

SCANNER

WINTER EDITION

2017

Celebrating a Decade of Trailblazing

10th Anniversary of Hoag's Neurosciences Institute
Renamed the Pickup Family Neurosciences Institute

These leaders and many others were instrumental in envisioning and building the Pickup Family Neurosciences Institute.

Back Row: Marshall Moncrief, Michael Brant-Zawadzki, MD, Ron & Sandi Simon Executive Medical Director Endowed Chair, Pickup Family Neurosciences Institute, William Shankle, MD, Judy & Richard Voltmer Endowed Chair in Memory & Cognitive Disorders, Monica Figueroa **Front Row:** Deb Mastrolia, RN, Dori Holnagel, MBA, Junko Hara, PhD, Robert T. Braithwaite, David Brown, MD, Sheila Porter, MBA
Not pictured: Phillip O'Carroll, MD, Christopher Duma, MD, Janet Chance, MD, David Millett, MD, Sandeep Thakkar, DO, Ali Makki, DMD



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LETTER FROM THE CHAIR

Dear Friends of Hoag:

What a year! As I write my final letter to you as Chair of the Hoag Hospital Foundation Board, I'm reflecting on our extraordinary community and all we've worked for and accomplished together.

The 10-year anniversary celebration of the Neurosciences Institute was a poignant event made all the more special with the announcement of the Pickup Family Foundation's \$15 million gift and the naming of the Pickup Family Neurosciences Institute. I had an "aha" moment when guest speaker Michael T. Modic, M.D., F.A.C.R., chief clinical transformation officer at the Cleveland Clinic, shared that he admired the camaraderie among Hoag physicians and senior leaders. He reminded me that Hoag is truly unique which also reflects our community.

To our neurosciences donors, volunteers, physicians, nurses and staff, I extend my deepest gratitude and respect for all your work and support. Without your talent, passion and collaborative spirit, we would not have the world-class Pickup Family Neurosciences Institute.

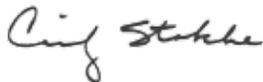
In this issue of *Scanner*, we share all the wonderful events that celebrate the contributions and efforts of our philanthropic and volunteer community. The annual Donor Appreciation and Awards Dinner was enlivened by six-year-old Samantha, the youngest Hoag donor, who emceed our video that reviewed philanthropy's impact in 2017.

I would like to take a moment to pay tribute to the Hoag Hospital Foundation Board members we've lost this year. Margaret Larkin and Byron Allumbaugh were both dedicated volunteer leaders who touched our lives with their passion and commitment. We miss them both very much.

I can never say thank you enough to my fellow board members. I am so proud of all that we have built together to date and put in motion for the future. Thank you for the opportunity to have served alongside you in support of our community.

And, to our amazing community of donors who've invested in Hoag's leadership as an outstanding health care provider, it's been a pleasure and an honor to serve your interests in my role as Board Chair. I leave you in the good hands of my colleague Robert Brunswick, who assumed the role of Hoag Hospital Foundation Board Chair on January 1, 2018.

With much gratitude,



Cindy Stokke
Immediate Past Chair, Hoag Hospital Foundation Board



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COVER STORY

Celebrating a Decade of Trailblazing

10th Anniversary of Hoag's Neurosciences Institute Renamed the Pickup Family Neurosciences Institute

On October 24th, more than 150 Hoag physician leaders, hospital leadership, nurses, staff, donors and friends celebrated the ten-year anniversary of Hoag's Neurosciences Institute at the Newport Beach Country Club. The anniversary celebration recognized the singular vision of the team led by Michael Brant-Zawadzki, M.D., Ron & Sandi Simon Executive Medical Director Endowed Chair and Hoag senior physician executive. Dr. Brant-Zawadzki helped select and aggregate the growing group of programs, each with a multidisciplinary team focusing on a specific patient condition to provide a patient-focused, coordinated approach.

