

HOAG HOSPITAL FOUNDATION in support of Hoag

Scanner

2013 TOSHIBA CLASSIC

On Course for
Community Benefit

**HONORING HOAG'S
BREAST CARE PIONEER:**
Philanthropists Sue and Bill Gross Name an
Endowed Chair for Dr. Melvin Silverstein

DONOR TRIBUTE:
Remembering Pat Yoder

2013 Toshiba Classic Winner, David Frost



TOSHIBA



“Over the past 60 years, Hoag has demonstrated time and time again that we are committed to the common good of the community in boldly uncommon ways.”

Robert Braithwaite,
Hoag President and CEO

Dear Friends of Hoag:

Hoag continues to emerge as a national leader of care. In fact, Hoag Hospital Newport Beach was the only Orange County hospital named to Becker’s Hospital Review’s annual “100 Great Hospitals in America” list as well as the Healthgrades list of the nation’s top 100 hospitals. Because of the generosity of our philanthropic community, Hoag offers a level of care that is rare in a community-based healthcare network. In a very real way, the successes of Hoag are due in large part to the long-term commitment of donors and volunteers.

No one has a greater appreciation for what philanthropy can accomplish than new Hoag President and CEO, Robert Braithwaite. With a reputation as an innovator and 18 years on the senior leadership team of Hoag, Robert has directly experienced the extraordinary heights that can be achieved in partnership with an engaged donor community.

It’s Hoag Hospital Foundation’s role to discover and align donors’ passions with Hoag’s strategic priorities. As the former COO, Robert was the Hoag point person for setting priorities for the upcoming comprehensive campaign based on what’s most important to our community. As CEO, he will be very active in directly connecting with donors—from one-on-one meetings and small group home salons to a series of donor lunches—to articulate the vision and to listen.

We are very pleased to welcome Robert as member of our Foundation Board. We are also welcoming Dr. Afable back to the Foundation Board now that he’s fulfilling his new role as President and CEO of Covenant Health Network. The level of continuity and collaboration between the two leaders and the Foundation Board will only serve to enhance care for our community.

Thank you for partnering with us to provide exceptional care to the communities we serve.



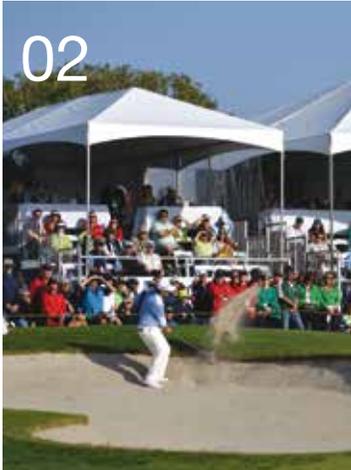
Sincerely,

A handwritten signature in black ink, appearing to read "Jim Coufos".

Jim Coufos
Chair
Hoag Hospital Foundation Board

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SCANNER SPRING 2013



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On Course for Community Benefit



Toshiba Classic Supports Mary & Dick Allen Diabetes Center at Hoag

More than 80,000 fans filled the galleries and enjoyed spectacular golf under mostly sunny skies throughout the week of March 11 - 17. South African, David Frost capitalized on momentum he created in the opening round to win the Toshiba Classic. Frost tied Jay Haas' record for low tournament score at 19 under par, which was set in 2007. He also matched the record for largest winning margin of five shots, which was set by Hale Irwin in 2002.

For the third consecutive year, over \$1 million in proceeds from the Toshiba Classic benefited the Mary & Dick Allen Diabetes Center at Hoag, which provides comprehensive services to those with, or at risk for diabetes regardless of their ability to pay. Long hailed as the benchmark for charitable giving on the PGA Champions Tour, the Toshiba Classic has generated more than \$16 million dollars to benefit Hoag over the past sixteen years.

"The Toshiba Classic provides tremendous benefits to our community in addition to the opportunity to enjoy world-class golf," says Ira Garbutt, Tournament chairman. "Because we raise a significant amount to support the Allen Diabetes Center at Hoag, and it adds

millions of dollars into the local economy, it positively impacts many lives in our community and far beyond."

Highlights from the tournament include:

- The Toshiba Scholarship Fund selected two top local students, Kelsey Liu, University High School and Erik Cerros, Estancia High School, to receive \$10,000 scholarships and Toshiba notebook computers. Ten finalists also received Toshiba notebook computers. Now in its fourteenth year, the Scholarship Fund has provided \$269,000 in scholarships and 158 laptops to Orange County students.
- The Breakfast with a Champion, presented by Allergan Foundation, is a highlight of the Toshiba Classic tournament week. This year's featured speaker was Steve Elkington, Toshiba Classic rookie and 17-time professional winner. Elkington's quick wit had the audience laughing as he shared great stories and anecdotes from nearly 30 years on the professional golf circuit.
- New in 2013, the Toshiba Skills Challenge partnered a Champions Tour professional, Celebrity, VIP and



media member into teams of four and tested their golf skills with three challenges on Hole 10 including long drive, iron shot and bunker. Participants included:

