

HOAG HOSPITAL FOUNDATION in support of Hoag

# Scanner

## TOSHIBA CLASSIC CELEBRATES 20th ANNIVERSARY

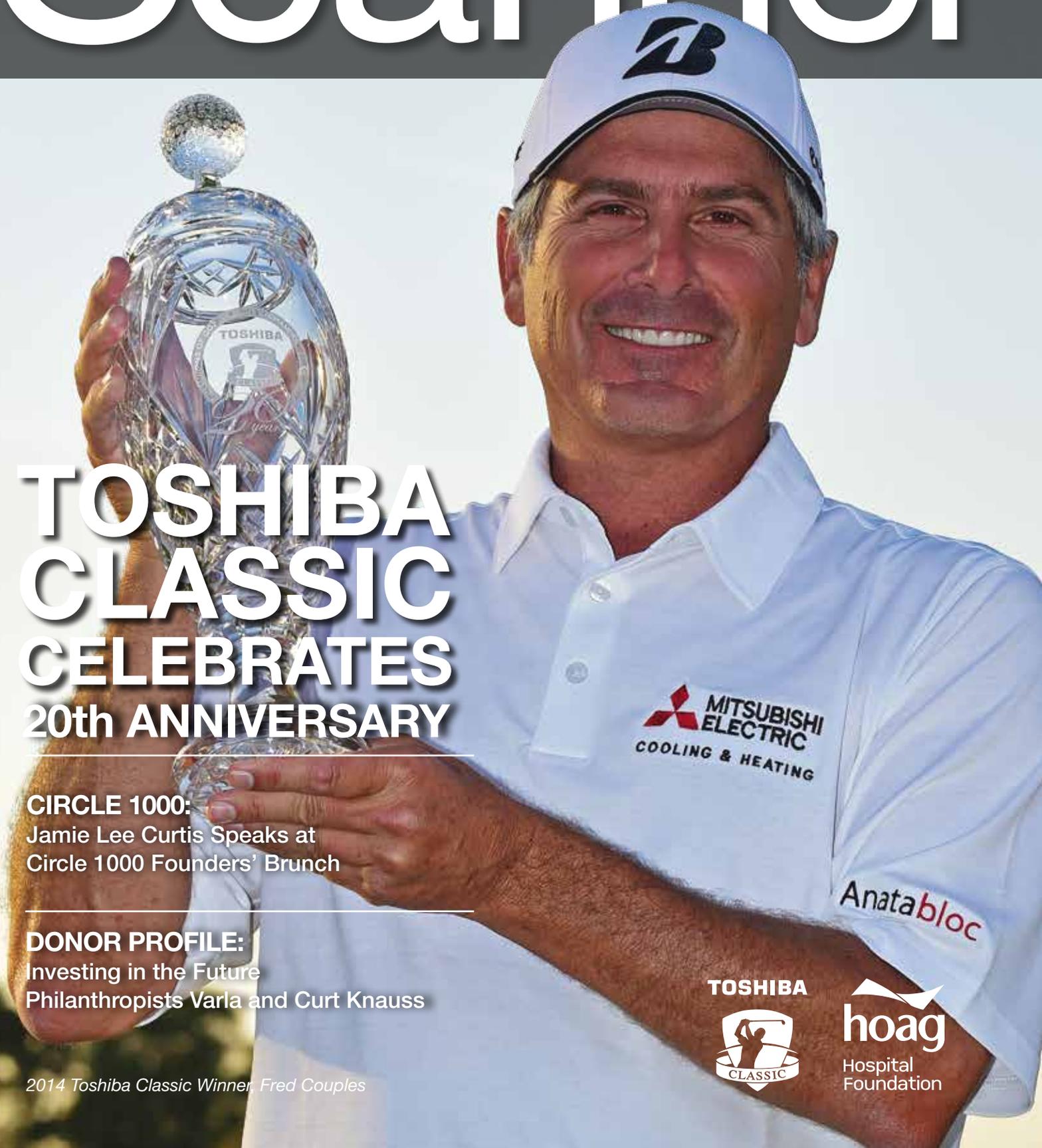
**CIRCLE 1000:**

Jamie Lee Curtis Speaks at  
Circle 1000 Founders' Brunch

**DONOR PROFILE:**

Investing in the Future  
Philanthropists Varla and Curt Knauss

2014 Toshiba Classic Winner, Fred Couples



TOSHIBA



Dear Friends of Hoag:

Back in March, we shared the community experience of the Toshiba Classic, which marked its 20th anniversary. For the past 17 years, Hoag has been the primary beneficiary of this outstanding event which consistently raises \$1 million net proceeds each year. We at Hoag are very grateful to be associated with the Toshiba Classic, and we celebrate its distinction as the most charitable event on the PGA Champions Tour.

As I reflect on the tremendous good that this commitment will do to support advanced healthcare for Hoag patients, I want to take this opportunity to clear up some lingering confusion on an important issue.

I, and some of the Hoag Hospital Foundation Board members, occasionally get a question about Hoag's alliance with St. Joseph Health and whether it impacts Hoag Hospital Foundation. I want to assure you that it does not. There are two very important points that I want to make.