Thanks to donor support, the Neurosciences Institute has steadily expanded to include the best specialty physicians and staff, advanced technology and top-notch facilities to deliver groundbreaking treatments for virtually all aspects of neuroscience-based medical conditions. These range from cognitive disorders, stroke, epilepsy, brain tumors, Parkinson's disease and back and spine issues to headache and other pain disorders, sleep problems and a range of mental illnesses – including addiction.

The Institute offers innovative technologies such as the county's only PET/MR scanner, endovascular stroke rescue and aneurysm treatment as well as Gamma Knife Perfexion stereotactic brain tumor treatment and surgical procedures using an augmented-reality 3D Surgical Theater.

A recognition video, presented at the event, highlighted many of the committed donors and volunteers who rallied around Dr. Brant-Zawadzki, his talented team and Hoag leaders to build this extraordinary community asset which has gone on to earn national recognition.

A New Chapter—Pickup Family Neurosciences Institute

A highlight of the 10th anniversary celebration was greeted by a noticeable shockwave of surprise and delight when Flynn A. Andrizzi, Ph.D., president of Hoag Hospital Foundation, announced that the Pickup Family Foundation bestowed a \$15 million gift to support the nationally recognized Institute – Hoag officials responded by renaming it the Pickup Family Neurosciences Institute.

The crowd sprang to its feet to give the Pickup family a standing ovation. In a video presentation, Dick Pickup shared that his inspiration for the gift was the recent loss of his brother to Alzheimer's disease along with an admiration of Hoag.

"There have been breakthroughs in cancer and cardiology and other areas of medicine, but there is still so much that is unknown about the brain," Dick shared. "From Alzheimer's to addiction and other brain disorders, we have a lot left to learn. I am hoping that in the next 10 years or so we can make significant strides in these areas."

To see the videos featured at the anniversary celebration event, visit www.HoagPromise.org/videos.

For more information on how you can support the Pickup Family Neurosciences Institute, contact Stacy Sanchez Hunt at (949) 764-7210 or Stacy.Hunt@hoag.org.





03-04



TRIBUTES

Donor Appreciation and Awards Dinner

The Hoag Hospital Foundation recognized its leading philanthropists and volunteer leaders at the annual Donor Appreciation and Awards Dinner held on September 19th at the Newport Beach Country Club.

“From the earliest days of Hoag, we’ve had the privilege of being recipients of this community’s generosity,” said Robert Braithwaite, Hoag president and CEO. “We express our genuine appreciation and gratitude for your generosity and for your compassion to your fellow community members and for your outward expressions of support to nurses, physicians, technicians and support staff who are the beneficiaries of your kindness, talent and resources.”

In addition to thanking donors, the event recognized dedicated volunteer leaders with Vin Jorgensen Awards. A highlight of the evening was the “Look What We’ve Done Together” video featuring the impact of philanthropy to Hoag in fiscal year 2017, including the transformational gift made by Mike and Lori Gray as well as video vignettes featuring each of the Vin Jorgensen Award winners.

View the video and photos from the evening by visiting www.HoagPromise.org/latestnews.



TRIBUTES

2017 Vin Jorgensen Award Winners

The Vin Jorgensen Award honors individuals and organizations who have actively partnered with Hoag and the Foundation through ongoing support by providing leadership through service on our boards and campaign committees and by serving as Hoag boosters out in the community. They are passionate advocates for Hoag's mission and encourage others to financially support Hoag. We honor and congratulate the following for their outstanding volunteer service to Hoag:



Trish Berchtold
Campaign Volunteer Leader

Trish Berchtold is an active member of Hoag Nursing and Women's Health Institute Campaign Advisory Committees as well as the Hoag Promise Campaign Steering Committee. She also serves on the Hoag Hospital Foundation Board of Directors. She and husband Mike, along with Jamie and Jamie Shepherdson, co-hosted a salon focused on the Promise of Precision Medicine which introduced new supporters to Hoag.