- Pros—Fuzzy Zoeller, John Cook, Gary McCord and Esteban Toledo
- Celebrities—Matt Leinart, Steve Finley, Garret Anderson and Duddy B, the lead singer for *The Dirty Heads*
- VIPs—Mark Simons (President and CEO of Toshiba), Patrick Mani (VP of Field Sales, Toshiba) and Jerry Mattes (President of UPS)

- Media—Stan Verrett (ESPN Sports Center), Matt “Money” Smith (Fox Sports Radio “Petros and Money”), John Howard (sports reporter, KFMB CBS in San Diego), and John Reger (golf writer, Associated Press)

For the sixth straight year, Toshiba sponsored the “Swing for the Green” Recycling Event and collected thousands of pounds of electronic products from tournament spectators for recycling. Participants received free tickets to the event, courtesy of Toshiba ■

Honoring Hoag's Breast Care Pioneer

Philanthropists Sue and Bill Gross Name an Endowed Chair for Dr. Melvin Silverstein

Sue and Bill Gross, whose landmark gift to Hoag resulted in the naming of Hoag's Sue & Bill Gross Women's Pavilion in 2005, recently made a \$2 million gift to establish an endowed chair in honor of Dr. Melvin J. Silverstein, an internationally renowned breast cancer researcher and surgeon, and medical director of Hoag Breast Care Center.

"We are pleased that the new endowed chair recognizes Dr. Silverstein's pioneering work and innovative leadership," says Sue Gross, president, Gross Family Foundation. "We wholeheartedly support Hoag in providing the endowed chair model for medical leaders such as Dr. Silverstein to expand their impact far beyond their patients while advancing their fields. The contributions Hoag's endowed chairs are able to make with these resources are invaluable to the organization and the community."

The newly endowed chair is named The Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery in honor of Dr. Melvin J. Silverstein. Dr. Silverstein, who came to Hoag five years ago after holding the Henrietta C. Lee Chair and a tenured full professorship in surgery at the University of Southern California, said he will use the funds generated by the new endowment to expand his training of other physicians.

"I am simply overwhelmed by the remarkable generosity of Sue and Bill Gross," Dr. Silverstein shares. "This isn't the first time they have turned their

compassion for those facing breast cancer into major financial gifts that have enabled us to expand our fight against the disease.

"Their generosity helped build the Sue & Bill Gross Women's Pavilion which houses the Hoag Breast Care Center, Orange County's leading center for breast care. Their newest major gift clearly shows they believe in our mission, and I am deeply touched by this honor and recognition."

Ripple Effect

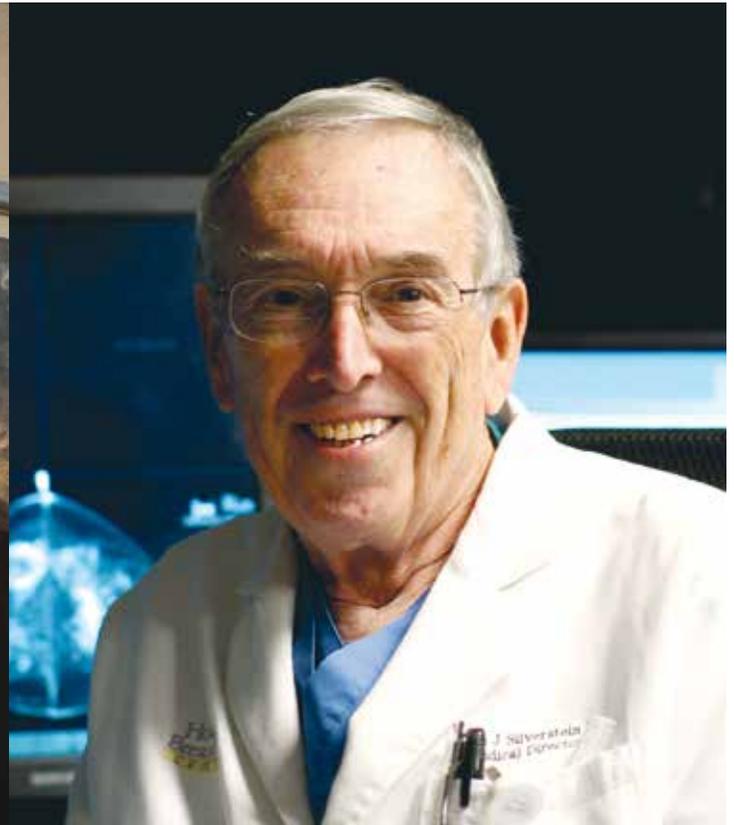
To date, 16 breast cancer surgeons from across the nation have accepted USC/Hoag Breast Fellowships to study under Dr. Silverstein and his colleagues. Dr. Silverstein estimates that, throughout his career, he has treated no fewer than 6,000 patients with breast cancer and he has trained a total of 32 fellows.