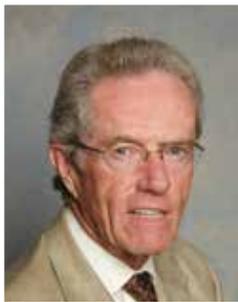
First and foremost, what's given to Hoag, stays at Hoag. As always, donor intent is what drives the Hoag Hospital Foundation and is a requirement under the laws of the State of California. Similarly, what's directed to a specific Hoag institute or center goes there and doesn't get allocated anywhere else at Hoag.

Secondly, to stay on the leading edge of care in the quickly changing healthcare industry, Hoag developed what's called a "population health" strategy. This represents a strategic shift from "sick care" to "well care" and is what's required of healthcare providers who intend to thrive. The alliance gives Hoag the requisite critical mass to develop population health in Orange County overall. Down the line, individual Hoag patients will benefit from the innovations in wellness, prevention and care management that will result.

If you have any questions or want further information about this, please don't hesitate to contact me or Flynn Andrizzi, Ph.D., president of Hoag Hospital Foundation.

On behalf of the Hoag Hospital Foundation and the Hoag Hospital Foundation Board, I offer my heartfelt thanks for Orange County's long-term commitment to Hoag.

Sincerely,

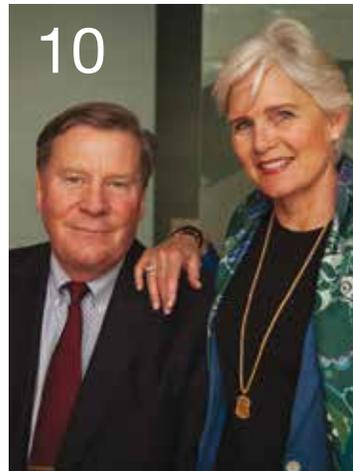


*Roger Kirwan*

Roger Kirwan  
Chair, Hoag Hospital Foundation Board

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SCANNER SUMMER 2014



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## **Congratulations to the Toshiba Classic in celebration of its 20th anniversary on the PGA Champions Tour**

**In 1995**, Toshiba became the title sponsor of the Toshiba Senior Classic, later renamed the Toshiba Classic, and what followed is 20 years of world-class golf benefiting our community. Legends of the game including Arnold Palmer, Jack Nicklaus, Lee Trevino and many others have honored the Toshiba Classic with their participation.

Much more than a first-class golf tournament, the Toshiba Classic is a platform for Toshiba to support healthcare, children and education in our community. Toshiba is the second longest-running title sponsor, and the

## **Decades of Success**

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Toshiba Classic is the most charitable event on the PGA Champions Tour.

2014 marks the 17th year that Hoag has been the primary beneficiary of this renowned event. Consistently raising \$1 million each year for Hoag, the Toshiba Classic has benefitted healthcare in our community in ways that are incalculable. For the past three years, proceeds have benefitted the Mary & Dick Allen Diabetes Center at Hoag.

In addition to the \$17 million raised for Hoag since 1998, Toshiba has used the Toshiba Classic venue to award over \$269,000 in scholarships to deserving local high school students and \$460,000 in laptops to local schools since 2000. This highly-anticipated annual event also creates an influx of millions of tourist dollars to local businesses.

On behalf of golf lovers, local businesses and Hoag patients and families in our community, we offer heartfelt thanks for Toshiba's long-term commitment to the Toshiba Classic. We also thank and acknowledge the dedicated community of fans, volunteers, sponsors and donors who support and participate in the Toshiba Classic.



## 2014 TOSHIBA CLASSIC

## A Good Time Was Had By All!

Gorgeous Southern California weather provided a fitting backdrop for the 20th annual Toshiba Classic. Fans walked the fairways rooting for multiple golfing legends who, at one point, were in a nine-way tie for the lead. An early leader, Fred Couples broke through when he birdied the 18th hole and clinched victory at the 20th anniversary Toshiba Classic.

With his win, Couples – who also claimed the Toshiba Classic title in 2010 – joined Hale Irwin as the only other two-time winner of the event.

#### Tournament Week Highlights

- **The Toshiba Classic** has always delivered one of the finest fields on the PGA Champions Tour, which translates into star-studded and sold-out Pro-Ams. Tournament week kicked off on Monday with

a one-day Pro-Am competition. The classic two-day Pro-Am on Wednesday and Thursday consisted of 56 amateur teams who enjoyed golfing with the pros.

- **The Breakfast with a Champion**, hosted by The Allergan Foundation, featured World Golf Hall of Fame Member Colin Montgomerie in an intimate “Q&A” moderated by former Tournament Chairman Hank Adler. The breakfast also served as a platform to announce the 2014 winners of the annual Toshiba Classic Scholarship.

- **The \$50,000 Skills Challenge**, a highly anticipated event, partnered a Champions Tour professional, celebrity, VIP and media member into teams of four. Each team’s golf skills were tested

on a specific hole with three challenges including long drive, iron shot and bunker play.

- **The annual Women’s Business Day**, sponsored by UPS, featured a golf clinic and cocktail hour with LPGA and World Golf Hall of Fame member Amy Alcott.

Once again, thanks to Toshiba, other major sponsors, the legion of volunteers and the loyal fans, over \$1 million went to benefit the Mary & Dick Allen Diabetes Center at Hoag in 2014.