Heather Gaughan
Circle 1000

Heather Gaughan has served Circle 1000 as underwriting chair for five years and as a member of the Founders' Committee. Every year, Heather invites two of her close friends, both of whom have survived breast cancer, to the annual Circle 1000 Founders' Brunch. Then she watches with pride when her friends stand with dozens of women and men who acknowledge and celebrate their hope and survival.



Richard Harano, MD
552 Club

During the early days of his practice, Richard Harano, M.D., remembers that when patients were very ill, they were told to go to "the city" for care. Today, he's proud that patients no longer need to leave Orange County to get the best care. Dr. Harano has served on the 552 Club Board, on many committees of the Medical Staff and on the Hoag Hospital Board of Directors as an officer as well as Chief of Staff.



Gary S. McKitterick
President's Circle

In 2001, Gary McKitterick joined the Hoag Board's Real Estate and Facilities Committee where he was instrumental in the construction of the Sue & Bill Gross Women's Pavilion and the purchase of the properties that became Hoag Health Center Newport Beach and Hoag Hospital Irvine. He served as Chair of the Hoag Board from 2013 to 2016 and is currently on the Executive Committee. He is also a current member of the Hoag Promise Campaign Steering Committee.



Cindy Stokke
Hoag Hospital Foundation Board

Cindy Stokke is straightforward in her approach to philanthropy. "You look at your community, you look at your talents and then you find a way to give back that makes a difference," she says. A member of the Hoag Hospital Foundation Board from 2008 to 2017, she is the immediate past Chair of the Hoag Hospital Foundation Board. Cindy is a member of the Pickup Family Neurosciences Institute Campaign Advisory Committee and takes great pride in the upcoming opening of the Fudge Family Acute Rehab Center.



Mary Walesiak
Hoag Hospital Auxiliary

Since 2010, Mary Walesiak has been a dedicated Hoag Auxiliary volunteer with a special place in her heart for Hoag Junior Auxiliary. Mary donates 20 to 30 hours a week to Hoag in her role as current President of the Hoag Irvine Auxiliary Executive Board of Directors, a member of the Hoag Hospital Newport Beach Auxiliary Board of Directors and Vice President of the Hoag Junior Auxiliary Program.



Allergan Foundation
Corporate Partnership

The Allergan Foundation has generously supported the Herbert Family Program for Young Adults with Type I Diabetes at the Mary & Dick Allen Diabetes Center and awarded Focus Grants to Hoag's Adolescent Neurobehavioral Health Programs in Irvine. Established by Allergan in 1998, the Allergan Foundation supports organizations working to make the lives of individuals healthier and happier and to make their communities better places to live now and in the future.

View video vignettes on each of the winners at www.HoagPromise.org/videos.

