

transforming the healthcare experience

HOAG HOSPITAL FOUNDATION 2010 ANNUAL REPORT







"Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work."

~Vince Lombardi

Dear Friends of Hoag:

Hoag was created by a group effort in 1952 and thrives today through the continued efforts of committed individuals doing their part. Hoag was built by the community for the community and continues to set priorities based on community needs and wants. What our community expects and deserves is outstanding, world-class care. Through financial contributions and volunteered time and talent, thousands of dedicated people helped Hoag deliver this high quality of care.

During the last fiscal year, ending on September 30, 2010, more than 7000 donors made gifts to Hoag which amounted to over \$28 million, a 30 percent increase over fiscal year 2009. Over 2000 volunteers served countless hours on boards and committees, at events and hands-on with patients in Hoag facilities. These committed community members ensure that Hoag provides the kind of enhancements that make it one of the top healthcare providers in California.

So many have contributed year after year as members of the 552 Club, supporters of Circle 1000, through fundraising events, or as major donors to Hoag's Centers of Excellence. Many are choosing to leave a legacy at Hoag by making bequests through their estates. All of our donors and volunteers play a large role in making Hoag "work" for our community and we are sincerely grateful for your commitment.

Fiscal year 2010 has seen many significant donor-supported projects come to fruition:

- Opening of the Judy & Richard Voltmer Sleep Center
- Opening of Hoag Neurosciences Institute Physician Specialty Offices
- Awarding of the Joel Manchester Endowed Chair to Robert Tancredi, M.D.
- Awarding of the Pamela & Jim Muzzy Endowed Chair to Aidan Raney, M.D.
- Substantial progress on the Hoag Hospital Newport Beach Emergency Department

These examples represent just a handful of the projects, programs, facilities, staffing and technology enhancements that your gifts have supported this year. On behalf of the Hoag Hospital Foundation Board of Directors, thank you for being a part of the Hoag family and assisting Hoag in serving the health and well being of our community.

With Gratitude,



Karen Linden, Chair Hoag Hospital Foundation Board



Flyn S. Andrugy

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





an ocean is made

552 Club Members collectively gave nearly \$1 Million to Hoag in FY 2010

donated between \$100 and \$250, some club members donated as much as \$50,000 and some as little as \$25. In fiscal year 2010, those drops in the ocean added up to nearly \$1 million from 552 Club new members, membership renewals and extra gifts. Combine that with the funds raised from the various events that the 552 Club organizes and manages for the Foundation and the 552 Club's impact on Hoag is evident.

Giving from the Heart

The reasons for giving are as varied as the givers themselves. Some 552 Club members send in heart-felt messages with their gifts that very eloquently explain their reasons for supporting Hoag. Following are excerpts from several of those notes and letters:

"Thank you for saving our son's life. We don't have much extra money with being out of work and the expenses of our son's brain tumor but I felt every little bit would help. I wish it was a lot more. Your hospital has been so wonderful to our family."

"I came down with a bad pneumonia that required a two-week stay at Hoag. Overall my care was excellent with a complete recovery. During my stay in ICU my nurse went 'out of the box' to solve my discomfort. She stopped, asked me questions and truly thought about me and how to help me. Knowing someone was there, by my side, was extremely comforting."

"My wife was taken to your fine hospital as a result of a stroke and put in the care of your kind and considerate people in the stroke section. In better times we would double or triple our donation. Thank you again for your kindness and care."

"Today it is 15 years since I underwent open heart surgery at Hoag. Thanks to Dr. Aidan Raney and his staff, I'm still here."

"Hoag rightfully enjoys the reputation of having outstanding nursing staff. A few stand out as exceptionally well qualified. My emergency room nurse was one of those persons. His professionalism, genuine concern for the patient and overall caring qualifies him for well deserved recognition."

"Thank you so much for all of the good work you have done to enrich the lives of so many."

"I was a patient at Hoag for spinal surgery under the care of Dr. Richard Kim and his team. I was very impressed with the excellent organization and friendliness of the staff, from the admission, to the pre-operative area, to the OR and then back in the patient room. My stay at Hoag was a very good experience."

"Thank you for all the wonderful work you do for our community."

"It is with great love and spirit that I make this donation in memory of my friend."

Thank you to 552 Club members for your dedication to and support of Hoag!

Want more information about the 552 Club?

We deeply appreciate the generous gifts made by 552 Club members. To learn more about volunteer opportunities or supporting Hoag through the 552 Club, contact Stacy Hunt at (949) 764-7205 or Stacy. Hunt hoag. org. Or, log on to hoaghospitalfoundation.org.

