

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian

# Scanner

## TRIBUTES:

2011 Vin Jorgensen  
Award Winners

## DONOR PROFILE:

Philanthropist & Long-Time  
Volunteer Toni White

Hoag Heart & Vascular Institute

# High Innovation Quotient



Bob & Marjie Bennett Hybrid Surgical Suite



“What a privilege it is to partner with you, our philanthropic community, to maintain and continue to improve the health and well-being of our friends and neighbors.”

Dear Friends of Hoag,

What an exciting time it is to be stepping in as Chair of the Hoag Hospital Foundation Board. It strikes me as I begin my tenure that, while there are challenges in the making with the changes in healthcare, we are nevertheless set up for success! Hoag's visionary leaders are steadfast in their objective to provide exceptional care. They've foreseen what's coming and are actively taking the necessary steps to build on the Hoag brand of care in the new healthcare marketplace.

Hoag is doing its part and we're doing ours. Hoag has drawn a tremendous group of people to its mission and vision starting with the outstanding Foundation Board. These philanthropic volunteer leaders give a considerable amount of their time to supporting Hoag in enhancing healthcare in Orange County. I'm pleased and honored to serve with them.

We are blessed to have the dedicated Hoag Hospital Foundation team who, individually and as a group, are true donor advocates and stewards. The Foundation team works closely with Hoag's clinical leaders to align fundraising priorities with the areas of care that are most important to the communities we serve. With this outstanding infrastructure in place, the generosity of our donors has the maximum impact.

What a privilege it is to partner with you, our philanthropic community, to maintain and continue to improve the health and well-being of our friends and neighbors. Like you, I'm a donor and a community member with a vested interest in the success of Hoag. In my role as Chair of the Foundation Board, I'm representing your interests and helping to ensure that we have the right combination of intention, action and results.

Thank you so much for your continued support.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Coufos". The signature is stylized and fluid.

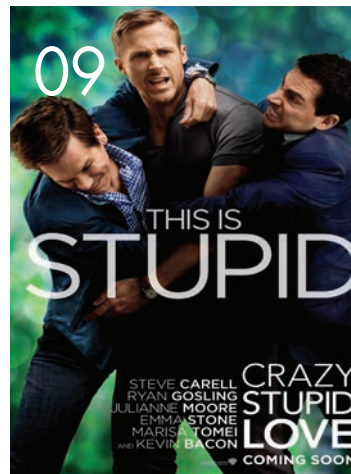
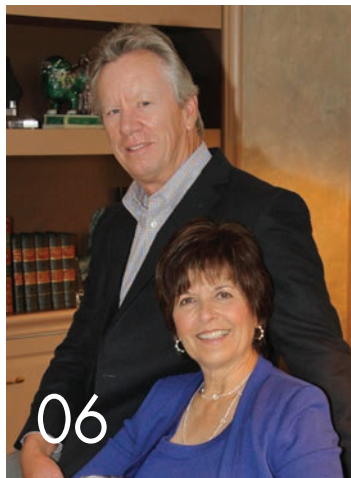
Jim Coufos, Chair  
Hoag Hospital Foundation Board