EVENTS



Festive holiday gala raised more than \$1.7 million in support of Hoag

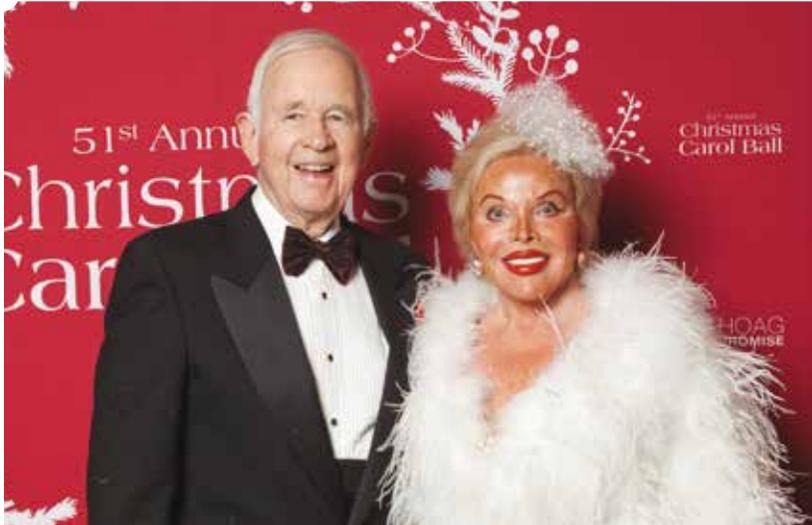
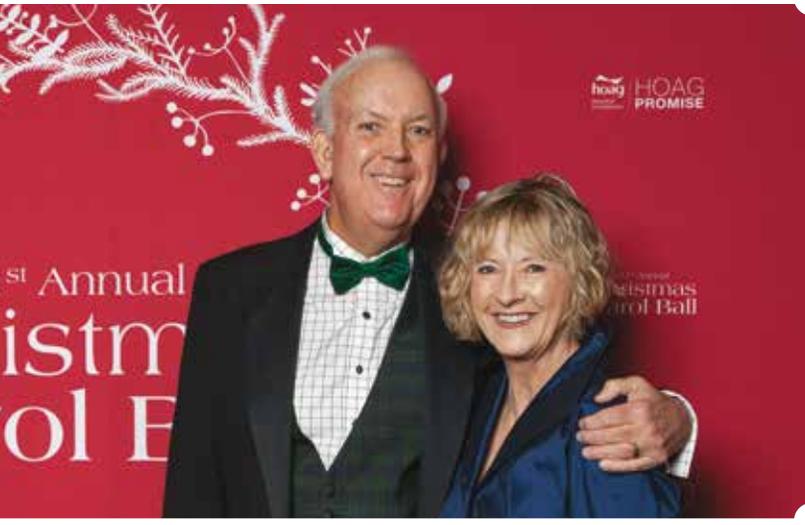
Hoag Hospital Foundation welcomed more than 600 Hoag supporters, volunteers and friends to the Monarch Beach Resort to celebrate the 51st Annual Christmas Carol Ball on Saturday, December 9, 2017. This year's Christmas Carol Ball broke all previous records by raising more than \$1.7 million to support Hoag.

Guests were greeted in a video presentation by "Chief Executive Elves" Joan and Andy Fimiano, chairs of this year's gala. "As volunteers and donors ourselves, we know how meaningful it is to make a positive impact on the lives of others," they said. "Your attendance and participation at this event makes a tremendous difference to the patients and families who count on Hoag."

In a touching tribute video celebrating her 51 years of attendance at the Christmas Carol Ball, Nora Jorgensen delivered a heart-felt invocation. A lavish dinner prepared by Executive Chef Collin Thornton was served followed by a live "Rat Pack" show by the energetic band NRG. Guests danced the night away, many leaving with silent auction items. This year's Ball was a memorable and very special evening for all.

To view photos from this year's Christmas Carol Ball and to watch video highlights of the fun and memorable evening, please visit HoagPromise.org/photos.





09-10



EVENTS

Choose Nursing, Choose Hoag

2017

LUNCHEON

Honoring Hoag Nurses and the Donors Who Support Them

The Hoag Hospital Foundation awarded the Crean Foundation with its *Choose Nursing, Choose Hoag* Hall of Fame award at the annual *Choose Nursing, Choose Hoag* Luncheon held on November 14, 2017, at the Balboa Bay Resort. Over 300 donors, nurses and physicians, along with academic and corporate partners, recognized and celebrated Hoag nurses and donors.

“We proudly recognize the Crean Foundation for their generous commitment to establish the Crean Nursing Education Fund with the goal of empowering Hoag nurses to achieve their educational goals, take on advanced clinical roles, broaden their skill sets, mentor new Hoag nurses and advance patient care through evidence-based best practices,” said Rick Martin, EdD, MSN, RN, senior vice president of Clinical Operations and chief nursing officer at Hoag.

In 2013, 30 percent of Hoag nurses had a BSN or higher degree. “Today, thanks to our generous donors who’ve funded 1,900 scholarships, 73 percent of Hoag nurses now have a BSN or higher degree,” reported Flynn A. Andrizzi, Ph.D., president, Hoag Hospital Foundation. “This achievement is due to Rick Martin’s extraordinary leadership as well as philanthropic leadership from the Crean family, Julia and George Argyros and our collective community of donors.”