"If each fellow sees 5,000 patients during their careers, I will have been able to influence the care of more than 160,000 patients," he says. "The Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery will allow me to train even more fellows, who will reach many additional patients throughout the world. Passing on knowledge is critical to our long-term efforts, and I'm honored to have the opportunity to do so."

According to Hoag CEO, Robert Braithwaite, endowed chairs provide physician leaders with additional financial resources and greater flexibility



Bill and Sue Gross



Dr. Melvin J. Silverstein

to inspire new ways of care and to quickly seize opportunities that may arise outside of the regular planning process.

“We are deeply grateful to Sue and Bill Gross for partnering with us to ensure the Hoag Breast Care Center continues to open new frontiers in the treatment of breast cancer,” says Robert. “Their generosity will touch the lives of thousands for years to come.”

A Model for Excellence

While historically associated with academic institutions, the creation of endowed chairs is one of the most significant ways to recognize physician leadership at Hoag and provide resources for chair holders to advance their areas of specialty. These prestigious awards assist Hoag in attracting renowned clinical leaders, enhancing patient care and facilitating national recognition.

Each chair allows Hoag to remain on the leading edge of improving technology and healthcare for its patients. “The benefits of endowed chairs are

immeasurable,” says Flynn A. Andrizzi, Ph.D., president, Hoag Hospital Foundation and senior vice president for development at Hoag. “They support and enhance critical advances in patient care. We’re very grateful to Sue and Bill Gross for their ongoing partnership in providing the finest healthcare possible to the communities we serve.”

Hoag now has eight endowed chair positions that are enabling the hospital to expand and improve programs in cancer, cardiac care, memory loss and cognitive impairment, neurosciences, cardiovascular surgery, gastrointestinal disease, and now, breast care.

For more information about the endowed chair program or to support Hoag, please contact Kenya Beckmann at (949) 764-6384 or Kenya.Beckmann@hoag.org. ■

Q & A



We sat down with Hoag's new president and CEO, Robert Braithwaite (right) and Flynn A. Andrizzi, Ph.D., president, Hoag Hospital Foundation and sr. vice president, Hoag (left) to talk about how philanthropy fits in to the overall vision for Hoag going forward.

What do you see as the role of philanthropy at Hoag?

Robert: Committed donors and volunteer leaders have partnered with us for 60-plus years to create this phenomenal community asset. That support has allowed us to do special things we would not otherwise have been able to do. Given the current and projected changes in the healthcare environment, the role of philanthropy is becoming even more important.

How have the dramatic changes in the healthcare landscape changed the way the community supports Hoag?

Robert: In the past, the decision to build, renovate or expand was made with the faith that community members would step in and assist us in creating a world-class facility with the latest advances. Going forward, we may not decide to do something unless we are certain we have community commitments to fund, or sustain, all or most of it. The Mary & Dick Allen Diabetes Center, which is completely sustained by philanthropy, is a great example. While other diabetes centers have closed around the country, we're able to offer it to the community because it's supported by the community.

Flynn: I agree, and I would add that over the past few years we've made a decisive shift from focusing on "episodic" funding—for a piece of new technology or a building, for example—to a comprehensive approach where the technology and facilities fit into a bigger strategy driven by programs. In fact, we call our upcoming campaign "comprehensive" because it offers strategic programmatic giving opportunities in addition to technology and facilities.

with Robert Braithwaite and Dr. Flynn Andrizzi

How philanthropy is shaping the future of Hoag

Can you give examples?

