

# OUR CAMPAIGN TO LEAD, INNOVATE & TRANSFORM

Case for Support



HOAG  
PROMISE



## STANDING ON THE SHOULDERS OF VISIONARIES

It started with a vision ... and a promise. There were obstacles. There were setbacks. There were seemingly insurmountable challenges. But there was also commitment, determination and an unwavering faith in the power of community. In 1944, Reverend Raymond Brahams and a committee of Presbyterian Church members made a promise. In 1952, they delivered on that promise. When Hoag Hospital opened its doors, it changed everything.

Since that time, we've all worked together to carry the torch. We've taken their original promise and expanded on it. Because we did, Hoag has evolved into a world-class health care asset in Orange County. Because we did, Hoag is firmly established as a leader on the forefront of advanced care.

Yes, Hoag is very prestigious. But it's also very personal. We've all made a contribution to what Hoag has become. And, we all have a stake in its potential... and its promise... going forward.



Hoag is the first hospital on the West Coast to routinely offer patients a revolutionary hybrid technology, the positron emission tomography/magnetic resonance imaging (PET/MR), that will forever change the way neurology, cancer and cardiac patients are diagnosed and treated. Seen here, Dr. Teryn Clark and patient in the Margaret Beall PET-MR Molecular Imaging Suite.

## OUR PROMISE TO YOU

Health care as we knew it is forever changed. Hoag's promise to you is to lead, not follow. Leadership arises from the same things as it did in 1944. Commitment. Determination. Power of community. Hoag Promise, Our Campaign to Lead, Innovate & Transform is the way forward.

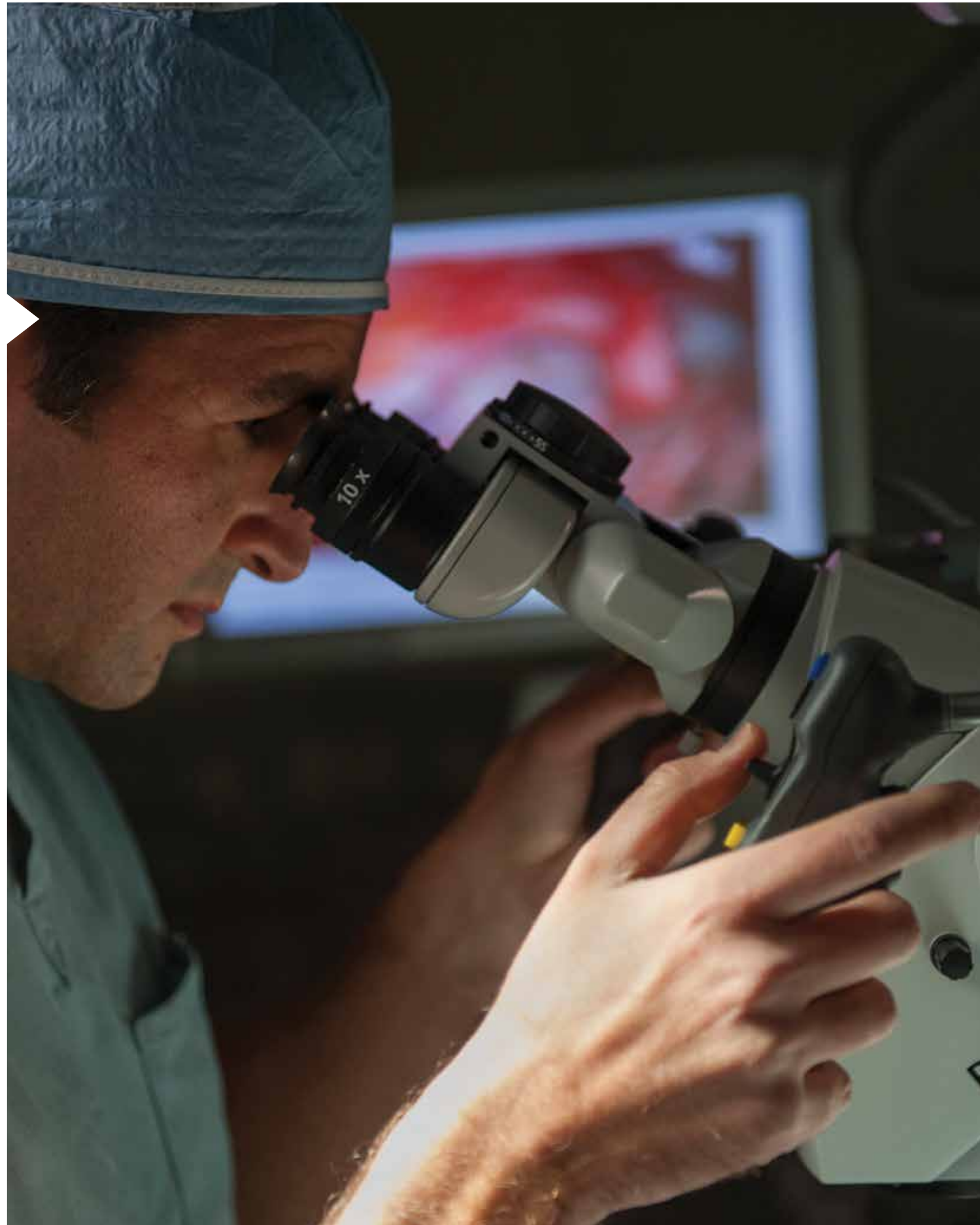
The Hoag Promise Campaign takes the best of what we do now and builds from there. Its impact will be every bit as transformational as Reverend Braham's original campaign six decades ago.