TOSHIBA





# Honoring

## One of Hoag's First Families

*Nora and Charley Hester's daughters share in the joy of unveiling the lobby sign that honors their parents.  
From left to right: Marilyn Gianulias Robbins, Charlene Immell and Janet Hamilton*

The newly-named Nora & Charles Hester Main Lobby at Hoag Hospital Newport Beach is a fitting tribute to a couple who played a part in Hoag's history and success. Nora and Charley Hester first became involved with Hoag when they drove down from Santa Ana for the groundbreaking in 1952. Several years later they moved to Corona del Mar and, soon after, became involved with Hoag. Nora volunteered with the Women's group for many years. An early 552 Club member, Charley served on the hospital board and several committees where he frequently assumed leadership positions.

### Negotiating with Bing

A golf lover, Charley successfully negotiated with Bing Crosby to create a golf tournament benefitting Hoag. In 1974, the internationally renowned singer, actor and World Golf Hall of Fame member, was looking for a place to hold a satellite event for golf professionals who "missed the cut" for his famous Pebble Beach Clambake Pro-Am Tournament. Hoag 552 Club member, Marshall Duffield, was a friend of Crosby and learned of his interest.

Immediately recognizing a great opportunity, Marshall asked Charley to seal the deal. The precursor to the Toshiba Classic, this early tournament was successful in raising money for Hoag for many years and attracted notable players, business leaders and celebrities.

### Foresight Meets Action

During the 1970s, 80s and 90s, Charley and Nora knew that Hoag was exceptional and they envisioned it as being on the forefront of clinical care. "Dad's foresight is part of what made him so important to the hospital," shares Marilyn Gianulias Robbins, one of his three daughters. "He knew that Hoag could become a world-class destination for care, and he was always trying to facilitate this goal with his leadership and never-ending enthusiasm."

The Hesters provided Hoag with significant financial support through the Hester Family Trust including a \$1 million donation to help build the Sue & Bill Gross Women's Pavilion. It was one of the early major gifts for that campaign, and it inspired many others to give. They also established an endowment, currently valued at approximately \$800,000, for the Patty & George Hoag Cancer Center. A memorial sign honoring Charley can be seen in the 4th floor tower of Hoag Hospital Newport Beach.

Recognizing Hoag as a major community asset, the Hesters were invaluable early visionaries who helped Hoag to meet its potential through their passion, philanthropy and volunteerism.



From left to right: Robert S. Gorab, M.D., James T. Caillouette, M.D., Dereesa Reid, M.B.A., Alan Beyer, M.D., F.A.C.S. and Carlos A. Prietto, M.D., M.Ed.

## ACTING LOCALLY TO INFLUENCE GLOBALLY

In three short years since its opening, Hoag Orthopedic Institute (HOI) has established itself as an exceptional organization with a growing national reputation for innovation and excellence. In fact, among many other accolades, HOI has been named for two consecutive years (2012 & 2013) by *U.S. News & World Report* as one of the top orthopedic hospitals in the nation. HOI, working with the Orthopedic Education & Research Institute (OERI), is actively evolving the practice of orthopedic surgery and helping to put the Hoag name on the world stage.

“Our achievements in patient safety, patient satisfaction and growth initiatives have propelled HOI to become the highest volume provider of orthopedic services in California and a leading orthopedic destination,” says James T. Caillouette, M.D., chief strategy officer, HOI. “To make this happen, we became early adopters of the latest technology and, even more importantly, we nurture a culture of excellence.”

### Innovation is in our DNA

The ethos of advancing orthopedic medicine is part of the DNA of HOI which was built with the intention of being an incubator for innovation. As such, HOI physicians have implemented initiatives that have driven infection, complication and readmission rates to unprecedented lows not previously achieved by hospitals and significantly lower than the national average.

HOI physician leaders have taken to heart the idea that they must share what they’re doing for the good of patients everywhere. “Part of our responsibility is to mentor the next generations of orthopedic surgeons,” says Robert S. Gorab, M.D., chief medical officer, HOI. “It’s very important to continue to elevate the quality of care across the spectrum and to pass on knowledge.”

To that end, HOI physicians now work with OERI, a 501(c)(3) non-profit organization dedicated to teaching orthopedic surgeons and ancillary providers, educating the community and doing clinical research.

“The most important thing that truly distinguishes a world-class institution is not only what it’s doing clinically but also that it gets the word out and trains others,” says Alan Beyer, M.D., F.A.C.S., executive medical director, HOI. “We are committed to training fellows and publishing clinical research. Our goal is that everybody does it better.”

### Promoting Education & Research

In the last 18 months, with the help of a start-up grant from generous donations to Hoag Hospital Foundation, OERI has developed into a first-class fellowship, education and research program. Under prior leadership of renowned clinical leader Michael Patzakis, M.D., OERI is ahead of schedule on its five-year goals. Dr. Patzakis shared, “I am proud of what we were able to accomplish during my tenure. The culture of the orthopedic surgeons and their involvement is tremendous.”

OERI has just scratched the surface in terms of impact on care according to Carlos A. Prietto, M.D., M.Ed., president, HOI. “We thought it would take three years to get where we are now,” he says. “We are all passionate about sharing knowledge and driving our profession forward. We have no ‘professional secrets.’ We want to be part of the solution.”

### Following are a few OERI highlights:

- Fellowship programs in Total Joints, Sports Medicine and Spine. Two new fellows will start their training at HOI in August 2014 and five in August 2015
- A landmark affiliation agreement between HOI and Loma Linda Medical School which provides an academic sponsor for HOI’s sports fellowship
- HOI faculty have published more than 20 scientific papers, won awards for best scientific posters at orthopedic meetings, and made a number of podium presentations of research papers at national summits with the assistance of three OERI research fellows

If you would like more information on how you can help fund orthopedic research and education, contact Lacy Brick, manager of Major Gifts, Hoag Hospital Foundation, at (949) 517-3178 or [Lacy.Brick@hoag.org](mailto:Lacy.Brick@hoag.org).