Pleasure with a ourpose

Hoag Hospital Foundation FY 2010 Events Deliver Significant Fundraising Results

Hoag Hospital Foundation events are an important way for community members to connect with and support Hoag while having some fun. The events held in FY 2010 offered something for everyone while raising a significant amount for Hoag. Highlights include:

2010 Toshiba Classic Donates \$900,000 to Hoag

The Toshiba Classic maintained its reputation as the gold standard of charitable contributions on the PGA Champions Tour by raising \$900,000 for Hoag during the March 1-7, 2010 tournament. Over the past 13 years, the Toshiba Classic has raised more than \$13 million, the most on the Champions Tour.

29th Annual Hoag Charity Shoot raises over \$100,000 for Hoag Heart & Vascular Institute

More than 120 shooters raised more than \$100,000 at the 29th Annual Hoag Charity Shoot benefiting the Hoag Heart & Vascular Institute. Presented by Hoag's 552 Club, Turner's Outdoorsman and Honorary Chairman Tim Abell (ESPN2's Grateful Nation), the clay target shooting event took place on April 30, 2010 at Triple B Clays Shotgun Park in South El Monte. The event has raised more than \$1.6 million since its inception.

Annual Movie Screening Raises Over \$150,000 for Hoag **Cancer Institute**

It was no ordinary dinner and a movie for almost 1,000 people who came out in support of Hoag Cancer Institute at the annual Hoag Movie Screening on Wednesday, July 21, 2010. The event was produced by Hoag Hospital Foundation, Hoag's 552 Club and Regal Entertainment Group. More than 30 of Orange County's finest restaurants served dinner and desserts to the sounds of live jazz in the parking lot of Big Newport Edwards theatre.

Circle 1000 Annual Founder's Brunch Raises Over \$1 Million for Hoad Cancer Institute

Ethan Zohn, cancer awareness advocate and winner of Survivor: Africa, was the guest speaker for the Circle 1000 Annual Founder's Brunch Celebration on April 28, 2010 which raised over \$1 million for Hoag. For 23 years Circle 1000 has provided a significant revenue source in support of the Hoag Cancer Institute raising over \$10 million.

43rd Annual Christmas Carol Ball raises \$550,000

The Ritz Carlton was the enchanted setting for the highly anticipated Christmas Carol Ball, a long-time Orange County holiday tradition. Guests enjoyed a gourmet meal, live entertainment and dancing. The Annual Christmas Carol Ball has gathered new and long-time friends in support of various programs at Hoag Hospital since 1966. Hosted by the 552 Club and the Christmas Carol Ball Committee, the event has raised more than \$7 million for Hoag.













Interested in Learning More About Hoag Hospital Foundation Events?

To learn more about Hoag Hospital Foundation Events, contact Stacy Hunt at (949) 764-7205 or Stacy.Hunt@hoag.org. Or, log on to hoaghospitalfoundation.org.

Life's a Celebration

for Bob and Marjie Bennett who are helping Hoag build the Hybrid OR

Throughout his life, Robert "Bob" Bennett has worked hard for his achievements. Still, he concedes that good timing and good fortune have played a role in the success that he and his wife, Marjie, have enjoyed. Consider that Bob joined the Army on VJ Day—the day that World War II ended. "The enemy heard I was coming and said, 'That's it—we're through,' "he laughs.

While in the Army he joined the boxing team—then learned that a teammate was future heavyweight champion Rocky Marciano. Bob, who grew up interacting with comedian Bob Hope, one of his parents' closest friends, believed success would eventually find him. And, there's Marjie, his wife and partner in a successful six-decade marriage. Certainly, life has smiled upon the Bennetts, who recently gave a generous gift to Hoag.

Marriage Born at CBS

Bob was born in Pittsburgh, PA, and reared in Altoona, while Marjie was born and raised on a farm in Ipswich, SD. He attended USC and UCLA before their paths crossed while they both worked at CBS in Los Angeles. He was an usher, she a switchboard operator, and they were destined to meet.

"We met one day, dated for three years, and got married in 1950," beams Marjie. Admiring the 60 roses Bob had given her only days earlier she adds, "We just celebrated our 60th anniversary. That's guite an accomplishment!"

Not content to remain an usher, Bob joined the sales department at KTTV television in Los Angeles in 1953. From there his ascent was steady. He rose to become vice president and director of sales, joined a Metromedia Broadcasting television station in Washington D.C. as general manager in 1965, then moved on to stations in New York and Boston. He eventually became president and part owner of Metromedia before retiring in 1986.

"I flunked retirement," he says, adding that he transferred Metromedia's headquarters to Los Angeles and dove in again. Bob, an Emmy and Peabody award winner, began successfully producing television shows, including National Geographic specials, before selling his interest to media mogul Rupert Murdoch, who turned it into the Fox Network. He also helped establish Bennett Productions, which is run by his son, Casey.





While Bob was busy making his mark in the business world, Marjie devoted herself to creating a loving home that allowed Bob, Casey and daughter, Kelly to flourish.