You've never seen anything like this before from Hoag. For the first time in our history, the entire organization came together and collectively identified ways to use philanthropy to accelerate innovation across the organization.

Every leader, from every area is engaged. Every institute and center is touched. Every program is enhanced. With a goal of \$627 million, the comprehensive campaign will drive Hoag's continued clinical leadership, innovative spirit and transformative potential.

We are growing into our highest and best vision of what Hoag can be. At the same time, we are holding steadfast to the culture that makes Hoag so special today.

Hoag neurosurgeon and Chief of Service  
for the Neurosurgical Spine Program,  
Burak Ozgur, M.D.



## THE WAY FORWARD

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In the past, we made decisions to build, renovate or expand with the faith that you would wholeheartedly support us. And you did. Because you did, we can all depend on receiving exceptional care when we need it.

Today and going forward, philanthropy plays an even more critical role. The Hoag Promise Campaign pushes past limits imposed by health care reform and diminished reimbursements. It represents certainty in uncertain times. Meeting our campaign goals ensures that Hoag will keep its promise of providing the level of service and care you've come to expect.

Put simply, this is a partnership. The community built Hoag. The community has helped shape it into what it is today. The community's support will determine what Hoag grows into tomorrow. You've put your trust in Hoag to lead the way forward. We are asking you to join with us to create the best of what health care can be.



Hoag Hospital Newport Beach is a treasured Orange County asset, built by and for the community.

## OUR GREATEST ACHIEVEMENTS LIE IN THE FUTURE

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The Hoag Promise Campaign is comprehensive in the truest sense of the word. It goes wide. The Campaign encompasses every institute, center and aspect of Hoag. And, it goes deep. It includes programs, innovation opportunities, education, research, technology, facilities and clinical staff for each area.

The Campaign goals fall into one of three overarching themes that connect fundraising priorities throughout Hoag to meaningful community benefits.

## THE PROMISE OF BIG IDEAS

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Only the pioneers will thrive in the long term. Success is inextricably linked to the willingness and the ability to innovate. In many areas, the Hoag Promise Campaign invests in big leaps over incremental change. Some ideas will be revolutionary, some won't. All will advance us and challenge us to think differently.