---

LETTER FROM THE CHAIR

# In this Issue

SCANNER WINTER 2011



## New Technology

- 02 High Innovation Quotient

## Donor Profile

- 04 Big Beautiful Heart
- 06 Making the Best Better

## Events

- 08 2011 Forum on Healthcare
- 09 Annual Movie Screening

## Volunteer Tribute

- 10 Vin Jorgensen Award Winners

## Hoag Irvine

- 12 Generations Wall

## Hoag Hospital Foundation

- 13 Benefactor Program
- 14 Endow Hoag
- 15 Reflections from Flynn

---

### Scanner Magazine

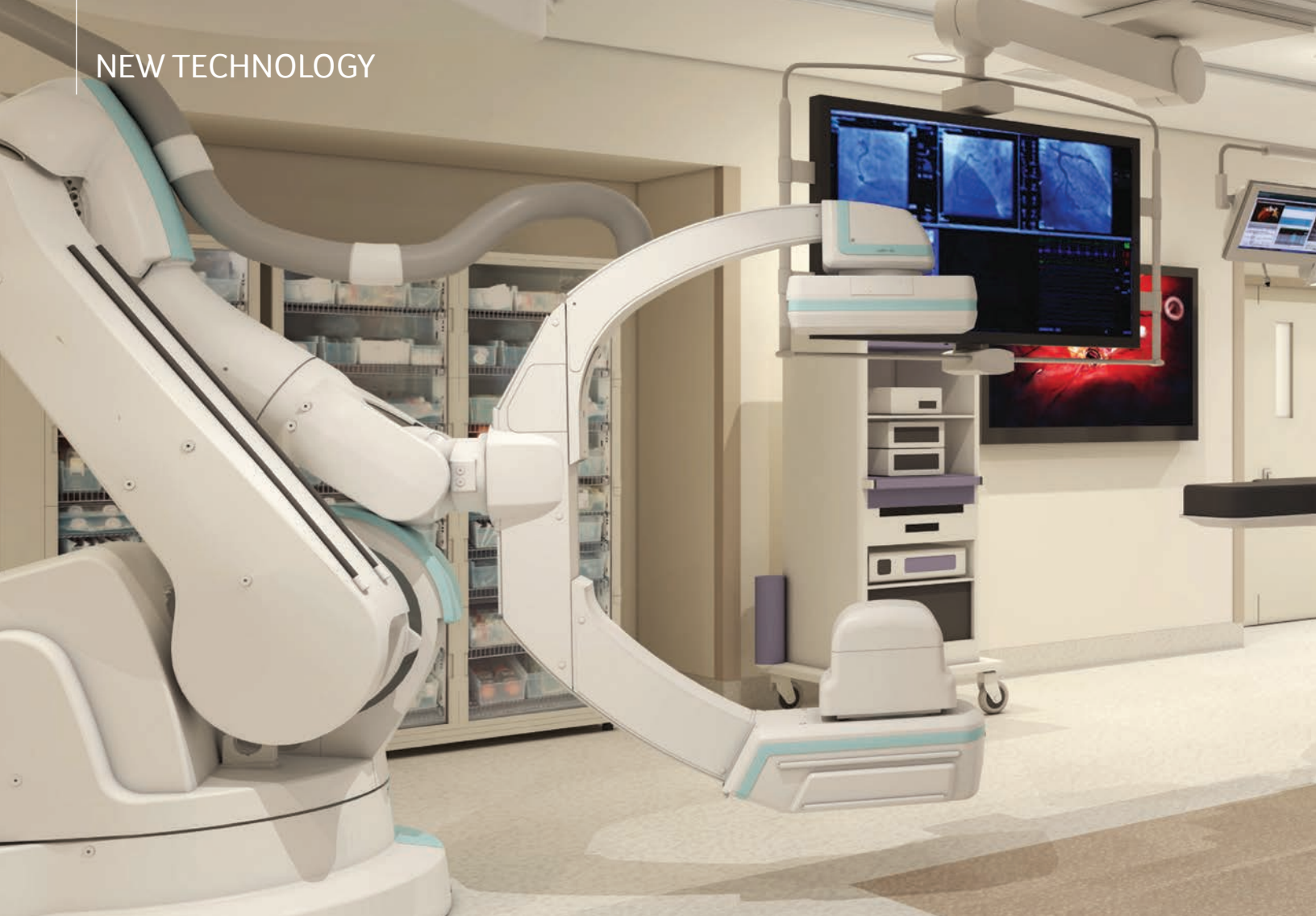
Published by Hoag Hospital Foundation.

Hoag Hospital Foundation  
500 Superior Ave., Suite 350  
Newport Beach, CA 92663

Scanner designed by [creativeshoebox.com](http://creativeshoebox.com)

If you would like to be removed from the Scanner mailing list,  
please contact us at the address above or call (949) 764-7217.





## Hoag Heart & Vascular Institute High Innovation Quotient

Hoag Heart & Vascular Institute (HHVI) is ushering in the latest advances in cardiovascular care with new technology and facility upgrades at Hoag Hospital Newport Beach campus. This exciting evolution has been generously supported by visionary community philanthropists with a passion for improving care for others. New additions equip Hoag with leading edge tools including:

### **The Bob & Marjie Bennett Hybrid Surgical Suite (Hybrid OR): Complete**

The new Hybrid OR is unique in design as well as equipment and technology. More than twice the size of a standard OR, the technology in the Hybrid OR was specially designed for

Hoag, including a Siemens Artis Zeego robotic imaging system with 3D and 4D reconstruction software, large digital display screens for video and still imaging, and video integration for teleconferencing and two-way video conferencing.

The room supports Hoag's specially trained surgical team in performing any type of heart procedure (less invasive catheter approach to the heart as well as open heart surgery) without changing locations for imaging or different types of procedures. Easily accessible options and accuracy are key in cardiac cases and Hoag's new Hybrid OR provides both of these elements on a world-class level.



### **Advanced Electrophysiology Labs with Ambient Experience: March and August, 2012**

HHVI is pioneering again with the addition of two revolutionary new electrophysiology cath labs. Jay Lee, M.D., medical director, HHVI for Arrhythmia Management Program, along with HHVI's outstanding team of electrophysiologists, is helping to advance arrhythmia management using the most modern technologies available anywhere. Hoag will be one of the few in a community hospital setting to offer ablation for atrial fibrillation, the most common heart arrhythmia.

Major donors Allan and Sandy Fainbarg as well as Loretta Haugan, have each gifted HHVI with \$1 million to fund "Ambient Experience" and other significant upgrades to the electrophysiology labs. Hoag is the first facility in North and South America to install Ambient Experience technology in EP/cath labs. With proven benefits to patients and clinicians such as shorter procedure times and better outcomes, the Ambient Experience allows patients to personalize the lighting, projected images and sounds in the procedure room.

Choosing from 10 nature themes, the patient's preference is projected on the walls and ceilings wrapping them in a soothing, multi-sensory setting that reduces stress levels, lessening the need for sedatives.

For more information on supporting new innovations at HHVI, contact Doe Girling at (949) 764-1818 or [Doe.Girling@hoag.org](mailto:Doe.Girling@hoag.org). ■

---

## **New HHVI "Front Door"**

The changes at Hoag Heart & Vascular Institute (HHVI) are not limited to the interior. As part of the second phase of the renovation, the south entrance of Hoag Hospital Newport Beach will be redesigned to include a healing garden, a turn-around portico for better traffic flow and new landscaping. Phase two of the HHVI transformation, which is still in the planning stage, will result in the south entrance being the new "front door" to HHVI in the coming years. ■





Toni White Shares Her

# Big Beautiful Heart

## Giving Back is a Way of Life for Philanthropist and Long-Time Volunteer

Toni White occupies the volunteer desk in the small waiting room of the Critical Care Unit (CCU) at Hoag Hospital Newport Beach like a beacon of light in what can be dark hours for waiting families. As calm and practical as she is in helping families deal with the logistics of a loved one in CCU, her real gift to them is the loving space she creates for them to express their fears and vent their grief. She's seen it all, heard it all and been through it herself.