## Paying it Forward OERI Fellowship Program

Hoag Orthopedic Institute (HOI) provides top-notch training and mentoring for clinical and research fellows (physicians who have completed five years of training in a sub-specialty and opt for further clinical training focused on a specific area of his or her sub-specialty).

HOI’s outstanding physicians, advanced technology and devices, exceptional outcomes, and community support make it the ideal environment for training and education. Fellows observe surgeries, learn new techniques, and collect data, and report findings in journal articles. Each trained fellow takes best practices learned at HOI into Orange County and far beyond.

Former HOI Fellow and Iraqi veteran, Joseph Gondusky, M.D., is currently a Staff Joint Replacement Surgeon at the Naval Medical Center, Portsmouth, VA. Dr. Gondusky took a temporary leave from military service to pursue a fellowship in total joint replacement at HOI under Drs. Robert Gorab and Steven Barnett, and returned to service bringing all he had learned to his post.

“The physicians at HOI are outstanding pioneers of innovative surgical techniques,” he shares. “The fellowship gave me a great skill set. I’ve been able to bring their innovative approach to hip replacements back to Portsmouth. Right now, very few are using HOI’s approach, and it’s less invasive with better outcomes. Because of my time at HOI, I’m able to offer a higher level of advanced care to my patients.”

Philanthropists  
Varla & Curt Knauss

# Investing in the future

**“  
We’ve  
been  
blessed  
with the  
opportunity  
to share  
with the  
community  
what  
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worked  
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earn.”**

It happened on an ordinary day. For Varla and Curt Knauss, a routine trip to a Newport Beach car wash led to a simple smile and a brief chat that changed both of their lives forever. In pre-cell phone days, Curt was making a few calls on a landline in the carwash while waiting for his car. Varla, who had thrown on sweats to do this quick errand, was not expecting to start a conversation that would last for 25 years and counting.

“I looked up from the phone to see this beautiful smile,” Curt remembers. “We started talking and didn’t stop until they called us to get our cars!” Determined, Curt got her phone number and they began hanging out. Soon they became serious and, after a two-year courtship, Varla took matters into her own hands and proposed.

Curt made the right decision in accepting because, this year, the couple is celebrating 25 years of marriage and being best friends who truly enjoy doing everything together. “We’re a great match,” laughs Varla. “Ironically, he loves shopping, and I’m the sports fanatic.”

#### **A Team in Life, Business and Giving Back**

The Knauss’ marriage and their business blend seamlessly. Their shared sense of humor and passion to help people make wise decisions with their money keep their vibrant partnership thriving. Curt, a leading investment advisor, owns a financial services business in Newport Beach. After three years of marriage, Varla, a C.P.A., joined the business providing tax planning. The two concur that the move has enhanced their marriage as well as their service to clients.

“I’m an advisor to families and small business owners. My job is to protect and deliver predictable income, compound wealth, and help create lasting legacies,” Curt shares. “Varla handles the tax management issues. That’s what we do.”

Tough early life experiences taught both Varla and Curt that exercising frugality is a wise course of action for protecting and maximizing financial resources. “We both left home with nothing at 17,” Varla muses. “We’ve been blessed with the opportunity to share with the community what we have worked so hard to earn.”

#### **Hoag Enthusiasts**

Understanding the need to provide Orange County with the latest advances in healthcare, the couple saw Hoag as an excellent choice for investing in the community. They donated \$1 million to Hoag, of which a portion went to the Hoag Neurosciences Institute (HNI). In recognition of their generosity, a newly redecorated private meeting space at Hoag Hospital Newport Beach has been named the Varla & Curtis Knauss Family Lounge.

Through their support, Varla and Curt became members of the Hoag Hospital Foundation Benefactor Program. When Varla’s mother needed medical attention, they experienced firsthand the gracious services provided by Hoag Hospital Foundation benefactor liaisons. As her mother’s caregiver, Varla gained peace of mind from the high level of compassion her mother received at Hoag in addition to the leading-edge medical care.

Varla and Curt are not shy when it comes to touting the value and wisdom of supporting Hoag to their friends. “Hoag has embraced us like family,” says Curt. “If I get sick, this is where I want to go, period. And that’s because I know that I’m going to get the best treatment available. I want to make sure it stays that way.”

Varla agrees, “We’re investing in our future; and I think that our friends, when they learn a little bit more about this, will want to do the same thing. We are proud to be involved with Hoag and its top notch staff and medical professionals.”

# dynamic

# duo

Laurie &  
Jake Easton

Enthusiastic Hoag supporters, Laurie and Jake Easton have been involved with the hospital for over 40 years. Laurie started as a high school candy-striper and then worked as a pharmacy runner while studying pre-med and neuro-chemistry at UC Irvine. She learned early on about the quality of care our community receives from the nurses, staff and doctors of Hoag. The Easton's 26-year-old daughter was born at Hoag; and the two have participated as donors, Hoag Benefactors and served as Hoag volunteer leaders.

Jake started his service by supporting a team of volunteer leaders who oversaw construction of the Sue & Bill Gross Women's Pavilion. He became a member of the Hoag Hospital Board in 2003, serving on a number of committees including Finance, Governance, Joint Investment and Executive. Currently, Jake is the chair of the Audit and Compliance Committee.