Examples Include:

- Personalized Medicine
- Connected Care—Innovations in Information Technology
- New Technology and Equipment for Diagnosis and Treatment
- Pilot Programs for New Care Processes
- Clinical and Translational Research
- Named Innovation Funds
- Telemedicine

“I don’t pass out anymore.  
I can go up and down stairs now.  
It is a slow process, but I am getting  
better. I think it’s fascinating how they  
were able to do this. I am so grateful.”

**Barbara Keene**  
Retired Schoolteacher

## A BIG IDEA THAT CHANGED A LIFE

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Retired schoolteacher, Barbara Keene’s aortic valve became so narrowed that a simple walk would render her profoundly short of breath, and she would frequently pass out.

Without a valve replacement, Barbara’s heart would give out within two years. But the Huntington Beach great-grandmother had already undergone open-heart surgery, making a second open-heart surgery too risky.

Thankfully for Barbara and others like her, Hoag invests in big ideas. For the first time in Orange County, patients who are high risk or too ill to undergo lifesaving heart valve replacement surgery have a non-surgical option.

The Jeffrey M. Carlton Heart & Vascular Institute at Hoag offers a percutaneous Transcatheter Aortic Valve Replacement (TAVR). This is a new and innovative approach to aortic valve replacement in which the new valve is inserted through a small site in the groin, navigated through the aorta and deployed across the aortic valve.

The new technology allows patients to receive their heart valve without any incision and return to their lives in as little as 48 hours. It’s reserved for those patients for whom even minimally invasive surgery is considered too risky.

“I don’t pass out anymore,” Barbara smiles. “I can go up and down stairs now. It is a slow process, but I am getting better. I think it’s fascinating how they were able to do this. I am so grateful.”

Hoag performs more heart valve repairs than 90 percent of all cardiac programs in the nation, including minimally invasive robotic valve replacement surgeries, and has the highest volume valve program in the county. This expertise translates into a skill level that exceeds most programs.

## THE PROMISE OF EMPOWERING YOU

Today, engaging with the health care system is anything but user-friendly. The process is often fragmented and disjointed. Can you imagine a better way? We can. What if you had the right people, tools and information to seamlessly navigate a chronic disease or major health event? The Hoag Promise Campaign priorities empower patients. Clinical excellence is a given. Patient peace of mind and quality of experience are equally important.

Examples include:

- Nurse Navigators
- Navigation-Focused Programs and Technology
- Real-Time Access to Health Information
- Patient Education
- Diabetes Care
- Community Medicine
- Health Centers
- Primary and Emergency Care

Families learn about planning and cooking healthy meals and learn to exercise together through PODER (Prevention of Obesity and Diabetes through Education and Resources) sponsored by the Mary & Dick Allen Diabetes Center.



## EMPOWERING A NEW MOTHER TO CONNECT WITH HER BABIES

Anything that strengthens the bond between newborns and their parents has a positive impact on their ability to thrive. This is especially true for the fragile premature babies cared for in Hoag's NICU (neonatal intensive care unit).

Thanks to transformational support from the Legacy Foundation, Hoag's NICU is the first neonatal intensive care unit in Orange County to implement a comprehensive Telemedicine Program. Among other important benefits, the program includes 22 bedside cameras and one wireless camera that give parents and families 24/7 access to securely view their babies in real time from anywhere.

Sheri Remis, whose twin boys Ethan and Logan were born at 26 weeks at Hoag, enthusiastically adopted the NICVIEW system into her daily routine.


"When I can't make it to the hospital, it gives me great peace of mind to log on and watch them sleeping peacefully," she shares. The experience led to a surprising development.

"One morning at 3 a.m. I was at home watching Ethan on camera when I saw him sucking his thumb for the first time," she said. "This was an important milestone we'd been waiting for. I called the nurses so they could use the pacifier to help him learn to suck."

The tiny twins' dad, who is saving his leave time for when the boys come home, never misses the chance to watch his sons from his office on breaks and during his lunch hour.

Sheri's parents, her in-laws and her husband's 71-year-old grandmother also use the system to see Logan and Ethan.