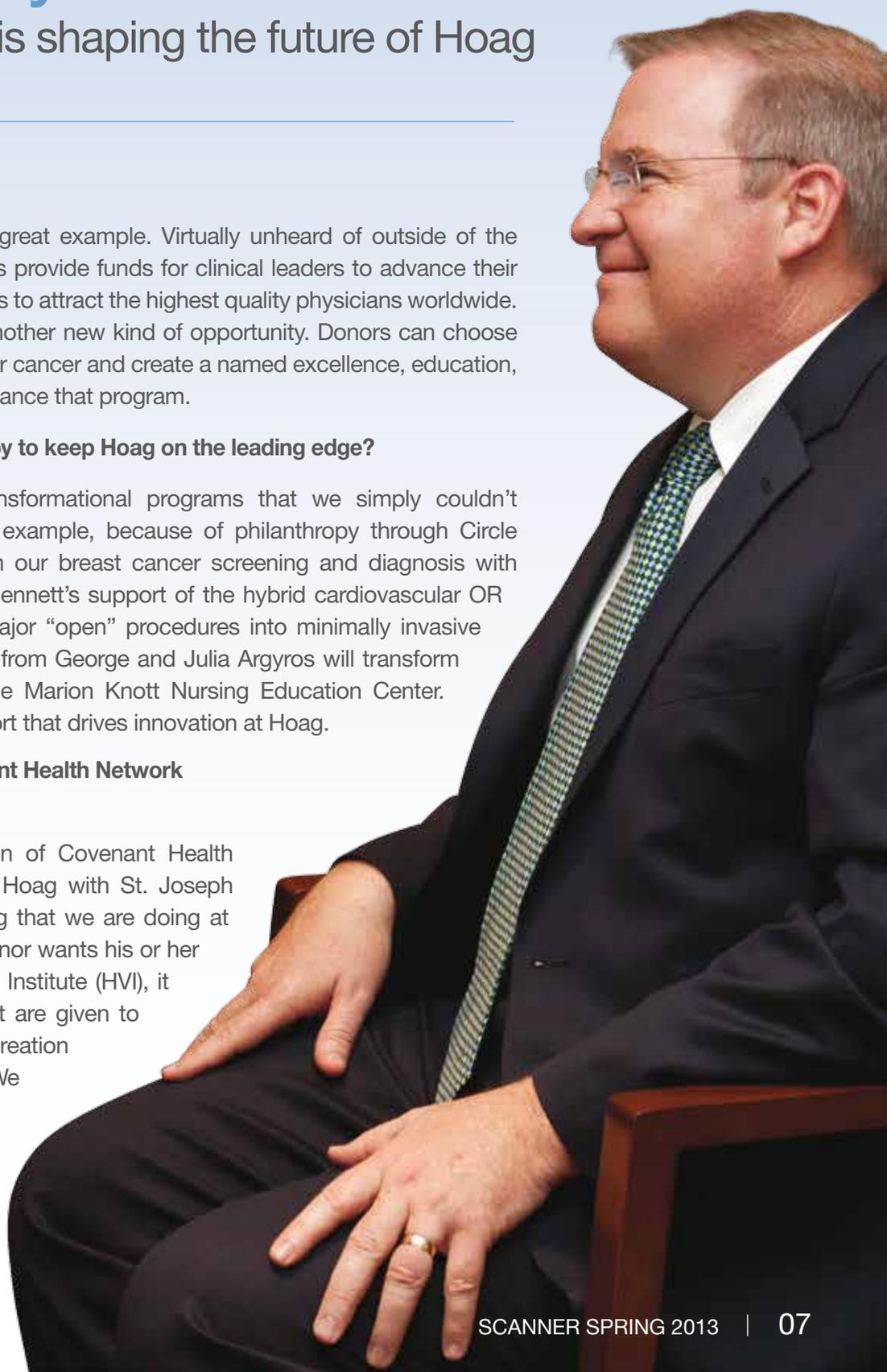
Flynn: Endowed chairs are a great example. Virtually unheard of outside of the academic setting, endowed chairs provide funds for clinical leaders to advance their specialties and provide a tool for us to attract the highest quality physicians worldwide. Our named specialty funds are another new kind of opportunity. Donors can choose an area of passion such as heart or cancer and create a named excellence, education, research or innovation fund to advance that program.

How will you leverage philanthropy to keep Hoag on the leading edge?

Robert: There are some transformational programs that we simply couldn't realize without philanthropy. For example, because of philanthropy through Circle 1000, we were able to transform our breast cancer screening and diagnosis with tomosynthesis. Bob and Marjie Bennett's support of the hybrid cardiovascular OR allowed us to transform many major "open" procedures into minimally invasive surgery. A recent \$2.5 million gift from George and Julia Argyros will transform our nursing education, as did the Marion Knott Nursing Education Center. Without question, it's donor support that drives innovation at Hoag.

How does the creation of Covenant Health Network impact Hoag donors?

Flynn: It doesn't. The creation of Covenant Health Network (CHN), the affiliation of Hoag with St. Joseph Health, does not change anything that we are doing at Hoag Hospital Foundation. If a donor wants his or her gift to go to the Heart & Vascular Institute (HVI), it is used to support HVI. Gifts that are given to support Hoag, stay at Hoag. The creation of CHN doesn't change that. We anticipate opportunities in the future to donate funds for broader programs, wellness for example, that have a CHN component, but that will be completely donor driven. ■





To the Fullest

Pat Yoder Lived Her Life with Purpose and Passion

In her quiet, loving and steadfast way, Patricia “Pat” Reynolds Yoder achieved the pinnacle of a successful life as measured by lives made better because she was there. A dedicated volunteer and passionate philanthropist, Pat lived her life in service. She was a beloved mother of three girls and devoted grandmother to her five grandchildren. A woman of faith, Pat was an active member in the St. Andrews Presbyterian Church community.