*"You know that if you can just make it to Hoag, you'll be OK. That feeling makes me want to give back."*

Patients and families appreciate her sixth sense about when to listen and hold a hand and when to offer words of comfort. This comes from her own experiences, both as a patient and as an anxious family member when first her husband, and then her father passed away within four months of each other in 1988. More recently she lost her mother in 2007.

No stranger to the intense emotions that can come with loss, Toni is deeply fulfilled

by working with people going through difficult experiences. “You won’t believe how much you can help someone just by listening to them, especially when they realize that I know exactly what they’re going through,” she shares. “I understand what they need and I know how to help.”

### Early Volunteer Spirit

Toni, an only child who was born and raised on the Balboa Peninsula, never remembers a time without Hoag. As a young teenager she volunteered as a candy striper at Hoag in the mid-sixties. She recalls that in those early days before modern regulations, things were much more relaxed.

“We did everything,” she laughs. “If a mom in labor wanted a cup of coffee, we’d run and get it. We all worked in the kitchen and helped make patients’ meals.” She fondly remembers Olive, the kitchen manager and her husband Oliver. Olive had a wicked sweet tooth and, with a wink, would remind the candy strippers that if they cut too many slices of pie or cake, they couldn’t serve them and would be forced to eat them—which they did.

Honoring her mother’s wishes that she not leave home, Toni attended University of California, Irvine where she earned a bachelor’s degree in biology with plans of going on to medical school. Those plans were sidetracked when her beloved father had his first heart attack and she stepped in to assist in running the family’s business. Fortunately for Toni, not only did she have an affinity for running the family’s three Army/Navy stores, she loved it.

It was while working at the store that she met and fell in love with Terry White. Ohio-born Terry was hitchhiking across the country when he landed in California on his way to South America. He had run out of money when an Army/Navy store employee gave him a ride to the store with the promise of some work. He never did make it to South America. Instead, he married Toni and helped her run the family business during their 17-year marriage until his fatal heart attack.

### Part of the Hoag Family

After Toni suffered a heart attack in 1992 and underwent back surgery in 1995, she retired from the business. Retirement did not mean slowing down for Toni. She never forgot the wonderful care that she and her family received at Hoag and she decided to give back by volunteering with the Hoag Hospital Auxiliary.

“My whole family has been in and out of Hoag. They saved Daddy’s life and took great care of Mom and of course I’ve been a patient,” she says. “Volunteering at Hoag feels like coming back home.”

While she’s been a volunteer in every part of Hoag Hospital Newport Beach at one time or another, Toni’s first love is CCU and Cardiovascular Intensive Care Unit (CVICU). Not only does she spend a substantial amount of her time each week as a volunteer in those units, she also serves as the Auxiliary Chair for CCU and CVICU. In her capacity as Chair, she coordinates, trains and schedules other volunteers.

Toni feels so strongly about supporting Hoag that she has planned a major estate gift in loving memory of her parents. “You just want to give back because of the great care they give you,” she says. “You go in there and you feel horrible, hurt, scared and you know that they will take care of you. You know that if you can just make it to Hoag, you’ll be OK. That feeling makes me want to give back. I think everyone should remember Hoag in their estate.”

If you want more information on how to make an estate gift to Hoag, please contact Sharon Thornton at (949) 764-7206 or [Sharon.Thornton@hoag.org](mailto:Sharon.Thornton@hoag.org). ■

## Service with a Smile

### Hoag Hospital Auxiliary

When you walk into Hoag Hospital Newport Beach one of the first things you notice is a smiling “greeter” asking if you need help. As you walk down the hall, you see another kind soul ready to direct you to the right place. When you stop in the Gift Box gift store, more friendly people are waiting to help. These volunteers are part of the core of 750 Hoag Hospital Auxiliary and Junior Auxiliary volunteers who give their time and energy to assist patients, families, visitors and staff at Hoag facilities.

Hoag Hospital Auxiliary, a non-profit organization, was formed in 1952 to provide caring service and fundraising in support of Hoag. Auxiliary members volunteer more than 85,000 hours each year in several different areas, providing important and needed services. The Auxiliary has also raised more than \$6 million since 1952 for equipment and projects.

For more information, call (949) 764-8264 or visit [www.hoag.org/volunteer](http://www.hoag.org/volunteer).



# Making the Best Better

## Philanthropists Diane and David Steffy

---



Throughout his long and successful career, David Steffy has focused on one thing: hospitals. He has visited hundreds, owned many, and knows a great medical enterprise when he sees it. His wife, Diane, was a successful orthopedic nurse in her own right. As such, she recognizes a nursing program she can get excited about.

With their strong healthcare backgrounds, it's a great compliment that the Newport Beach couple has provided a generous gift to support orthopedic research and nursing scholarships at Hoag. Living only a short distance from Hoag Hospital Newport Beach, where both have received excellent care, the two felt called to give.

"I get a feeling about an organization when I first walk in," David says. "At Hoag, you quickly sense that it's a high-performance institution. It has great leadership, a wonderful medical staff, and the employees are performance oriented and compassionate—the feelings I get are all very positive."