The Hoag NICU Telemedicine Program delivers on the promise of technology: to bring families together, to access and share a wealth of knowledge and expertise and to create an ongoing, robust educational system that will benefit the Orange County community for years to come.



"When I can't make it to the hospital, it gives me great peace of mind to log on and watch them sleeping peacefully."

**Sheri Remis**  
First-time Mother  
(Remis twin pictured)






## THE PROMISE OF EXTRAORDINARY LEADERS

We expect great things from our nurses and physicians. They deliver. Consistently. Hoag attracts the best of the best. And, the Hoag Promise Campaign priorities support them in delivering Hoag's brand of care. The goal is simple. To give these dedicated healers the resources they need to move care forward.

Examples include:

- Endowed Chairs
- Physician Education
- Physician Leadership Awards
- Nursing Scholarships
- Nursing Certifications

Endowed chairs provide financial resources to fund innovative approaches and programs and are one of the most prestigious honors that can be bestowed on a physician. Hoag now has several endowed chairs in a variety of areas including cancer, heart and vascular, neurosciences, orthopedics, women's health and diabetes. Visit [www.HoagHospitalFoundation.org](http://www.HoagHospitalFoundation.org) for a complete listing.

A portrait of Andre Vovan, M.D., a middle-aged man with dark hair, wearing a light blue and white striped button-down shirt. He is looking directly at the camera with a slight smile. The background is a blurred office setting.

Andre Vovan, M.D.  
Chief of Service-Critical Care at Hoag

## AN EXTRAORDINARY LEADER PUT TO THE TEST

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Andre Vovan, M.D., chief of Service-Critical Care at Hoag has led a decade-long initiative to perfect a treatment pathway to decrease mortality due to sepsis. In fact, the protocol he helped establish has resulted in decreasing Hoag's sepsis mortality to an astonishing 13 percent compared to the national average of between 30 and 50 percent.

In November 2014, his work was put to the test in the most personal way imaginable. While traveling in Bali with his wife, Dr. Vovan received a disturbing text message from a Hoag colleague. His dad had been admitted to Hoag Hospital Newport Beach. Dr. Vovan's team, doing what they were trained to do, immediately recognized the signs of sepsis and began the protocol.

For years, Dr. Vovan and the hospital staff performed drills and analyzed data to choreograph a seamless collaboration between nurses, physicians, the lab and techs at Hoag. Knowing that the Hoag team was following the sepsis program he had tirelessly developed gave him some peace of mind throughout the 18-hour flight home.

By the time Dr. Vovan arrived at Hoag, his father had been on life support for five days. He was experiencing kidney failure and encephalopathy and had suffered a minor heart attack. The family prepared themselves for the worst.

"I knew that our sepsis protocol would give him the best chance," Dr. Vovan said. "I just was not ready to give up because I knew that we could pull him through."

Two days later, his dad opened his eyes and looked around. "At that point he decided he was going to fight for his own life," Dr. Vovan said.

After 17 days at Hoag, Dr. Vovan's dad returned home. When the family celebrated the following Lunar New Year, they also celebrated his dad's second life.

"It's one of those circle-of-life situations where this program that I helped develop here at Hoag ended up saving me and saving my dad," he said. "It was a true blessing."

"It's one of those circle-of-life situations where this program that I helped develop here at Hoag ended up saving me and saving my dad."

Hoag staff and academic partners participate in a multidisciplinary tumor board to collaborate on care plans.

## REALIZING OUR SHARED VISION

Is ordinary good enough? Not for you. Not for us. Reduced reimbursement rates are leading most health care providers to strive to maintain “average.” Through philanthropy, Hoag is continuing to set the bar at “exceptional.”

Each and every donor votes with their dollars for the level of health care they expect from Hoag. Donor commitment is the driving force behind what Hoag will become. In this way, the Hoag Promise Campaign belongs to all of us.

Donor intent is the highest authority at Hoag Hospital Foundation. Put simply, what’s given to Hoag, stays at Hoag. Similarly, what’s directed to a specific Hoag institute, center or program goes there and doesn’t get allocated anywhere else at Hoag.