As a young woman in Lancaster, California where she was born and raised, Pat had jobs as a “soda jerk” at the corner drug store and a lifeguard at the community pool to help pay for college. She attended Antelope Valley Junior College for one year before transferring to UCLA, where she graduated with a degree in Physical Education. During her sophomore year at UCLA, Pat went on a blind date with a USC law student, Donald Yoder.

After a brief courtship, they were married. Following graduation, Don was drafted into the Army and stationed in Stuttgart, Germany for two years where Pat and baby Pam joined him. Following his stint in the army, the family resided in East Alton, IL, near Don’s parents, where daughters Debbie and Judy were born. They lived there for seven years before happily moving to Newport Beach where Don established his real estate development business.

Generous Giver

While raising her three girls, Pat played an active role at St. Andrews serving as Elder and working on the Help Crisis Line and the Mission Projects at Vacation Bible School. Her passion for giving back to the community was exemplified by her involvement in many charitable organizations. She had many philanthropic interests but The Wooden Floor, an arts and education youth organization that she was actively involved in and supported for 24 years, had a special place in her heart.

Longtime Hoag friend and member of Circle 1000, Pat, who lost a daughter and husband to cancer, was a catalyst for the palliative care program at Hoag. An ardent supporter, she donated her time and resources for many years. Luckily for our community, she passed her love of giving to her children and grandchildren. “Mom always taught us to give back,” says daughter Judy Badgley. “She felt that those fortunate enough to be blessed should give, so she established our family’s foundation—we are all involved in it.”

Life’s an Adventure!

Pat, Don and family were worldwide travelers. Pat shared that love for adventure with anyone who was brave enough to join her. Just about everyone she knew had some sort of travel story about her. She passed that love on to her grandchildren and included them on many wonderful trips. In her lifetime, she was able to travel to over 150 countries and all seven continents.

In the last few days of her life, Pat and her family intentionally kept an “open door” so many of those who knew and loved her could say their goodbyes. “She was such an incredible friend to so many people that we had a constant flow of well-wishers and her last hours were overflowing with friends and family,” marvels daughter Pam Yoder. “She was very well loved and lived her life with graciousness and joy.” ■



Pat with her daughters and grandchildren on a family trip to Australia



Don and Pat Yoder

Being There

Hoag CARES Supports Patients and Families Facing the Challenges of Serious Illness

Patients and families facing grave diagnoses have special needs that extend beyond the boundaries of clinical treatment to cure or alter the progression of disease. Hoag CARES, formerly known as Hoag Palliative Care, fills the gap by addressing the physical, emotional and spiritual side effects of serious illness. Hoag CARES works in partnership with a patient's physicians to minimize suffering and improve quality of life.

"Palliative care at Hoag has evolved to meet the needs of the community," says Vincent D. Nguyen, D.O., medical director, Hoag CARES. "We realized that as we matured, we needed to transform the name of the program to better reflect the supportive nature of our services and so people don't mistake it for end-of-life care provided by hospice."

The Hoag CARES team assists with everything from managing symptoms and minimizing pain for those living with chronic and life-threatening illnesses to providing psycho-social, spiritual and emotional support—all while honoring the patients' dignity and respecting their choices.

Lightening the Load

Hoag CARES uses a multidisciplinary approach to providing holistic care and lightening the burden for patients and their families. The Hoag CARES team may include physicians, nurses, licensed social workers and chaplains. Currently, it offers services to Hoag inpatients as well as one half-day per week availability at an outpatient clinic and phone support for outpatients.

"In that chaotic moment when someone is diagnosed with the life-limiting disease, they don't always realize what they need or know what their options are,"

says Kristyn Fazzalato, M.S.W., L.C.S.W., supervisor, Hoag CARES. "We begin offering support at the time of diagnosis and do regular follow-up to assist with everything from advanced care planning to counseling and comfort for patients and their families."

We Can Do More

Upon return from a recent national Palliative Care Conference where he was a speaker and had the opportunity to confer with colleagues from across the U.S., Dr. Nguyen noted that Hoag's palliative care program is on the leading edge. Even so, there is much more we can do to grow into a more fully robust program with enough capacity to serve the tremendous need in our community. Dr. Nguyen's vision for the future state of Hoag CARES includes:

- Developing and implementing a full-time Hoag CARES Outpatient Clinic to exponentially increase access and capacity for outpatients
- Expanding outpatient services to include home visitations to accommodate those who have a limited ability to leave their home environment
- Expanding the spiritual care program to add more staff and training
- Creating an ongoing education fund to ensure the Hoag CARES staff stays up-to-date on current evidence-based practices
- Creating a Palliative Care Fellowship Program to establish Hoag CARES as a training site and national leader in palliative care
- Community education programs

Our Donors Make the Difference

After having endured the passing from cancer of both her husband and daughter, without the benefit of palliative care, philanthropist Pat Yoder was a catalyst for bringing it to Hoag. “Thanks to the generosity of our donors, we can all be very proud of what we’ve accomplished to date,” says Dr. Nguyen. “Pat, who recently lost her battle with cancer, was one of our most passionate donors and advocates. We are deeply grateful to her for the love and support she put into developing palliative care at Hoag. We who work with these patients and families every day have a close-up view of the wonderful impact of her legacy.”