### Healthcare Veterans

David grew up in Columbus, OH, living down the street from legendary Ohio State University football coach Woody

Hayes. He graduated from OSU, served as a medic in the Army, then returned to work in the OSU Medical Center administrative offices eventually becoming director of hospital administration.

After working for a hospital ownership/management company in Nashville, TN, he helped start Republic Health in Dallas, TX, also a hospital ownership and management company, followed by Community Health Systems, which purchased hospitals outside of urban areas. He also helped establish hospice leader, Odyssey Healthcare and, more recently, Ascend Healthcare, which owns a chain of psychiatric hospitals.

Diane was raised in Brockway, PA, and attended the Indiana Hospital School of Nursing. After becoming an RN she moved to Columbus, becoming a nurse manager in the OSU Medical Center Orthopedic Department. She later worked as nurse coordinator for a renowned orthopedic surgeon, then became a nurse manager at Vanderbilt University and later at R.H. Dedman Memorial Medical Center near Dallas.

The couple met in Columbus in 1976 and were married in 1983, moving to Newport Beach the following year.



## Discovering Hoag

The Steffys literally discovered Hoag by accident, although David knew its reputation from his work with hospitals. He was struck by a bicycle while running on Super Bowl Sunday in 1985, suffering broken ribs and a punctured lung. Not only did the staff in the Emergency Department and throughout the hospital provide excellent care, but they went the extra mile.

"I had fairly serious injuries, but they got me to my room in time to see most of the game," he laughs. "They found out what was important to me, made sure it happened, and confirmed my suspicions that Hoag was special."

In 2010, Diane underwent hip replacement at Hoag. Like David, she received outstanding pre and post-operative care. "I've been very impressed with Hoag," she says. "The pre-op teaching program for total joint replacement patients, called JointWorks, was very informative and gave me the opportunity to ask questions and interact with others in similar circumstances."

## Funding Excellence

To show their gratitude and to help others, the Steffys designated their gift to fund two orthopedic research coordinator positions and at least two orthopedic nursing scholarships each year in perpetuity. Hoag has identified expanded hospital-based research overseen by research coordinators as essential to attracting top physicians, expanding treatment options and improving patient care. Positions funded by the Steffys will facilitate a wide range of research—including clinical trials—aimed at enhancing treatment and outcomes.

"Hoag is a world-class orthopedic institution, and we believe this will make it even better," says David. "Hoag has the highest proportion of elective admissions of any hospital I know of. People are choosing to go there."

In addition to Hoag, the Steffys have supported other healthcare programs. They are helping to establish a Center for Personalized Medicine at OSU, a genome-based program that will help patients optimize their health by identifying potential problems early. They support the Division of Pulmonary Medicine at UCLA, the National Hospice Foundation and others. Diane has also volunteered with Odyssey.

Through it all, Hoag remains a high priority. "There are not many hospitals that have the culture of high performance that Hoag has," David says. "We want Hoag to be as good as it can be." ■

## Hoag Orthopedic Institute Welcomes New COO

In August 2011, Hoag Orthopedic Institute welcomed new Chief Operations Officer and Vice President Dereesa Reid. Dereesa came to Hoag from Covenant Health System in Lubbock, Texas where she served as Assistant Vice President.

With expertise in hospital administration and physician practice management for integrated healthcare delivery systems, Dereesa has extensive experience successfully managing physician-hospital joint ventures such as Hoag Orthopedic Institute. The Hoag Orthopedic Institute's innovative business model, which has drawn top orthopedic care professionals together to build a nationally renowned orthopedic institute, was what attracted Dereesa.

"At Hoag Orthopedic Institute, the hospital and physicians are uniquely aligned with regard to clinical excellence. With this synergy, patient care rises to the highest level in tandem with operational efficiency," she shares. "As a healthcare administrator, it doesn't get any better than that!"

Hoag Orthopedic Institute includes the specialty orthopedic hospital, located within Hoag Hospital Irvine, and two outpatient surgery centers: Orthopedic Surgery Center of Orange County in Newport Beach and Main Street Surgery Center in Orange. Performing over 16,000 orthopedic surgeries annually, Hoag Orthopedic Institute provides an outstanding opportunity for orthopedic research and clinical education.

Dereesa's personal philosophy of patient-centered care is a great fit for Hoag. "I'm always asking the question, 'What will be my legacy as a leader?'" she says. "As COO, it's not about the job or me – it's about making a difference in patients' lives for years to come." ■



**Dereesa Reid, MBA, CPA**  
*COO and Vice President,  
Hoag Orthopedic Institute*



Brought to you by:

*Flynn Andrizzi, Ph.D.,  
Richard Afable, M.D.,  
Kyle Wescoat,  
Andrew Policano, Ph.D.,  
Michael Mussallem*

# Sold Out!

Inaugural FORUM ON HEALTHCARE 2011 a Big Draw for OC Business Leaders

In light of the recent dramatic changes in the healthcare industry, Hoag Hospital Foundation presented the inaugural Forum on Healthcare 2011 in an effort to provide Orange County business leaders with a deeper understanding of the changes as well as potential opportunities. More than 500 business leaders from across Orange County met at the Hyatt Regency Irvine on October 12, 2011 for the Forum on Healthcare event, which was sponsored by over 30 local businesses including the title sponsor, The Edwards Lifesciences Fund.

Michael A. Mussallem, Chairman and CEO of Edwards Lifesciences Corporation, moderated a thoughtful discussion on the future of healthcare, which included presentations by Dr. Andrew Policano, Dean of The Paul Merage School of Business at the University of California, Irvine and Hoag President and CEO, Dr. Richard Afable.