"My first responsibility as a board member is to make sure that all our decisions lead to maintaining the highest level of care for the people of our community," shares Jake. "As donors and volunteers, we are in full support of what Hoag is doing and the direction of the new St. Joseph Hoag Health alliance."

### Philanthropy with a Purpose

Laurie is the "philanthropy arm" of the Easton duo, deciding where to direct their giving. She serves on the Advisory Board of Hoag Neurosciences Institute, which they support as donors. They also support the Nursing program and are very proud of the successes the nursing staff has achieved. Recently Laurie and Jake became involved with the Mary & Dick Allen Diabetes Center, which reaches into the community to help patients and their families who would not otherwise be served. The Eastons have also directed support to the Orthopedic Education & Research Institute at Hoag, the Patty & George Hoag Cancer Center and various other Hoag institutes and centers.

"Access to excellent medical care for the whole of our community is the goal. We have exceptional healthcare right now," says Jake. "Going forward, it's important for our community to understand that we will have to financially participate even more if we want to continue the same level of care that Hoag has provided for the past 60 years."

According to the Eastons, they love being around the wonderful people working at Hoag. "Hoag is supported by an outstanding group of people who are dedicated to the wellbeing of those who count on it," smiles Laurie. "It's a sterling group you can trust and depend on."



## A Good Bet: Jane Taylor

Long-time Hoag donor Jane Taylor loves to win! That's why she was thrilled when she outbid everyone for the Kentucky Derby excursion at last year's Christmas Carol Ball. Jane, accompanied by her daughter-in-law, Mary Jo Parkford, enjoyed the royal treatment at the event, compliments of Longines, the sponsor of the coveted auction item.

The package included a tour of the beautiful Kentucky Derby Museum and a bourbon tasting. Jane also got to show off her hat in the Longines' Kentucky Derby Fashion Show. "It was first class, beyond millionaire's row," she shares. "And, of course, the hats were outrageously fun. It was a once-in-a-lifetime experience."

As a bonus, she had the thrill of betting on the right horse in the Run for the Roses. "Of course I had to pick California Chrome," she laughs. "My only regret is that I didn't bet more!"

### Odds in Hoag's Favor

A loyal Hoag supporter, Jane has been giving to Hoag annually since 1998.

"We will all need Hoag at some point, so it's a good idea to support it," says Jane. "They do a great job. In fact, the women involved with the Benefactor program have been incredibly kind and helpful. I really value that program and everything Hoag does to care for our community."

Hoag nursing is of particular philanthropic interest to Jane, and she served as the *Choose Nursing, Choose Hoag* Luncheon Chair last year. She's a frequent bidder on auction items at Hoag events and enjoys sponsoring tables at events and sharing the fun with her friends.

## Charitable Gift Planning Menu

If Your Goal Is To:	Ask Us About:	And Consider This:
<ul style="list-style-type: none"> <li>Keep control of your assets throughout your life</li> <li>Avoid estate taxation</li> <li>Leave a philanthropic legacy</li> </ul>	Bequest	You can create a bequest through your will or trust stating a specific amount or percent of your estate, or by changing the beneficiary on a life insurance policy, annuity or retirement account.
<ul style="list-style-type: none"> <li>Exchange low yielding assets for a fixed lifetime income, partially tax-exempt</li> <li>Generate a current income tax deduction</li> </ul>	Charitable Gift Annuity	Income can begin immediately or be deferred to a later date when payments received are larger.
<ul style="list-style-type: none"> <li>Retain the right to live in your residence for life</li> <li>Use the equity in your home to generate additional retirement income</li> </ul>	Life Estate Agreement Plus Charitable Gift Annuity	If your situation changes, you can rent the property to others OR exchange your life estate for cash or annuity income.
<ul style="list-style-type: none"> <li>Receive lifetime income with potential for growth</li> <li>Avoid capital gains tax at sale of appreciated asset: real estate, stocks and mutual funds</li> <li>Generate a current income tax deduction</li> </ul>	Charitable Remainder Unitrust	Year-to-year income varies with trust performance. Flexible design allows full income distributions immediately or minimum distributions at the start and increased cash flow at a future date.
<ul style="list-style-type: none"> <li>Assure your philanthropic legacy lives forever</li> <li>Fund long-term programs, carrying family name and/or causes through the generations</li> </ul>	Endowment Gift	An endowment can be funded outright or by a multi-year pledge, bequest or designated remainder from either a trust (CRT) or annuity (CGA).
<ul style="list-style-type: none"> <li>Transfer assets to children or grandchildren over time while heavily discounting gift or estate taxes</li> <li>Provide annual support to a charity for a term of years</li> </ul>	Charitable Lead Trust	This trust avoids “all the money at once” inheritance. Children/grandchildren receive lump sums deferred for specified terms (5 years, 10 years, etc.).
<ul style="list-style-type: none"> <li>Have a predictable, fixed income not subject to market fluctuations</li> <li>Avoid capital gains tax at sale</li> </ul>	Charitable Remainder Annuity Trust	Fixed income for life or set term of years (5, 10, 15 or 20) for short-term needs such as early retirement (first 10 years until Social Security/ Pension starts) or college funding for heirs.
<ul style="list-style-type: none"> <li>Gift a life insurance policy which is no longer needed</li> <li>Maximize the size of your testamentary charitable legacy</li> </ul>	Gift of Life Insurance	You can gift either a paid-up insurance policy or make annual gifts to Hoag to fund the ongoing premiums.
<ul style="list-style-type: none"> <li>Avoid double taxation (income and estate tax) on your IRA balance at death</li> <li>Fund a charitable bequest</li> </ul>	Gift of IRA	Hoag can be a full or part beneficiary of your IRA account. Pending legislation may make lifetime transfers work.
<ul style="list-style-type: none"> <li>Avoid capital gains tax on a sale of stock, mutual funds or real estate</li> <li>Generate tax deduction for full market value</li> <li>See your philanthropy at work</li> </ul>	Outright Gift of an Appreciated Asset	Asset must be held long term (one year plus one day).
<ul style="list-style-type: none"> <li>Sell appreciated real estate for both cash and income</li> <li>Generate a tax deduction to offset initial gain on cash portion</li> <li>Defer taxation on balance using installment sale treatment</li> </ul>	Installment Bargain Sale	This technique may be the best for indebted real estate.

