, 2010, the Herbert Family Program for Young Adults with Type 1 Diabetes, made possible by a generous gift from Lauri (Herbert) Delson, focuses on meeting the unique needs of young adults, ages 18 through their 30s, who have type 1 diabetes. The program addresses the financial, psychological, social and physical changes that challenge not only the young adult, but also their entire family and support system.

Services include:

- Social opportunities to meet and interact with others who have type 1 diabetes
- Peer group emotional support
- Individual and group counseling following consultation*
- Insurance and community resource information
- Medication Management Education*
- Full range of educational services offered by the Allen Diabetes Center
(*Requires a physician referral)

You can find more information on www.Hoag.org/Diabetes. Look for a full program profile in the *Scanner* Spring issue.

Always There

Donor Ensures that OB Hospitalists are Available to Care for Babies and Moms at Hoag Hospital Newport Beach

Thirty-six-year-old Newport Beach resident Jan Martin* was 36 weeks pregnant when she starting cramping during her morning walk. Concerned, she called her OB who advised her to go immediately to Hoag Hospital Newport Beach for an assessment of her condition. Upon arrival staff routed Jan straight to the Labor and Delivery unit for evaluation where, after a short period of observation, her pain and bleeding suddenly became very severe.

With no time to spare, staff rushed her to the operating room where a Hoag OB Hospitalist performed an emergency C-section. He delivered her healthy 6 lb, 4 oz baby girl and confirmed that she had a placental abruption, a catastrophic separation of the placental lining from the uterus that puts both the baby and mother at risk for serious complications and even death.

Without the immediate intervention provided by Hoag's OB Hospitalist program, this pregnancy could have ended in tragedy. Because the OB Hospitalist was there, the baby is healthy and developing normally, and Jan is fully recovered.

Safety Net

Hoag's OB Hospitalist Program provides hospital-based, board-certified obstetricians around the clock to care for pregnant and laboring women in the hospital as well as those arriving at the emergency room at Hoag Hospital Newport Beach. Launched in August 2009, the OB Hospitalist Program at Hoag Hospital Newport Beach was established by the Easton

Health-in-Pregnancy Program (EHIPP), made possible by a gift from the James Easton Family Foundation.

In some cases, having the OB Hospitalist is a convenience for laboring moms while they wait for their regular OBs to arrive. However, with a laboring mom things can change in a split second and there's often a very short window of time to take action to avoid complications. The program does not change the relationship the patient has with her physician, instead it enhances it by providing access to timely, high quality care until the patient's personal physician can arrive onsite.

"Hoag OB Hospitalists provide increased patient safety and efficient, streamlined care for OB inpatients in concert with the patient's obstetrician," says Dale Braithwaite, M.D., physician director of the Hoag OB Hospitalist Program. "Women can be assured that no matter when they come to Hoag, they will have immediate access to a board-certified OB who specializes in emergency obstetrics."

Get Involved

In setting up the EHIPP, the Easton family has touched the lives of many pregnant women and their babies. Hoag Hospital Foundation is striving to continue this important work for families in our community with the support of our generous donors. If you would like to have a direct, positive impact by supporting Hoag Women's Institute, contact Heather Harwell at 949-764-7215 or Heather.Harwell@hoag.org. ■

* Name changed to protect privacy.



EHIPP Supports Outstanding Care

Established at Hoag Hospital Newport Beach by the James Easton Family Foundation in 2008, the goal of the Easton Health in Pregnancy Program (EHIPP) is to provide outstanding care to pregnant women and support the special needs of mid-life moms. Hoag Women's Health Institute staff conducted focus groups with moms 35 and older to find out their specific needs and concerns before, during and after pregnancy. Feedback from the focus groups was incorporated into specifically tailored classes including:

- Maybe a Baby for Moms 35+ Class
- Moms 35+ Prepared Childbirth Class

Hoag Women's Health Institute also offers a variety of educational programs for women of all ages who are pregnant, considering pregnancy or who have newly given birth including:

- Pregnancy Week-by-Week email Newsletter
- Preconception Planning and Pregnancy
- Prepared Childbirth
- Breastfeeding
- Newborn Care
- Postpartum Support

To view Hoag's complete listing of OB Education classes and to register online, please visit: www.hoag.org/OBeducation or call 949/764-5940.