Dean Policano and Dr. Afable provided insight into the changes in healthcare resulting from the ongoing implementation of the "Patient Protection and Affordable Care Act." When asked if anyone can solve the nation's sluggish economy and healthcare system, both Dean Policano and Dr. Afable pointed to the audience.

"It's up to you to reform healthcare," Dr. Afable said. "I'm excited about this tremendous opportunity for communities – including hospitals, physicians, insurance providers, employers, and patients – to come together and create a system that will deliver great clinical outcomes at lower costs."

Dean Policano agreed, "A system that competes for beneficiaries based on price and quality will succeed. The bottom line is that government should not be in the picture except to ensure equity for those who cannot pay."

The Forum committee was led by Chair, Kyle Wescoat and included Doug Meece, Tyler Terry and Ilona Martin. Flynn Andrizzi, president of Hoag Hospital Foundation, announced that the net proceeds, earned from corporate sponsors of the Forum, will be donated to healthcare organizations that provide access to healthcare for Orange County's vulnerable populations. ■



## Couldn't Make the Event?

Catch a video podcast of the Forum on Healthcare 2011 at [www.forumbyhoag.com](http://www.forumbyhoag.com)





*Event Chair, Bob Adams  
with his wife, Billie Adams and  
Hoag CEO, Richard Afable, M.D.*

## 2011 Movie Screening Event A Big Hit

30 Restaurants and 1,000 supporters raised \$172K for Hoag

The Hoag Hospital Foundation 552 Club announced this year's Movie Screening raised approximately \$172,000 for Hoag Hospital Newport Beach and Hoag Hospital Irvine. More than 1,000 guests gathered to enjoy one of the summer's most eagerly anticipated events, featuring 30 of Orange County's finest restaurants at Big Newport Edwards Theatre.

"The Hoag Movie Screening is one of my favorite events of the year," said Bob Adams, chair of the event. "We enjoy meeting with friends, trying some great food and a movie while raising awareness and support for Hoag."

This year, for the first time, there was a range of gluten-free, diabetic-friendly and heart-healthy options from the chefs

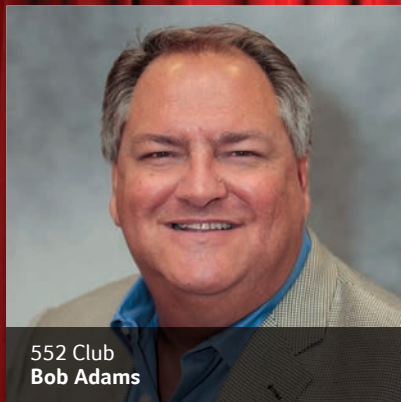
of Fit Foods 4 Life, Daily Grill of Fashion Island, Newport Rib Company, Onotria Wine Country Cuisine, Sage, Santa Monica Seafood, Quattro Caffe and Wildfish Seafood Grille. The Newport Beach Firefighters and the Bluewater Grill and Oyster Bar were back for their 24th year of participating.

The main event was a private screening of *Crazy Stupid Love* starring Steve Carell, Ryan Gosling and Julianne Moore. Photos from the event are available at <http://www.hoagmoviescreening.org>.

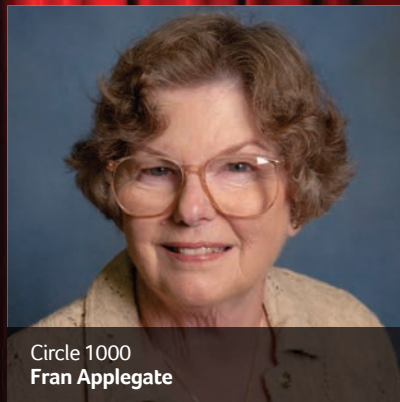
For more information about attending or supporting an upcoming Hoag event, please contact Stacy Hunt at 949-764-7250 or [Stacy.Hunt@Hoag.org](mailto:Stacy.Hunt@Hoag.org). ■



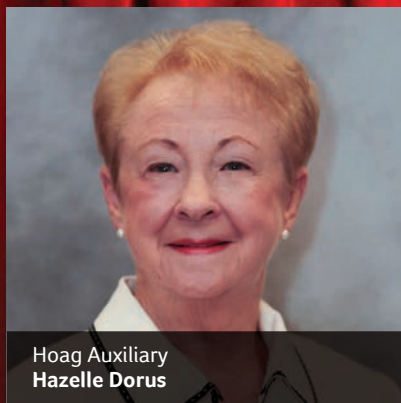
# And the Award Goes To...



552 Club  
**Bob Adams**



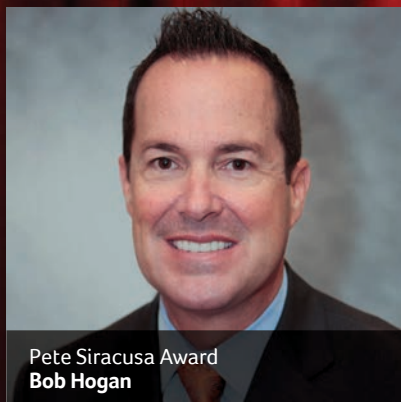
Circle 1000  
**Fran Applegate**



Hoag Auxiliary  
**Hazelle Dorus**



Hoag Hospital Foundation Board  
**Max Hampton**



Pete Siracusa Award  
**Bob Hogan**



President's Circle Award  
**Roger Kirwan**



## 2011 Vin Jorgensen Award Winners

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.