## GLOBETROTTING GAL GIVES BACK



Adventurous traveler, independent spirit and long-time volunteer, Barbara Fairfax is also a Hoag planned giving donor. A retired elementary school teacher who logged 32 years teaching K through 6th grade in Alhambra city schools, Barbara regularly takes on the world! Last year alone she enjoyed five international trips along with several shorter jaunts across the U.S. From national parks to city excursions to mystery tours, she is up for anything.

A travel lover from a very young age, Barbara is constantly on the move. “Every year my travel buddy and I spread brochures out across her kitchen table and plan our trips,” laughs Barbara. “I have something going on almost every month. If you love to go, you need to do it.”

A native of upstate New York, Barbara was traveling through Europe in 1964 when she met an older, childless couple from San Marino, California, who invited her to visit stateside. After falling in love with the golden state, a determined young Barbara moved cross-country in 1967 after completing her Master’s degree. She married Chuck Fairfax in 1971 and settled in Huntington Beach. Fifteen years her senior, Chuck suffered from a chronic heart condition and passed away in 1992.

### Generous Soul

Impressed with the care Chuck received, and with the kindness she was shown by nurses and staff, Barbara felt that supporting Hoag was the right thing to do. “I think



it’s important to support your local assets such as Hoag at whatever level you can,” she shares. “Everyone can give something, whether it’s time or money or both. It’s the perfect marriage because it benefits the giver and the hospital.” Over the past seven years, Barbara has funded seven Charitable Gift Annuities through the Hoag Hospital Foundation. Her gifts, upon maturity, will support the Joan & Andy Fimiano Emergency Pavilion, Women’s Health Institute, the Jeffrey M. Carlton Heart & Vascular Institute and Hoag Health Center Huntington Beach to name a few.

A great vehicle for supporting her passions, the Charitable Gift Annuities also provide Barbara with tax-favored income. “People ask me what planned giving to Hoag through an annuity is all about,” she says. “I tell them to call and ask questions. The people at the Hoag Hospital Foundation are very helpful and kind.”

Barbara is also a long-time Hoag Auxiliary volunteer with a regular weekly shift in The Gift Box gift shop at Hoag Hospital Newport Beach when she’s in town. “I love meeting people and working with the other volunteers who are so dedicated and give so much of themselves,” she smiles. “Giving back is such a nice experience.”

If you would like more information about planned giving or planned gift annuities, please contact Julie Heggeness at (949) 764-7206 or Julie.Heggeness@hoag.org.



# BIG IDEAS in the DESERT

In March 2014, Hoag Hospital Foundation brought together more than 100 Hoag physician and philanthropic leaders at the Big Ideas in the Desert event, at the Vintage Club in Indian Wells. The event focused on the continuing transformation in healthcare and Hoag's place as a frontrunner. Hoag clinical and administrative leaders shared three of Hoag's "big ideas" that will have a major impact on the health and wellbeing of our community in the years ahead.

"Big Ideas in the Desert was the beginning of a conversation and a partnership with Hoag's physician leaders and devoted supporters," said Robert T. Braithwaite, Hoag President and CEO. "I am grateful so many dedicated physicians and friends of Hoag were able to join us as we looked at how Hoag's long tradition of dreaming big is playing out today and how we will continue to lead through innovation in the future."

## Big Ideas Change Healthcare

Guests participated in a discussion about Hoag's short- and long-term plans to lead through innovation and its commitment to sustaining and perpetuating the Hoag brand of care.

Everyone enjoyed the cocktail reception followed by dinner and panel discussions led by Dr. Jack Cox, Hoag's senior vice president and chief quality officer, with Hoag's most innovative physicians. Topics included: Advantages of Tele-Health, Latest Advances in Healthy Aging, and Revolutionizing Cancer Care.