Reflections from Flynn: The Renaissance Hoag Campaign

We are four years into Renaissance Hoag, the Hoag Board's ambitious 10-year expansion and revitalization plan to significantly improve the depth and quality of health care in Orange County. Like any sustainable long-term plan, Renaissance Hoag evolves as the priorities of Hoag evolve.

Since 2006 when the Hoag Board envisioned and announced the concept of Renaissance Hoag, things have changed significantly for us and for the Country. Among other changes, we seized an opportunity to add a campus in Irvine and expanded the depth and breadth of our outpatient healthcare centers. We also "re-branded" ourselves from Hoag Hospital to simply "Hoag," to better reflect our strategic direction as a regional healthcare delivery network. Like many, we are anticipating and formulating our responses to national healthcare reform.

And through it all, the original spirit and intent of Renaissance Hoag remains the same. Despite shifts in priorities, the guiding principle of providing world-class care in the communities we serve drives us forward. The Hoag Hospital Foundation's Renaissance Hoag Campaign has raised more than \$135M to date of the original stated 10-year goal of \$315M. These funds have financed state-of-the-art facilities and technology, renowned staff and innovative programs in each of our Centers of Excellence.

Going Forward

The Renaissance Hoag Campaign has been an enormously effective rallying cry for our fundraisers to organize their efforts around. As always, our fundraising priorities reflect the needs and concerns of our community.

As we move forward I am bringing to bear several fundraising best practices taken from extremely successful major universities. To you, for the foreseeable future, the Renaissance Hoag campaign will continue to function as the organizing idea we are using to inspire philanthropy that assists Hoag in providing exceptional care. Internally, we are following a prescribed set of strategic and operational procedures to implement a comprehensive campaign including priority alignment with Hoag.

I want to thank all of our gracious and generous donors for partnering with us to support outstanding healthcare in our community. The Renaissance Hoag Campaign will continue to be vital and relevant to us as individuals and to our greater community. While the first years of the campaign have been extremely successful by any measure, I believe the best is yet to come! ■

Flynn Andrizzi, Ph.D.

Senior Vice President, Development,
Hoag Hospital & President,
Hoag Hospital Foundation



Touch a Life Through



Your Holiday Giving

Did you know? Many types of donations made to Hoag give back to you, the giver. Depending on which method you choose, you could eliminate capital gains tax, generate an income tax deduction and be paid income for your lifetime—all while honoring a loved one and helping our important mission.

The holidays are upon us! Many times giving is not an easy task because our friends and loved ones already seem to have everything. But there are other, very positive routes for gift-giving, and they start with a reflection of what is truly dear to you and those you love.

Honor Gifts: A New Twist to Your Holiday Giving

This holiday season, consider adding “honor gifts” to your list of giving ideas. If any of your loved ones hold a charitable cause, such as Hoag, close to their hearts, you could make a significant gift to us in their honor. By making an honor gift in a loved one’s name, you’ll establish a living tribute to him or her that:

- is always appreciated;
- carries significant meaning;
- supports our work during a time of great need.

How Honor Gifts Work

Honor gifts are donations you make in recognition of someone significant in your life. These gifts are often made on traditional gift-giving occasions, but can also be used as a thoughtful way to say thanks

or to congratulate a loved one for a noteworthy achievement or milestone reached.

How to Complete Your Gift

Making an honor gift to Hoag is easy. Simply let us know that your donation is an honor gift. We’ll issue a tax receipt to you for your contribution. And, if you wish, we’ll announce your gift to the honoree—without stating the amount.

We value your support year-round, but this holiday season, when it comes to buying another gift, we hope you might consider an idea that benefits so many more and goes so much further, a gift that you’ll feel proud to give and the recipient will be honored to receive.