### 552 Club Winner: **Bob Adams**

The 552 Club Board has been an integral part of Bob Adams' life for the last six years. Over his tenure, Bob served as President for two years, Vice President and Treasurer for one year each and acted as the Event Chair for the Charity Shoot and Movie Screening. Bob's family-owned business, Straub Distributing, has donated beverages for many Hoag events over the years. While this is Bob's final year as an active 552 Club Board member, he will continue his association with the 552 Club Board as a sustaining member.

### Circle 1000 Winner: **Fran Applegate**

A founding member of Circle 1000, Fran Applegate has been involved since the group formed in 1987. Fran believes donors become involved because of the cause and that the results speak for themselves. She is honored to win the award named after her good friend, the late Vin Jorgensen. She shares that she is deeply grateful to all of her friends who've been faithful Circle 1000 donors. Fran and her husband, Dr. John Applegate, are long-time Hoag supporters. They are past Chairs of the Christmas Carol Ball and the Sweetheart Ball and were active volunteers in the Hoag Festival of Trees.

### Hoag Auxiliary Winner: **Hazelle Dorus**

A strong believer in the power of a smile and a kind word, Hazelle Dorus loves volunteering as a greeter at the Patty & George Hoag Cancer Center. Responsible for volunteer staffing in her role as Auxiliary Chair of Cancer Center volunteers, Hazelle also makes a big impact behind the scenes. In her 13 years as an Auxiliary volunteer Hazelle, who loves a challenge, has served the Auxiliary in many capacities including Secretary of the Auxiliary Executive Board, Volunteer Program Coordinator and member of the nominating committee. She's a seven-year volunteer for the Toshiba Classic and spent two years as the Recording Secretary for the Orange County Council of Hospital Volunteers. A cancer survivor, she has a genuine devotion to giving back and loves supporting the nurses and being there for Cancer Center patients.

### Hoag Hospital Foundation Board Winner: **Max Hampton**

Long-time member of both Hoag Hospital Foundation Board of Directors and Hoag Memorial Hospital Presbyterian Board of Directors, Max Hampton is very honored to serve as a volunteer leader for Hoag. Chair of the Joint Investment Committee serving both Boards since the mid-1990s, Max and his team are responsible for building Hoag's net worth through proper investment of its assets. Max has enjoyed watching Hoag, and Hoag Hospital Foundation, succeed and grow over the years and is proud to be involved. He is a strong believer in the important role of volunteer leaders on behalf of the community.

### Pete Siracusa Award Winner: **Bob Hogan**

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

Long-time 552 Club Board member Bob Hogan has enjoyed serving Hoag as a volunteer leader. Bob, along with his wife Amanda, served as Chairs of the Christmas Carol Ball for two years and this year were Honorary Chairs of the 552 Club Movie Event. Bob is also a dedicated corporate sponsor through his company, Sterling BMW in Newport Beach, which was awarded the 2009 Corporate Partner Award from the Hoag Hospital Foundation. Bob is committed to giving back to the community through his volunteerism and finds that collaborating with other volunteers in support of Hoag is very rewarding.

### 2011 President's Circle Award Winner: **Roger Kirwan**

The 552 Club Presidents' Circle identifies an individual who is an active member of the organization and who over a long period of time has made valuable contributions of time, talent and treasure to the club, to Hoag and to the community.

Roger Kirwan has been involved with Hoag for 15 years through his late wife, Hoag Hospital Foundation Board member and Circle 1000 Founder's Committee member, Gail Kirwan. A long-time Hoag financial supporter, Roger picked up Gail's volunteer leadership mantle when he joined the Hoag Hospital Foundation Board in 2009. A member of the Finance and Investment Committee and ardent fundraiser for Hoag, Roger is stepping into the role of Vice Chairman of the Foundation Board beginning in fiscal year 2012. Roger, who has the utmost respect and gratitude for the level of care delivered at Hoag, is very proud and honored to support Hoag as a volunteer leader.



Robert Braithwaite, Hoag COO and Senior Vice President,  
Sukhee Kang, Mayor of Irvine,  
Neda Zaengle, IPSF CEO,  
Marcy Brown, Executive Director, Hoag Hospital Irvine and  
Dr. Gwyn Parry, Hoag Director of Community Medicine

# Generations Wall

## Hoag Hospital Irvine Supports School Nurses in Irvine Public Schools

According to Robert Braithwaite, Hoag Chief Operating Officer and Senior Vice President, when Hoag expanded into Irvine with the opening of Hoag Hospital Irvine, its sole purpose was to become an asset to the community. Early on he met with the Irvine Public Schools Foundation (IPSF) to talk about ways Hoag could lend support. What came out of those meetings was the Generations Wall at Hoag Hospital Irvine.

The Generations Wall offers donors the opportunity to purchase a personalized recognition tile installed on one of two walls in the main atrium of Hoag Hospital Irvine. To date, 50 donors have made contributions, raising more than \$128,000. Hoag's Community Medicine Program, tasked with addressing public health needs, set up a challenge grant through which it agreed to match donor gifts dollar for dollar.

Funds raised are earmarked for the addition of one school

nurse for three years. "Hoag is a very special partner to us and truly understands the value of supporting the community around them," says Neda Zaengle, CEO of IPSF. "When Hoag decided to open this new facility they immediately reached out to us and asked what they could do to be a great community partner and to make a difference for our kids."