A highlight of the event was a conversation between Karen Linden, chair of Hoag’s Board of Directors, and Mai Do, BSN, RN, a recipient of the Sandy Sewell Oncology Nursing Scholarship made possible by Circle 1000. Mai shared her emotional journey of losing her father to lung cancer, arriving in the United States as a Vietnamese refugee and finding great satisfaction in her 20-year career as an oncology nurse at Hoag Family Cancer Institute.

“My education made it possible for me to take on a leadership role in applying evidence-based practices for my patients and their families,” Mai said. “I am the shoulder they cry on, the one who celebrates with them and the one who holds their hand as they take their last breath. I could not do all of this without the higher education you made possible and I’m not done yet.”

Mai completed her BSN Nursing degree at Vanguard University in June 2017. In January 2018, she will begin her studies to earn her FNP. She took the opportunity to thank *Choose Nursing, Choose Hoag* donors as well as Hoag leadership and her fellow nurses for creating a transparent and progressive culture.

This year, 312 Hoag nurses received donor-funded scholarships to earn BSN, MSN, FNP/Family Nurse Practitioner and doctoral level degrees.

EVENTS



A
MIDSUMMER
NIGHT'S
DREAM

2017 Hoag Summer Classic Delivers Great Food and Good Fun!

The 2017 Hoag Summer Classic, hosted by the Hoag Hospital Foundation and the 552 Club, was a sold-out event with more than 1,400 guests at The Newport Dunes Resort in Newport Beach. This summer tradition was held on Wednesday, June 28, 2017, raising \$245,860 for Hoag.

Themed “A Midsummer Night’s Dream,” this year’s Hoag Summer Classic was co-chaired by Megan and Jonathan Acosta and Caroline and Andre Vovan, M.D.

“For 30 years, our community has come together to enjoy this event that serves for many as the introduction to a life-long partnership with Hoag,” said Flynn A. Andrizzi, Ph.D., president of Hoag Hospital Foundation. “Community support is what allows Hoag to keep its promise of delivering the very best care now and well into the future.”

The Hoag Hospital Foundation deeply appreciated this year’s participating restaurants for donating their time, talent, food and beverages to the 2017 Hoag Summer Classic:

A Restaurant
Andrei’s Conscious Cuisine
& Cocktails
Back Bay Bistro
Bayside Restaurant
Bistro Papillote
Bluewater Grill
Boudin Bakery
The Bungalow Restaurant
The Cannery
Coastal Catering by
Island Hotel
Cowgirl Winery
Don Francisco Coffee
DP Catering
El Cholo

Fresh Brothers Pizza
Gabbi’s Mexican Kitchen
Georis Family Winery
Harborside Restaurant
Hi-Time Wine Cellars
Hoag’s Mary & Dick Allen
Diabetes Center
Mobile Kitchen
Kéan Coffee
LCA Wine
Maggiano’s -
South Coast Plaza
Muldoon’s Irish Pub
Newport Beach Fire
Department
Newport Landing Restaurant

Newport Rib Company
RED O Taste of Mexico
Royal Thai Cuisine
Rusty Pelican
Sabatino’s Sausage Company
Sambazon
San Antonio Winery
Santa Monica Seafood
Spa Girl Cocktails
Straub Distributing Company
Tackle Box
Taverna
Turnip Rose Catering
Water Grill
Zotovitch Winery



Live entertainment by DSB, hailed as the “next best thing” to Journey, got everyone on their feet to dance the night away. Guests also had the opportunity to purchase raffle tickets for their chance to win gift packages from restaurants, local vendors and other exciting items. The grand prize raffle item was a one-year lease of a new 2017 BMW 428i Gran Coupe, courtesy of Sterling BMW of Newport Beach.