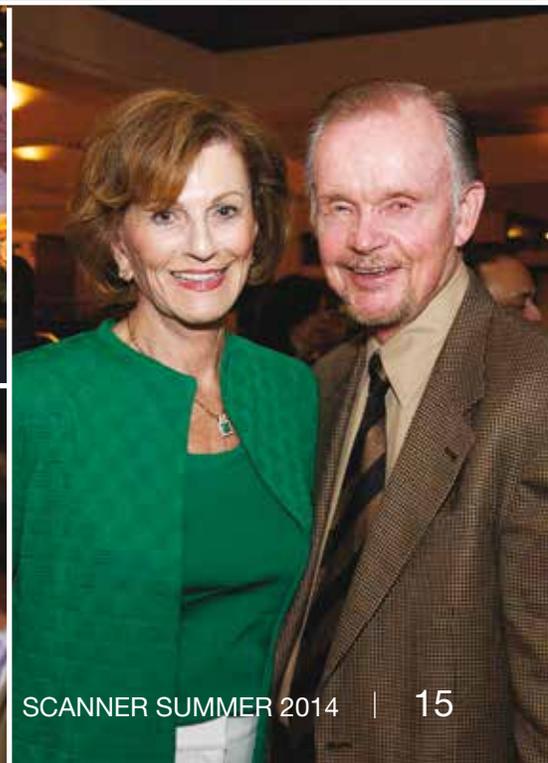
**Advantages of Tele-Health:** Inpatient and outpatient care is being revolutionized thanks to technological advances that bring clinicians and patients together in new ways. The discussion centered around how Hoag is using these technologies to improve care far beyond the walls of the hospital.

**Latest Advances in Healthy Aging:** Living longer means that the need to understand ways to prevent and reduce the impact of age-related disease is more pressing than ever. A diverse group of Hoag physician leaders shared the latest "new thinking" about aging well.

**Revolutionizing Cancer Care:** There is a virtual explosion of new ideas about the diagnosis and treatment of cancer. Evolving from one-size-fits-all, to personalized care for each patient, cancer care is changing at a remarkable pace. Guests heard about Hoag's participation in leading these exciting advances.

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For more information about becoming involved in helping Hoag implement these Big Ideas, contact Kenya Beckmann at (949) 764-6384 or [Kenya.Beckmann@hoag.org](mailto:Kenya.Beckmann@hoag.org).



# Star Power!

Circle 1000's annual brunch with Actress Jamie Lee Curtis raises over \$900,000 for cancer care at Hoag



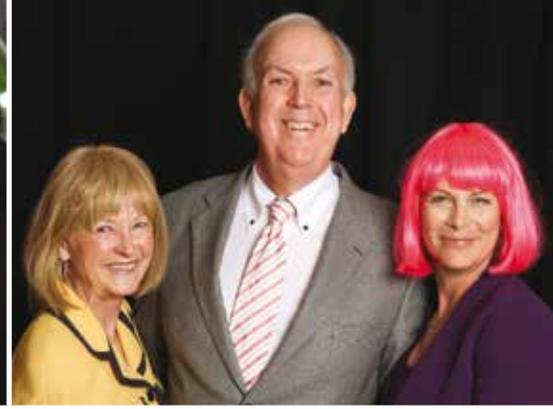
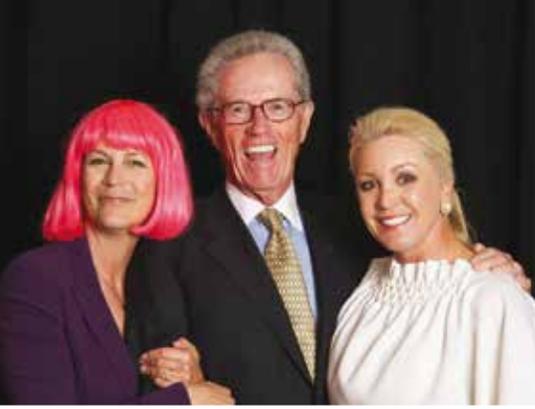
For the past 27 years, Circle 1000, a volunteer group, has raised millions of dollars to support Hoag Family Cancer Institute, giving countless men and women hope and support as they journey through and beyond cancer. To celebrate their efforts and to honor cancer survivors, the Circle 1000 committee hosts an annual brunch. This year's brunch raised over \$900,000 for an astounding cumulative total of \$15 million donated to Hoag.

Guests enjoyed featured speaker, award-winning actress, Jamie Lee Curtis who entertained with her touching and inspirational stories of triumph and survivorship. Sporting a pink wig, she honored her late friend Katie who, at the age of 13, fought to bring awareness to the struggles and needs of those battling cancer. Dr. Burton Eisenberg, Executive Medical Director for Hoag Family Cancer Institute, and Grace E. Hoag Executive Medical Director Endowed Chair, also spoke.

Circle 1000 was founded in 1987 by Sandy Sewell, a Newport Beach resident and breast cancer survivor. Her idea was to gather a group of friends who would contribute at least \$1,000 annually. From those simple beginnings, Circle 1000 has expanded to more than 1,000 friends whose support allows Hoag Family Cancer Institute to purchase new technology, provide educational advancement for nurses, and conduct clinical research.

We are grateful for Sandy Sewell's vision and for the generosity of each Circle 1000 donor. Thanks to the philanthropy of this special group, Hoag Family Cancer Institute will continue to provide the best, most advanced care to our community.

For more information about Circle 1000, visit [www.hoaghospitalfoundation.org](http://www.hoaghospitalfoundation.org). For more information on how you can support Hoag Family Cancer Institute, contact Carlin Schneider at (949) 764-7209 or [Carlin.Schneider@hoag.org](mailto:Carlin.Schneider@hoag.org).