Donors gathered for a breakfast reception in September, giving them the first opportunity to view the newly installed walls and providing IPSF an opportunity to thank them. While the first phase is complete, there are still a limited number of tiles available for the next phase. For more information about supporting the Generations Wall or Hoag Hospital Irvine, contact Greg Gissendanner at (949) 517-3135 or [Greg.Gissendanner@hoag.org](mailto:Greg.Gissendanner@hoag.org). ■



# Benefactors Have Kind Words for Hoag Benefactor Program

Support of the philanthropic community has paved the way for Hoag to become the outstanding healthcare organization it is today. As a gesture of gratitude, Hoag Hospital Foundation established the Benefactor Program in 2003 to honor and thank our supporters who reach lifetime support of \$250,000 in gifts and pledges or who provide a \$1,000,000 qualifying estate gift.

Our benefactors enjoy exclusive access to a team of compassionate and experienced benefactor liaisons whose purpose is to facilitate their healthcare journey across Hoag's many facilities. Available 24/7, our liaisons assist benefactors with scheduling and referral requests, and meet them upon arrival in the Emergency Department. Offering this kind of peace of mind is our way of saying "thank you" to our benefactors for their generous support.

**Below are excerpts taken from notes received by the Benefactor Program:**

"I would like to thank you for all of your kind attention and for meeting me at the ER and keeping tabs on me to see that all went well. Most of all, thank you for waiting up so terribly late to welcome me to my room. You helped make my stay at Hoag as 'painless' as possible."

"I would like to express my sincere appreciation for the loving support you gave my husband during his many days at Hoag. You all pampered him with smoothies, newspapers, flowers and love. When I think of all you helped me with, I'm just so grateful to have had you by my side during a most difficult time."

"You did indeed make my Hoag stay a nice one by waiting for me upon my very early morning arrival, watching out for my family during the long 12-hour wait, flowers, a lovely basket and your kind visits to my room—you were wonderful."

If you are interested in more information about the Benefactor Program, please contact Susana Ertac, APRN-BC at (949) 764-7220 or [Susana.Ertac@hoag.org](mailto:Susana.Ertac@hoag.org)



Susana Ertac, APRN-BC  
Director, Benefactor Program

## Supporting Hoag Through a Bequest in Your Will

Your will is perhaps the most important document you own. Not only does it have the ability to protect the future of the people you love most, it also offers an opportunity to support the future of the organizations that have meant a great deal to you in life. Here you will learn how easy it is to extend your support for Hoag and your other favorite causes for years to come.

---

### **Q. I want to remember Hoag in my will; how do I accomplish this?**

**A.** The process of making a provision in your will for Hoag is simple. You can include a charitable bequest when you create your will, or you may add or update a bequest later with a codicil, a formal amendment to your will. With a bequest, you can give away property, securities or real estate without worrying about whether you will need those assets, because the giving of them won't actually take place until after your lifetime.

### **Q. What are the benefits of making a bequest?**

**A.** Bequests are:

- Easy. A few sentences in your will or living trust complete the gift.
- Revocable. Until your will or trust goes into effect, you are free to alter your plans.
- Versatile. You can bequeath a specific item, an amount of money, a gift contingent upon certain events or, most common, a percentage of your estate.
- Tax-wise. Your estate is entitled to an unlimited estate tax charitable deduction for gifts to qualified charitable organizations.

### **Q. How do I put a bequest in place?**

**A.** Take these three simple steps:

1. Decide what amount or percentage you want to give.
2. Contact Sharon Thornton at (949) 764-7206 or [Sharon.Thornton@hoag.org](mailto:Sharon.Thornton@hoag.org) for sample bequest language and take it to your estate planning attorney to add to your will.
3. Notify us of your intention, if you would like (we will honor your preferences regarding anonymity), so our staff can thank you for your future gift and keep you informed of our ongoing activities.

A gift of a percentage of your estate, after all other bequests to your loved ones have been fulfilled, ensures that the size of your gift will remain proportionate to the size of your estate, no matter how it fluctuates over the years. Even a gift of 5 to 10 percent of your estate can make a big difference to us. ■

---

© The Stelter Company

The information in this publication is not intended as legal advice. For legal advice, please consult an attorney. Figures cited in examples are for hypothetical purposes only and are subject to change. References to estate and income taxes include federal taxes only. State income/estate taxes or state law may impact your results.

---

For more information, visit [www.hoaghospitalfoundation.org/giftplanning](http://www.hoaghospitalfoundation.org/giftplanning).

# Reflections from Flynn:

## Leveraging Change

As you know, the healthcare industry is in transition. The Hoag leadership team anticipated the changes and has been preparing for them for more than four years by expanding from a stand-alone hospital to a larger, more community-based network of facilities and services. What we've seen in recent months is an acceleration of the impact of change. The combination of a weak economy, high unemployment and changes in insurance coverage has reshaped the healthcare landscape.

Many forward thinking organizations, including Hoag, have stepped up the realignment of resources to better position themselves to not only adapt to the ongoing changes, but to leverage new opportunities that result from them. Hoag is well positioned to establish itself as a leader in the new healthcare marketplace. As we navigate the shifts, one constant is Hoag's solid commitment to providing exceptional care to the communities we serve.

### Building on Strengths

One of the very special things about Hoag is the organization-wide mindset that the patient experience is an important element of the quality of care. Hoag leadership and staff understand that healing takes place on many levels. The convergence of outstanding care using the latest technology, provided by a well-trained and compassionate staff in

facilities designed to maximize the patient's dignity, privacy and emotional well-being has come to be known as the "Hoag experience."

