

HOAG INNOVATORS

Philanthropic Leaders Dedicated to Advancing Hoag

The Hoag Innovators, founded and led by Hoag Hospital Foundation Board Chair Robert Brunswick and his wife Kitty, is a group of philanthropists, entrepreneurs and community leaders who are leveraging the power of collective giving to move Hoag forward as a destination for world-class care.



Robert G. Louis, M.D., program director, Skull Base and Pituitary Tumor Program, Pickup Family Neurosciences Institute, using Hoag's 3D surgical theater, a Virtual Reality technology that is changing the way we do brain surgery.



Commitment

Innovators gather twice a year and meet with Hoag's administrative and physician leaders to:

- Learn Hoag's strategy to remain a leading health care provider
- Get an insider's view of the latest health care advances proposed for Hoag
- Collectively determine Hoag Innovator's annual fund allocation
- Truly make a difference in our community by supporting Hoag's culture of innovation



Contribution

Hoag Innovators contribute at the Advocate level (\$250,000+) or above to the Innovators Fund. Gifts, which may be made over a five-year timeframe, count toward the Hoag Promise Campaign and qualify donors to access Hoag's Benefactor Program.



Leading and Inspiring

Hoag Innovators are seeding an idea that will inspire others and, ultimately, ensure Hoag is a health care leader for generations to come.



"This will be a great opportunity to get an inside look at medical breakthroughs directly from Hoag physicians, and it's my hope that our group's activation will spur others to participate in supporting Hoag's innovation strategy."

Robert Brunswick

*Hoag Innovators co-Founder and
Chair, Hoag Hospital Foundation Board*

Hoag's Promise

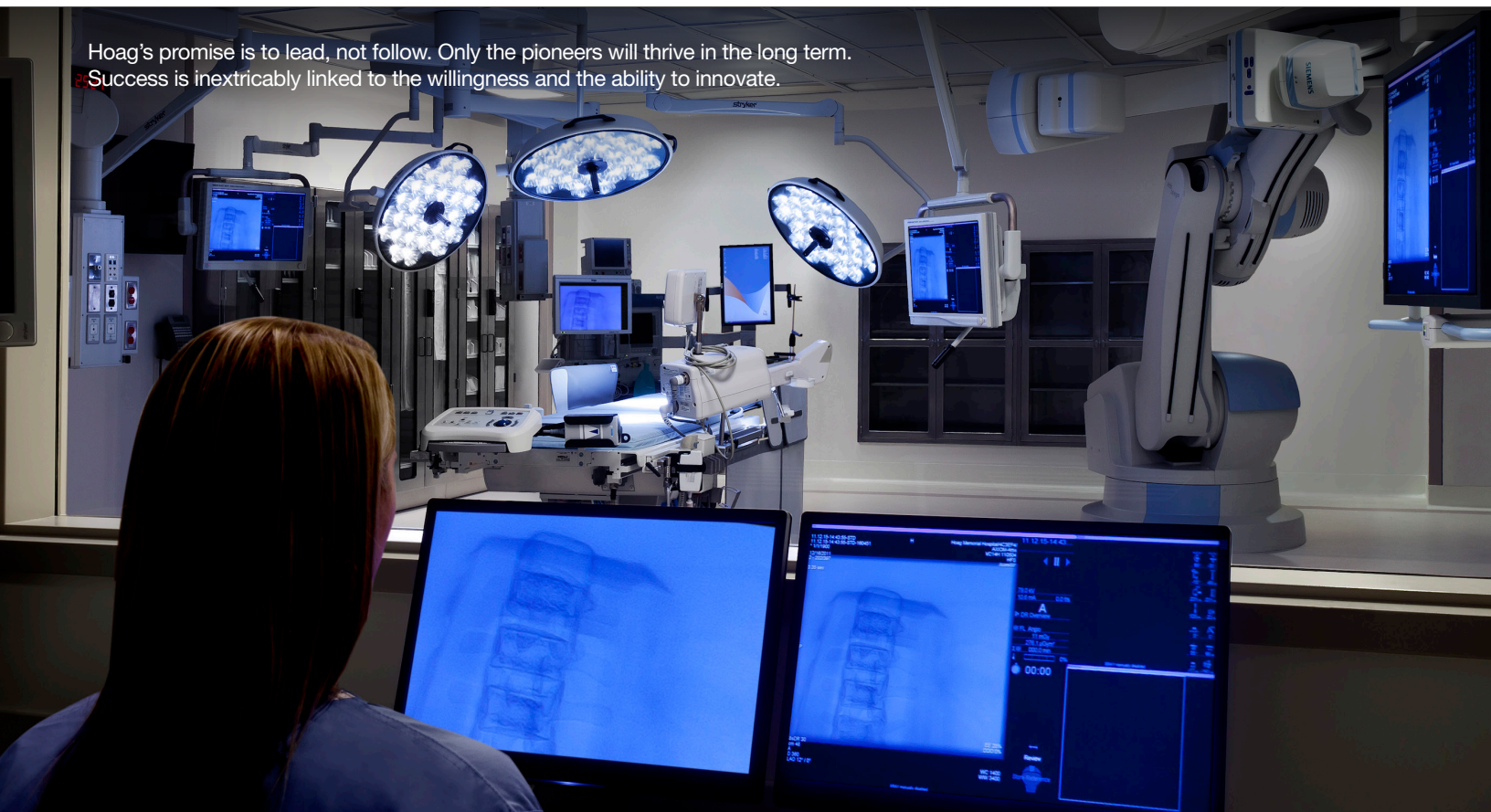
Below are a few examples that underscore Hoag's commitment to continually leading, innovating and transforming health care:

- Hoag pioneered the first FDA-cleared robotic platform designed for interventional cardiologists which reduces physician and patient radiation exposure by 95 percent and increases clinical precision.
- Hoag Family Cancer Institute changed the trajectory of cancer care in our community with precision medicine which uses an individual's genetic information to create targeted, personalized treatment therapies.
- Telehealth services in Hoag's Emergency Department and other care units allow Hoag patients to interact quickly with the best medical professionals and specialists, regardless of their location.

Hoag Innovators was created to . . .

1. **Activate a group of like-minded philanthropists** who share a vision for “investing” in health care innovation through support of Hoag.
2. **Take part in Hoag’s bold plan to develop the Hoag Clinic** and to be recognized in the same league as national institutes such as the Mayo Clinic.
3. **Provide funds to support Hoag** in acquiring advanced technologies and implementing innovative services necessary to offer world-class health care right here in Orange County.
4. **Provide the opportunity to impact multiple Hoag institutes and centers** through pooled giving.
5. **Consult with and provide input** to the Hoag Hospital Foundation on allocation of funds based on Hoag’s greatest innovation needs.
6. **Enjoy building relationships with Hoag physicians** as they share their visions for bringing the latest advances in their fields to Hoag.
7. **Build knowledge about current and upcoming health care innovations** in a variety of specialties.
8. **Support Hoag in maintaining its status as a health care leader**, recognized in California and the nation for its top quality care and exceptional physicians and nurses.
9. **Target giving to innovation initiatives** to allow Hoag physicians and administrators to expand Hoag’s reach beyond the confines of its operating budget.
10. **Recognize the generosity of Hoag Innovators** with access to the Hoag Hospital Foundation Benefactor program.

Hoag’s promise is to lead, not follow. Only the pioneers will thrive in the long term.
Success is inextricably linked to the willingness and the ability to innovate.



For more information, contact Christy Ward
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