We thank our underwriters for their generosity and support of the 2017 Hoag Summer Classic.

13-14



EVENTS



CELEBRATING
30 YEARS
1986 ~ 2016

Celebrating 30 Years of Giving

More than 350 Circle 1000 donors and friends, along with Hoag physicians and staff, gathered on May 2, 2017, to celebrate a legacy of service to those affected by cancer. The 30th Annual Circle 1000 Founders' Celebration Brunch raised \$1,030,000 to benefit Hoag Family Cancer Institute.

"Hoag Family Cancer Institute has become one of the largest cancer programs in Southern California and is the leading provider of radiation therapy and cancer care in Orange County," said Sheryl Anderson, chair of the 30th Annual Founders' Celebration Brunch. "We are not only able to contribute to the continued growth of Hoag Family Cancer Institute, but we are also able to directly support a variety of innovative programs that help so many thrive during their battle with cancer."

Fran Applegate, one of Circle 1000's founding members, delivered the invocation and Ginny Ueberroth presented a special token of thanks to Sandy Sewell who, in 1986, after surviving breast cancer, gathered a group of friends and asked them each to contribute a minimum of \$1,000 annually. She also tasked them with asking their own circle of



friends to participate. From the powerful bonds of friendship, Circle 1000 grew to more than 1,000 friends who have collectively raised \$18 million for Hoag in the last 30 years.

The highlight of the event was keynote speaker Joan Lunden, legendary co-host of *Good Morning America*, who shared her story as a cancer survivor and advocate. In 2014, she found herself facing a breast cancer diagnosis, which she immediately turned into a mission to educate and inspire others about prevention, treatment and survival. She encouraged all women "to be the CEO of their own health care."

"I will not apologize for informing and empowering women to better understand their breast health and better advocate for their own best care," she said. "We can't be afraid of answers. Answers are what allow us to be in charge of our health and be in front of disease."

To learn more about supporting Circle 1000, please contact Carlin Kuhlmann at (949) 764-7209 or Carlin.Kuhlmann@hoag.org.

DONOR PROFILE

Grateful Hoag Donors

Dr. Rudolph and Dorothy Baldoni

If anyone knows a good hospital when they see one, they would be Dr. Rudolph Baldoni and his wife, Dorothy. As grateful patients of Hoag, they feel very fortunate to live down the road from some of the best physicians, nurses, staff and technology.

Dr. Baldoni is one of nine children from an Italian American family in upstate New York and Dorothy is a native of Nova Scotia. The two met when she was on duty at Hollywood Hospital (where she worked as a nurse). Dr. Baldoni was a handsome young medical student from California Osteopathic College (which was later absorbed into the University of California, Irvine School of Medicine). Two years later, after Dr. Baldoni completed an internship at Los Angeles County Hospital, he and Dorothy were married.

They moved to Orange County where Dr. Baldoni did everything from taking care of common colds and performing surgeries to delivering babies. They recall at that time, Orange County still had unlit dirt roads instead of freeways and farms instead of shopping malls. For nine years, his career thrived with the growing community while Dorothy was busy raising their three sons. He and Dorothy decided that he would pursue a specialty in anesthesiology.

Just a few months into his residency at USC School of Medicine in anesthesiology, Dr. Baldoni was approached by a group of Orange County physicians to join them in building a community hospital in Fountain Valley. He agreed and, from 1973 until 1985, he was chief of anesthesiology at Fountain Valley Regional Hospital; thereafter, he served as both an overseer and anesthesiologist for the outpatient surgical center. He served on the hospital board of governors and, in 1982, as chairman of the board of the hospital. Meanwhile, Dorothy engaged in a career in interior design and subsequently designed and subcontracted their current home.