If you would like information on how you can help alleviate suffering and improve the quality of life through Hoag CARES, please contact Jennifer Witucki at (949) 764-1818 or Jennifer.Witucki@hoag.org. ■

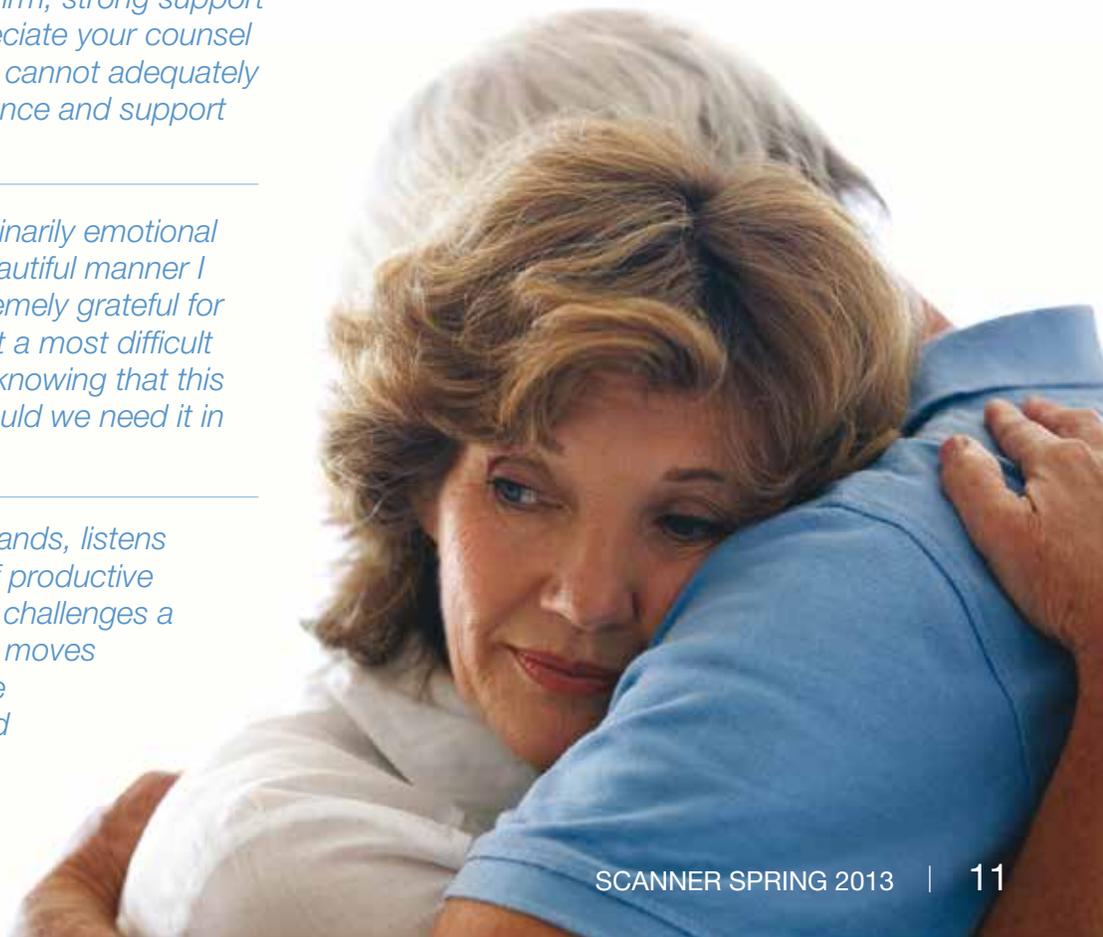
Thank You, Thank You, Thank You

Excerpts from grateful families touched by Hoag CARES

“From your very first visit to my husband’s room, you were gentle but provided firm, strong support for us all. We very much appreciate your counsel and your bedside manner. We cannot adequately express how much your presence and support comforted us.”

“Dr. Nguyen explained extraordinarily emotional concepts to us in the most beautiful manner I could have imagined. I’m extremely grateful for his kindness and gentleness at a most difficult time. We are all more at ease knowing that this Hoag resource is close by should we need it in the future.”

“Having someone who understands, listens compassionately and thinks of productive ways to address the variety of challenges a family faces when a loved one moves toward Transition, is one of the greatest gifts I’ve ever received in my life.”



Sharing the Journey

Circle 1000 Annual Founders' Celebration Brunch Raises Nearly \$900K

Circle 1000's 26th anniversary brunch, held this year on April 11, featured guest speaker and former professional tennis player, Corina Maria Morariu. Guests were moved by Corina's unflinching account of her poignant journey through cancer which she wrote about in her 2010 memoir, *Living Through the Racket: How I Survived Leukemia and Rediscovered My Self*.