### Developing Community Alliances

Patients are demanding more from health care providers. Rightfully so. Smart leaders know that strategic community alliances extend their reach. Hoag has connected with organizations that share our commitment to excellence. Organizations such as University of Southern California, CHOC Children’s and St. Joseph Health augment the platform for Hoag to provide a broader range of specialized services right here in our own community.





## WORKING TOGETHER FOR THE GREATER GOOD

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We've all been touched by Hoag in one way or another. Some of us have been a concerned friend or family member, grateful that the one we care about is in the best place he or she can be. Some of us have been patients, experiencing first-hand the extraordinary level of care that Hoag provides. Many of us have had both experiences.

All of us owe a debt of gratitude to the thousands of donors and volunteers who've come before us. With your continued partnership, Hoag is committed to being the gold standard of care in Orange County, and across the nation.

We extend our deepest thanks to the passionate community members and volunteer leaders who are coming together to support the Hoag Promise Campaign. As we move forward, philanthropy will be Hoag's bridge between good and exceptional.



The Jeffrey M. Carlton Heart & Vascular Institute is home to the innovative Bob & Marjie Bennett Hybrid Cardiovascular Surgical Suite which features the hybrid CVOR, the first operating room of its kind in Orange County.

## IN RECOGNITION AND GRATITUDE

On behalf of a grateful community, we offer our sincere thanks to those volunteers who have stepped forward to lead. They are the driving force behind the Hoag Promise Campaign.

For more information about the Hoag Promise Campaign or to see a complete list of Campaign Steering Committee members, campaign advisory committees and volunteers, please visit [www.HoagHospitalFoundation.org](http://www.HoagHospitalFoundation.org) or call (949) 764-7217.

### Campaign Leadership Council

Dick Allen	David Horowitz
Terry Callahan	Roger Kirwan
Pei-yuan Chia	Karen Linden
Jim Coufos	Ginny Ueberroth

### Physician Campaign Leadership Group Co-Chairs

Michael Brant-Zawadzki, M.D., F.A.C.R.  
*Ron & Sandi Simon Executive Medical Director  
 Endowed Chair, Hoag's Neurosciences Institute  
 Executive Medical Director, Hoag's Neurosciences Institute*

Allyson M. Brooks, M.D.  
*Ginny Ueberroth Executive Medical Director  
 Endowed Chair, Hoag's Women's Health Institute  
 Executive Medical Director, Hoag's Women's Health Institute*

Kris V. Iyer, M.D., F.A.C.P., F.A.C.E.  
*Senior Vice President / Chief Administrative Officer, HMTS  
 Executive Medical Director, Mary & Dick Allen Diabetes Center*

## HOAG PROMISE CAMPAIGN GIVING TOTALS

Campaign Duration: October 1, 2010 to December 31, 2020

<b>1. Hoag Initiatives</b>	
Hoag Nursing	\$30M
Community Benefit	\$20M
Palliative Care	\$5M
Spiritual Life	\$5M
<b>2. Hoag in Your Community</b>	
Hoag Hospital Newport Beach	\$50M
Hoag Hospital Irvine	\$25M
Hoag Health Centers and Urgent Care	\$10M
<b>3. Hoag Institutes and Centers</b>	
Hoag Family Cancer Institute	\$100M
Jeffrey M. Carlton Heart & Vascular Institute	\$90M
Neurosciences Institute	\$80M
Women's Health Institute	\$60M
Mary & Dick Allen Diabetes Center	\$40M
Orthopedics	\$15M
<b>4. Hoag Greatest Need</b>	
	\$97M
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<b>Total</b>	<b>\$627M</b>

The copper for this iconic rooftop was donated to Hoag back when the building originally housed the Pediatrics Pavilion.



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**Coufos Family Center for Philanthropy**

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[www.HoagHospitalFoundation.org](http://www.HoagHospitalFoundation.org)