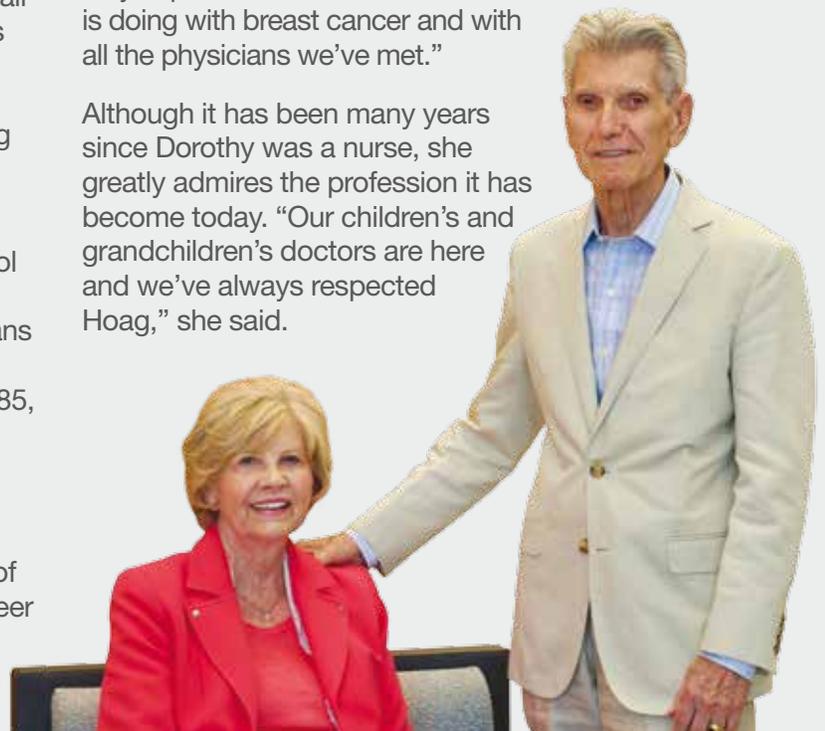
When Dr. Baldoni retired, their sons surprised him with a Duffy boat named *No More Gas*. He and Dorothy have since traveled the world and enjoyed watching their five grandchildren achieve their own dreams. They feel so fortunate to call Newport Beach home and Hoag their hospital.

Investing in Community Health

As grateful patients, they included Hoag in their charitable remainder trust to ensure Hoag would continue to stay in the forefront of the research and treatment of women's cancers. As a former hospital executive, Dr. Baldoni knows the importance of supporting Hoag to continue to provide excellent health care today, but also to ensure that it is available for future generations.

"They've treated us so well," says Dr. Baldoni. "We are very impressed with what Dr. Melvin Silverstein is doing with breast cancer and with all the physicians we've met."

Although it has been many years since Dorothy was a nurse, she greatly admires the profession it has become today. "Our children's and grandchildren's doctors are here and we've always respected Hoag," she said.



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

GIFT PLANNING

If Your Goal Is To:	Ask Us About:	And Consider This:
<ul style="list-style-type: none"> Keep control of your assets throughout your life Avoid estate taxation Leave a philanthropic legacy 	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"> Exchange low yielding assets for a fixed lifetime income that is partially tax exempt Generate a current income tax deduction 	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"> Retain the right to live in your residence for life Use the equity in your home to generate additional retirement income 	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"> Receive lifetime income with potential for growth Avoid capital gains tax at sale of appreciated asset: real estate, stocks and mutual funds Generate a current income tax deduction 	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"> Assure your philanthropic legacy lives forever Fund long-term programs, carrying family name and/or causes through the generations 	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"> Transfer assets to children or grandchildren over time while heavily discounting gift or estate taxes Provide annual support to a charity for a term of years 	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"> Have a predictable, fixed income not subject to market fluctuations Avoid capital gains tax at sale 	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"> Gift a life insurance policy which is no longer needed Maximize the size of your testamentary charitable legacy 	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"> Avoid double taxation (income and estate tax) on your IRA balance at death Fund a charitable bequest 	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"> Avoid capital gains tax on a sale of stock, mutual funds or real estate Generate tax deduction for full market value See your philanthropy at work 	Outright Gift of an Appreciated Asset	Asset must be held long term (one year plus one day).
<ul style="list-style-type: none"> Sell appreciated real estate for both cash and income Generate a tax deduction to offset initial gain on cash portion Defer taxation on balance using installment sale treatment 	Installment Bargain Sale	This technique may be the best for indebted real estate.