She held the crowd in rapt attention as she shared from her heart about her childhood, her strict Romanian upbringing and what it was like to be an athlete diagnosed with cancer. She opened up about how her battle with leukemia changed her in every way. In the end, she says that leukemia gave her much more than it took away—the challenge to look deeper within, and the strength to change her life.

The Power of Inspired Action

When Circle 1000 founder Sandy Sewell was diagnosed with breast cancer in 1977, it was before the existence of the Patty & George Hoag Cancer Center. Ten years later, a fully recovered Sandy made the decision to take a stand against cancer in a bold and unconventional way. She gathered a small group of friends to form the Circle 1000 Founders' Committee in 1987. From those simple beginnings, Circle 1000 has raised more than \$14 million to date.

If you would like more information about Circle 1000 or how you can support cancer care at Hoag, contact Carlin Schneider at (949) 764-7209 or Carlin.Schneider@hoag.org. ■



Karen Linden, Corina Maria Morariu and Margaret Larkin



Kerry Barth, Arden Flamson and Ginny Ueberroth



Sue Werner, Jan Turner Hering and Mary V. Buckingham

Making a Difference

Annual Hoag Auxiliary Recognition Luncheon

“Making a Difference in the Lives of Others” was the theme for this year’s annual Hoag Auxiliary recognition luncheon held at the Newport Beach Hyatt in April. Hospital administration and several hundred Auxiliary volunteers from both the Newport Beach and Irvine campuses celebrated the successes of the volunteer program including 90,000 annual caring service hours, community partnering and the Auxiliary’s annual donations to Hoag.

Auxiliary President, Ruth Poole; Gift Box Chair, Sandy Bauer and Nightingale’s Chapter President, Fran Stephens presented Robert Braithwaite, Hoag president and CEO, with a check totaling \$105,000. The Auxiliary’s contribution will be used to purchase

wheelchairs, carts and other needed equipment. Since its inception, Hoag Auxiliary has donated more than \$6.6 million to Hoag.

In addition to the check presentation to Hoag Hospital Foundation, members of the Junior Auxiliary who are also graduating high school seniors received \$35,300 in scholarships donated by the Newport Beach and Irvine Auxiliary volunteers.

On behalf of the countless patients, families, staff, physicians and the greater community, we would like to extend our heart-felt gratitude to our valued Auxiliary and Junior Auxiliary members for their 61 years of caring service, dedication and fundraising. ■



Junior Auxiliary Scholarship Winners: Alex Jow, Joleen Chen, Sara Collins, Samantha Fajardo, Annie Fleming, Ruth Poole, Varun Yadav and Mary Walesiak.



Ruth Poole, Auxiliary President and Robert Braithwaite, Hoag President and CEO

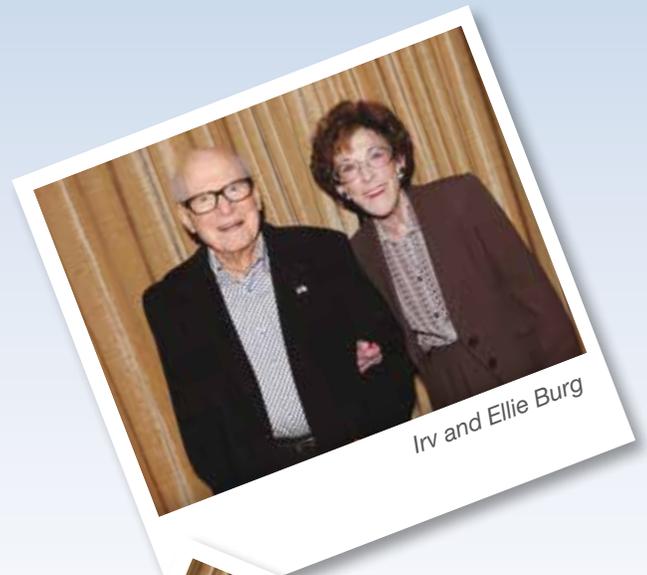
Celebrating Good Friends

Hoag Heritage Society Luncheon

Hoag Heritage Society members celebrated Hoag's 60th anniversary on February 28 at the Island Hotel in Newport Beach. Over 100 loyal and generous donors were treated to a wonderful meal and live music from The Kevin Brown Jazz Trio. Highlights included remarks from Dr. Flynn Andrizzi, president, Hoag Hospital Foundation and Robert Braithwaite, Hoag president and CEO.

"The members of Hoag Heritage Society are such an important part of what makes Hoag truly special," says Matt Kersh, director of Gift Planning. "Their support significantly impacts the ability of Hoag to provide the incredible level of care to the communities we serve—both now and in the future."