The "Hoag experience" enjoyed by the community is a direct result of the strong 60-year relationship of support *with* the community. Philanthropy will continue to play a key role in Hoag's future. In the summer edition of Scanner I reported to you that the Foundation, in close collaboration with Hoag leaders, is developing a comprehensive campaign to support Hoag's strategic direction. Since then we have moved forward in the campaign development process.

We are working closely with Hoag clinical leaders and staff to identify campaign priorities and visionary goals that make a positive, and even transformative, impact on healthcare in Orange County. All of our goals are viewed through the lens of building on our strengths and prioritizing areas of care that are the most important to the communities we serve.

Since I arrived at Hoag nearly 18 months ago, I continue to be amazed by the incredible generosity of our community. We at the Foundation are pleased and honored to partner with you to support the Hoag brand of care and we look forward to what we will accomplish together going forward. ■

**Flynn Andrizzi, Ph.D.**

Senior Vice President, Hoag Memorial Hospital  
Presbyterian & President, Hoag Hospital Foundation





## Foundation Board

# Welcomes New Officers, Members

October marks the beginning of Hoag's 2012 fiscal year and with it, new officers on Hoag Hospital Foundation Board. We are pleased to welcome Jim Coufos, formerly Vice Chair, as new Chair. Roger Kirwan has been elected Vice Chair and Cindy Stokke, Secretary. Jim Morris continues as Treasurer. Karen Linden, outgoing Chair, completed two years in office during which the Foundation made great strides. She will remain on the Board. Former Secretary, Greg Brakovich will also remain on the Board. We would also like to welcome new members Robert Brunswick, Pei-Yuan Chia and Stephanie McClellan, M.D. to the Board.

We bid a fond and appreciative farewell to Jim Madden and Ken Beall who are leaving the Board. Jim, who served two years as Chair in 2007/2008, provided great leadership during tumultuous economic times. Ken served with dedication and commitment as Vice Chair of the Board and Chair of *Choose Nursing, Choose Hoag*.

### Officers



**Jim Coufos**  
Chair



**Roger Kirwan**  
Vice Chair



**Cindy Stokke**  
Secretary



**Jim Morris**  
Treasurer



**Karen Linden**  
Immediate Past Chair

### New Board Members



**Robert Brunswick**



**Pei-Yuan Chia**



**Stephanie McClellan, M.D.**

# Hoag Hospital Foundation

## 2012 Board of Directors

### Directors

Richard Afable, M.D.	Steve Jones
Byron E. Allumbaugh	Margaret G. Larkin
Flynn A. Andrizzi, Ph.D.	Ron Livingston
Greg Brakovich	Stephanie McClellan, M.D.
Robert Brunswick	Joe Obegi
Bob Cole	Sandi Simon
Lauri Delson	Jim Slavik
Max W. Hampton	Robert R. Taylor
Pei-Yuan Chia	Rusty Turner

### Officers

Jim Coufos, Chair
Roger Kirwan, Vice Chair
Jim Morris, Treasurer
Cindy Stokke, Secretary
Karen Linden, Immediate Past Chair

### Hoag Hospital Foundation Staff

Flynn A. Andrizzi, Ph. D., Senior Vice President, Hoag Memorial Hospital Presbyterian & President, Hoag Hospital Foundation

Kenya Beckmann, Vice President, Development and Campaigns

Deb McCune, Vice President, Stewardship and Development Operations

Sharon Thornton, Vice President of Gift Planning

Mary Daryabigi, Director of Development

Doe Girling, Director of Development

Greg Gissendanner, Executive Director, Hoag Hospital Foundation/Irvine

Heather Harwell, Director of Development

Angelina Morano, Director of Major Gifts

Stacy Hunt, Director of Events

### Scanner on the Web

If you would like to view an electronic version of this issue of *Scanner*, log on to [www.hoaghospitalfoundation.org](http://www.hoaghospitalfoundation.org) and click on the News link.

## 552 Club 2012 Board of Directors

### Directors

Kurt Armstrong, M.D.	Arlene C. Key
Janis E. Dinwiddie	Elaine King, M.D.
Lisa J. Hale	Douglas G. Meece
Robert W. Hogan	Olga Megdal
J. Brian Horn	Christopher L. Rabbitt
Emily Hung, Ph.D.	Brad Schmitt
Robert W. Josten	R. Scott Shean
Cindy Kansky	Terri Turner
Lisa M. Karamardian, M.D.	Kyle B. Wescoat

### Officers

Ilona W. Martin, President
Tyler F. Terry, Vice President

# Scanner

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian



Hoag Hospital Foundation  
500 Superior Ave., Suite 350  
Newport Beach CA 92663  
RETURN SERVICE REQUESTED

Non-Profit  
Organization  
U.S. Postage

**PAID**

Permit # 199  
Newport Beach, CA

## New and Improved Hoag Hospital Foundation Website Launched

We are pleased to announce that we've redesigned and updated the Hoag Hospital Foundation website to be more user-friendly and engaging. The new site features giving opportunities for each institute and fundraising initiative. Special elements include an interactive timeline that highlights the history of philanthropy at Hoag, rotating donor stories and an improved events calendar. The new site will be updated regularly with news, events and reports on the impact of philanthropy.

Check out the new site at:  
[www.hoaghospitalfoundation.org](http://www.hoaghospitalfoundation.org)