MESSAGE FROM THE PRESIDENT

Flynn A. Andrizzi, Ph.D.
President, Hoag Hospital Foundation



One for the Record Books

Thanks to the commitment of our community, fiscal year 2017 (July 1, 2016 to June 30, 2017) was a record-breaking year. With your help, we raised \$68M, the best fundraising year Hoag has had to date. That brings our Hoag Promise Campaign total to \$505 million as of the printing of this issue of *Scanner*. That's 80 percent of the way to our Campaign goal of \$627 million by December 31, 2020.

We were very pleased to recognize Mike and Lori Gray's transformational gift, as well as many others, at our annual Donor Appreciation and Awards Dinner in September. This important event is our chance to thank donors for supporting Hoag in providing exceptional care. We also recognized and acknowledged our dedicated volunteers who have served the community through service to Hoag.

What you give and what you do makes a real difference. With our

collective energy and commitment, Hoag will surely become a national model of innovation while remaining a local resource for patients who find world-class physicians, state-of-the-art facilities and compassionate care right here in their community.

An Extraordinary Gift and A Milestone Celebration

Just before I announced the Pickup Family Foundation's extraordinary gift to rename the Pickup Family Neurosciences Institute at the 10-Year Anniversary Celebration for the Neurosciences Institute, Michael T. Modic, M.D., Chief Clinical Transformation Officer at the Cleveland Clinic, shared his observations of Hoag. He marveled at the spirit of camaraderie among Hoag institute leaders, senior executives and physician leaders as they shared best practices to drive multi-disciplinary, value-driven care. He felt confident that Hoag's culture of collaboration was a

fertile ground for the promise of innovative health care to flourish.

Later that same evening, when Michael Brant-Zawadzki, M.D., F.A.C.R., Ron & Sandi Simon Executive Medical Director Endowed Chair of the Pickup Family Neurosciences Institute spoke about the future, I was inspired by the anticipated leaps forward in care. Not only does Hoag have the culture to push innovation, we also have the extraordinary talent backed by committed philanthropists like Dick Pickup and his family, who made an extraordinary gift of \$15 million.

We wholeheartedly thank the Pickup family for joining the Hoag family of donors as well as our devoted long-time donors. Ron and Sandi Simon, Gary Fudge and many others have partnered with us to bring the promise of the Pickup Family Neurosciences Institute to fruition.

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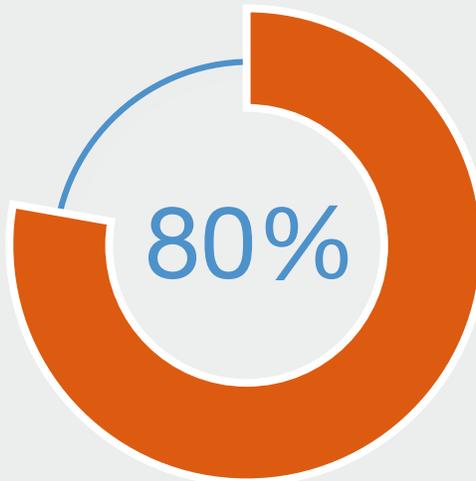


Hoag Promise Campaign Update

By supporting Hoag Promise, Our Campaign to Lead, Innovate & Transform, community members are collaborating with us to drive Hoag's continued clinical leadership, innovative spirit and transformative potential. For more information, visit www.HoagPromise.org.

\$505M

RAISED TO DATE
in the Hoag Promise Campaign



\$627M

2020 CAMPAIGN GOAL
in the Hoag Promise Campaign

Campaign Duration: 2010 to 2020