For more information about the Hoag Heritage Society and how to support the crucial mission of Hoag, please contact Matt Kersh at (949) 764-7224 or at Matt.Kersh@hoag.org.



Irv and Ellie Burg



Jim Rafferty and Toni White Rafferty



Hoag Hospital Foundation Planned Giving Advisory Committee from left to right: Tom Casey, Gary Newman, Kimberly Bernatz, Christina Bahr, Joe Obegi, Ira Garbutt, Jay Swigart, Mark Hardtke and Megan Acosta. Not pictured: Jim Johnson

A Limited-Time Opportunity to Save While You Give!

Help Hoag Hospital with a Tax-Free Gift from Your IRA Today

Are you 70½ or older? Congress reinstated a law that allows you to move up to \$100,000 from your IRA directly to a qualified charity such as Hoag Hospital Foundation without having to pay income taxes on the money.

Known as the IRA charitable rollover, this law has been extended to the end of 2013. Your gift will qualify under this law if:

- You are age 70½ or older at the time of your gift
- You make your gift by December 31, 2013
- You transfer up to \$100,000 directly from your IRA. This opportunity applies only to IRAs and not other types of retirement plans.
- You transfer funds outright to one or more qualified charities. The legislation does not permit direct transfers to charitable trusts, donor advised funds, charitable gift annuities or supporting organizations.

Why Consider This Donation Option?

- The transfer generates neither taxable income nor a tax deduction, so you benefit even if you do not itemize your tax deductions.
- If you have not yet taken your required minimum distribution for the year, your IRA charitable rollover gift can satisfy all or part of that requirement.
- Your gift will be put to use today, allowing you to see the difference your donation is making.

It is wise to consult with your tax professionals if you are contemplating a charitable gift under the IRA charitable rollover law.

Are You Under Age 70½?

If you don't meet the age requirement for the IRA charitable rollover, you have another tax-wise option to consider: name Hoag Hospital Foundation as the beneficiary of your IRA.

Retirement plan assets are subject to substantial income and possible estate taxes when given to any individual other than your spouse after your lifetime. Charitable organizations such as Hoag Hospital Foundation, however, pay no taxes. Therefore, it can prove beneficial to leave these highly taxed assets to us and leave other assets that are not as heavily taxed, such as real estate and life insurance, to loved ones.

For more information about great ways to save on taxes while supporting Hoag, please contact Matt Kersh at (949) 764-7224 or at Matt.Kersh@hoag.org.

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Patient Power!

Hoag Primary Care Initiatives

The rapid evolution of healthcare is resulting in new and different ways of delivering care; and Hoag affiliated physicians, some within Hoag Medical Group, are leading the charge with plans for Hoag Primary Care Initiatives. When fully developed and implemented, these innovative new Initiatives will transform care from episodic encounters to a “whole patient” view of health and wellness. With an emphasis on prevention and coordinated care, a key tenet is empowering patients to be better managers of their health with the support of Hoag’s integrated team of primary care physicians and practitioners.

“Hoag Primary Care Initiatives will provide more opportunities for early intervention and prevention to maintain health and allow proactive management of chronic conditions to minimize complications,” says Kris V. Iyer, M.D., president, Hoag Medical Group. “Patients will experience a much higher level of coordination of care and an ongoing connection with an integrated healthcare team. These initiatives represent a significant shift from the care models practiced today.”

Hoag Primary Care Initiatives will focus not only on traditional health metrics but also take into account the other factors that drive health such as:

- Dietary and nutrition
- Behavioral and mental health
- Home and environment
- Medication compliance
- Fitness support



Dr. Mozghan Ashtari, a member of Hoag Medical Group, examining a patient

Thanks to Hoag's First Family

Getting from today’s care model to our vision of tomorrow requires an investment in infrastructure, clinical staff recruiting, information technology and data management. It’s fitting then that the George Hoag Family Foundation, Hoag’s namesake donors, should be the first ones to step in and help Hoag usher in the next generation of care. Their generous \$2 million commitment has inaugurated the newly established giving opportunities called Hoag Primary Care Initiatives.

For more information on how you can support Hoag Primary Care Initiatives, contact Greg Gissendanner at (949) 517-3135 or Greg.Gissendanner@hoag.org.

Hoag Hospital Foundation

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552 Club 2013 Board of Directors

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Come and See the New Donor Alcove

Located in a high-traffic area near the south entrance and adjacent to the Hoag Heart & Vascular Institute, the new Donor Alcove is a living tribute to donors' stories of giving to Hoag. Designed to feel like a living room, this cozy space is a welcoming stop where patients and families will learn about how giving has shaped Hoag. Visitors will enjoy the timeline of philanthropy throughout the history of Hoag, a video presentation that will be updated periodically as well as a gallery with photos and personal messages from donors. The donor gallery is intended to be a "living wall" that will be refreshed with new stories over the years.