# First Annual Newport Beach Wine & Food Festival Supports Circle 1000

September 19 – 21, 2014

The first annual Newport Beach Wine & Food Festival will showcase live cooking demos with celebrity chefs, local restaurants, elite sommelier panels, master mixology courses, wine tastings and live music from international jazz artists. Set amongst the stunningly contemporary grounds of the Newport Beach Civic Center and at various restaurants around town, the much-anticipated festival will guide you through a three-day journey filled with flavors and tastings from some of the finest local and world-renowned culinary masters.

A portion of the proceeds from the inaugural Newport Beach Wine & Food Festival will be donated to support Circle 1000. For more information, visit [www.newportwineandfood.com](http://www.newportwineandfood.com).

# CELEBRATING

## New & Long-time Friends

### Hoag's Planned Giving Donors Gather at the 20th Annual Hoag Heritage Society Luncheon

Hoag Hospital Foundation was pleased to honor and thank our dedicated planned giving donors at the 20th annual Heritage Society Luncheon in February. The annual event is a celebration and recognition of those who have made gifts to Hoag through a bequest, charitable trust or gift annuity.

The luncheon program included remarks from Hoag President and CEO Robert T. Braithwaite, who shared an overview of Hoag's strategy to seize the opportunities inherent in the ongoing changes in healthcare. Guests enjoyed great food, fellowship and a heart-centered video that featured Heritage Society members sharing what inspired them to make estate gifts to Hoag.

Many were introduced for the first time to new Executive Director of Gift Planning, Julie Heggeness, J.D., C.S.P.G. Julie shared her gratitude for the warm welcome she's received from Heritage Society members, Foundation Board members, Planned Giving Committee members and Foundation staff.

"I thoroughly enjoyed getting to meet so many of our generous planned giving donors at the luncheon," shares Julie. "I'm so grateful to work with this wonderful group of donors, and I'm very much looking forward to getting to know everyone better as we move forward in our shared vision of supporting exceptional healthcare in our community."

For more information about the Hoag Heritage Society, please contact Julie Heggeness at (949) 764-7206 or [Julie.Heggeness@hoag.org](mailto:Julie.Heggeness@hoag.org).



# Reflections from Flynn:

## *Big Ideas for Hoag's Future*

Recently, Hoag physicians and philanthropic leaders converged in the Palm Springs area for “Big Ideas in the Desert,” a Hoag Hospital Foundation gathering to discuss the continuing transformation in healthcare and Hoag’s leadership role moving forward.

While experts project that the next three to five years will be a period of tremendous uncertainty, what we know for sure is that people will always need healthcare. We also know that the healthcare industry is shifting from a model that pays for “sick care” to a model in which providers are incentivized to keep people well.

Although change is not always welcomed by those who must weather it, this point of transformation is a catalyst for innovation. At the event in the desert, Dr. Jack Cox, Hoag’s senior vice president and chief quality officer, touched on three big trends in healthcare in which Hoag must participate to stay on the leading edge:

### **Accurate, personalized and portable data:**

Each touch point in the healthcare system—insurance companies, physicians and hospitals—gathers and tracks pieces of healthcare data about each of us. The challenge is that this data is not readily available to us, or to our various healthcare providers. The opportunity going forward is to integrate that data into personal health records made available to individuals and their providers to improve care.

### **Personalized Medicine:**

Advancements in genomic medicine and biomarker identification

will increase our understanding of individual susceptibility to specific conditions. This will allow healthcare providers to move from “one size fits all” to making personalized recommendations for screenings and treatments. This newly emerging field encompasses exciting advances in the personalization of treatments for many diseases including cancer treatment.

### **Population Health Management:**

3.5 million people live in Orange County and together we spend about \$30 billion on healthcare. We know that about one third of those dollars are wasted in the current system because of redundancy and lack of accountability across the board. The key going forward is to educate healthcare consumers and empower them to better manage their health along with creating team-based care in which all of the providers are working collaboratively.

While Hoag is evolving quickly to meet the new demands, the one constant is our long-standing tradition of community support. On the eve of the launch of the comprehensive Hoag Promise Campaign in late 2015, our partnership with our donor community is more important than ever to transition Hoag to the new paradigm. While the next five years will bring some uncertainty, we know that with your help Hoag will continue to be on the leading edge of care.

**Flynn A. Andrizzi, Ph.D.**

*President, Hoag Hospital Foundation  
Senior Vice President, Hoag*



# Hoag Hospital Foundation

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#### Scanner on the Web

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

# Scanner

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## Choose Nursing, Choose Hoag Investing in Nursing Education

A new federal mandate, taking effect by the year 2020, states that 80 percent of nurses employed at Magnet® hospitals such as Hoag must have their Bachelor's degree to maintain Magnet status. Thanks to *Choose Nursing, Choose Hoag* and our generous donors, Hoag is well on its way.

Celebrating 10 years since its inception, *Choose Nursing, Choose Hoag* has funded scholarships for more than 600 Hoag nurses for continued education, training and advanced degrees. A record number of 254 scholarships were awarded in 2014 with an increasing demand for additional funding. These scholarships were made possible through generous contributions from the community, including a historic \$2.5 million gift from the Argyros Family Foundation.

For more information on supporting excellent nursing at Hoag, please contact Angelina Morano at [Angelina.Morano@hoag.org](mailto:Angelina.Morano@hoag.org) or (949) 764-7221.

### 2020 Nursing Education Mandate:

Currently

# 46%

of Hoag nurses today have a baccalaureate or bachelor of science in nursing degree

.....

By the year 2020

# 80%

of Hoag nurses need to have a baccalaureate or bachelor of science in nursing degree