If you have any questions about making gifts in honor of loved ones, please contact Sharon Thornton at (949) 764-7206 or Sharon.Thornton@hoag.org. ■

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Recognizing and Honoring Auxiliary Volunteers



Incoming 2010-2012 Auxiliary Executive Board of Directors. L-R Jim Kelley, Susan Sheldon, Jackie McGlynn, Doug Campbell, Laurene Small, Eleanor Anderson, Pat Zartler, Ralph Hillman, Ruth Poole, Janie Blazina, Sherry Sumner

Hoag will use donated funds to purchase wheelchairs & carts and other equipment throughout Hoag's campuses and facilities. More than \$6.5 million total dollars have been donated to Hoag by the Auxiliary since 1952. The Auxiliary also presented \$25,000 in scholarships to Hoag's Junior Auxiliary high school students: Danna Moustafa, Yas Sanaiha, Joy Tang and Caroline Wu.

Hoag administration staff thanked the 2008 - 2010 outgoing auxiliary executive board of directors for their honored service and introduced the incoming 2010 - 2012 board. They also thanked the chairs of each committee for their valuable service and leadership as well as offering deep gratitude to all Auxiliary volunteers for their 85,000 hours of heartfelt service each year. The Luncheon also served to highlight and thank long-term Auxiliary members who have served since the 1950s, 1960s and 1970s.

Thank you to all of the 750 valued Auxiliary and Junior Auxiliary members for their 58 years of caring service, dedication and fundraising that benefits Hoag and our patients, staff, physicians and the community we all serve! ■

"Volunteers Warm the Heart—Our Fingerprints Do Not Fade from the Lives We Touch" was the theme for this year's annual Auxiliary recognition luncheon held at the Newport Beach Marriott in April.

Auxiliary President, Pat Zartler; Gift Box Chair, Marie O'Hora; Nightingale's Chapter board members, Francine Arena and Laurene Small; Junior Auxiliary Advisor, Andi Hickman; and Junior Auxiliary board member, Yas Sanaiha presented Jennifer Mitzner, Sr. Vice President of Corporate Services & CFO of Hoag, with checks totaling \$95,920.



Pamela Stowers

Hoag Hospital Foundation Pays Tribute to Pamela Stowers

Beloved daughter, sister and dear friend, Pamela Stowers will be remembered for her generous spirit and passion for helping others. A long-time Hoag Auxiliary volunteer, Pamela served in the emergency room as a liaison between nurses, patients and their families. Pamela generously included Hoag in her estate plans, and a \$1 million endowment has been established in her name. Funds from the endowment will benefit the ongoing enhancement of the Hoag Hospital Newport Beach Emergency Department. More information about the impact of Pamela's gift and the Emergency Department's expansion will appear in a future issue of *Scanner*.

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Hoag Hospital Foundation Board Welcomes Back Joseph Obegi



Joseph Obegi

Two-time Vin Jorgensen Award winner Joseph Obegi, who served as a director on the Hoag Hospital Foundation Board from 1995 to 2001, is rejoining the board beginning FY 2011. A long-time volunteer leader for Hoag, Joe has been involved as a member and officer of the 552 Club since the 1970s and he was the co-founder and past President of Hoag Heart Institute, Hoag's precursor to Hoag Heart & Vascular Institute. The first Chair of the Endowment and Planned Gifts Committee, Joe continues to serve on that committee.

Joe has put his beliefs in action through his service to Hoag. "All of the different organizations that provide health, art and public service are part of what makes our community a wonderful place to live," he says. "Hoag is our community's hospital and supporting it benefits all of us." For his part, Joe is looking forward to furthering the planned giving activities of the Foundation and helping ensure that it is a good steward of the funds entrusted to it.

Very recently retired from the firm Freeman, Freeman & Smiley, LLP, Joe practiced trust and estate law for 40 years. A recognized expert in his field, he specialized in estate planning; trust and estate administration; gift and estate tax preparation and audits; and charitable gift planning and foundations. ■

Scanner

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian



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*Peace and Joy
this Holiday Season*

Wishing you and yours a joyous Holiday Season and
a most prosperous and healthy New Year!

~Hoag Hospital Foundation Staff