Hoag in Sight

Along the way, Bob and Marjie settled in Newport Beach—within sight of the Hoag Newport Beach campus. Good thing. In 2005 Bob developed a blocked carotid artery, which required a carotid endartectomy. Three years later he underwent coronary artery bypass surgery at the hands of skilled cardiac surgeon, Dr. Douglas Zusman, during which a valve was also replaced. And in 2010, Hoag clinicians implanted a pacemaker to regulate Bob's slow heart rate.

"What could be more reassuring than to look out my window and see Hoag," adds Bob, whose 112-foot boat "Celebration," which the couple bought to celebrate their 50th wedding anniversary, is also tethered within view of Hoag.

Their joy for living was keenly felt as they've traveled the world on the Celebration. "We've gone everywhere, and sometimes I don't want to get off," Marjie laughs, adding that they owe some of their joy to the care they've received from Hoag.

"My treatment at Hoag was fabulous, really fantastic. I've been very pleased with the hospital and with the excellent care they've given me. If you have serious health problems, or any kind of health problems, Hoag is the place to go," adds Bob.

Funding Enhanced Care

According to Bob, Hoag's overall facility, outstanding physicians, caring nurses, helpful support staff, and cutting-edge technology-the entire package—have all contributed to his successful stays at Hoag.

"It's the people who really make a hospital," he says. "At Hoaq, the doctors are excellent, and the nursing care is exceptionally good. Everything is outstanding."

So pleased were the Bennetts that they provided a \$2 million contribution that is funding a hybrid operating room, which will enable diagnostic imaging and surgical procedures to be performed simultaneously in the same room. This will result in safer treatment, shorter hospital stays, faster recoveries and improved outcomes. In recognition of their generosity, Hoag has named the Robert M. & Marjie Bennett Advanced Cardiovascular Surgical Program.

"We're hoping this gift will help make these surgeries easier on people and ultimately save some lives," says Bob. "If it can do that, then Marjie and I will be very happy. We are fortunate to have a place like Hoag nearby. It's simply the best hospital around."

To learn more about how you can support the Hybrid OR and Hoag Heart & Vascular Institute, contact Doe Girling at (949) 764-1818 or Doe.Girling@hoag.org.

Blazing the Trail to **Hybrid Surgery**

Cardiac surgery has taken a quantum leap forward with the introduction of the Hybrid Operating Room (Hybrid OR). A new concept in delivering advanced patient care, the Hybrid OR combines the best elements of the operating room with stateof-the-art imaging technology necessary for interventional heart and vascular procedures.

Jacques Kpodonu, M.D., a member of the Hoag Heart & Vascular Institute (HHVI) surgical team, is one of just a handful of hybrid cardiac surgeons in the world trained as both a cardiovascular surgeon and an interventionalist who can combine highly advanced, minimally invasive interventional procedures with open surgical procedures.

A pioneer in the field of cardiac hybrid surgery, Dr. Kpodonu is grateful to Marjie and Bob Bennett, and other community members, for donating the funds to build a Hybrid OR at Hoag. "This will shape the future of the specialty," says Dr. Kpodonu. "Combining first rate imaging capabilities with an operating room gives us unprecedented flexibility in real time to do what's best for the patient. It's also a tremendous opportunity to adapt things we know today into the minimally invasive procedures of tomorrow."

"We are very excited about the potential of the Hybrid OR to revolutionize the way we treat patients by integrating traditional cardiac surgery with endovascular surgery techniques and technology," says Aidan Raney, M.D., F.A.C.C., medical director of cardiovascular surgery at HHVI and Pamela & Jim Muzzy Endowed Chair. "This truly bridges the best of what we do today with the latest advances in our quickly evolving field."

The addition of the Hybrid OR is part of the exciting plan to upgrade and expand HHVI facilities and equipment. The expansion includes designating the exterior south entrance of Hoag Hospital Newport Beach as the "front door" of HHVI.

If you would like additional information on supporting Hoag Heart & Vascular Institute, please contact Doe Girling at (949) 764-1818 or Doe.Girling@hoag.org.

Culture of Giving

Pacific Life Foundation Supports Hoag Hospital Irvine

Pacific Life and Hoag, two community icons that share a passion for excellence, have a long association that began in 1972 when Pacific Life moved its headquarters to Newport Beach. Then CEO Walter Gerken became involved with Hoag and started a tradition of support that several Pacific Life executives have carried on including current Chairman, President and CEO, Iim Morris.

A member of the Hoag Hospital Foundation Board of Directors, Jim lends his expertise to guide the board in sound investing, spending and reporting as well as introducing potential donors to Hoag. He is motivated by the fact that many of his employees turn to Hoag for their health care. That initial motivation has deepened into a respect and appreciation for Hoag's mission.

"There is a tremendous value to having a high quality healthcare provider like Hoag in the area," he says. "I'm impressed that Hoag leaders, with Dr. Afable at the forefront, are open-minded about making the most of the opportunity that change represents. I find Hoag's approach exciting and support Hoag's leadership position in shaping the future of health care in Orange County."

Tradition of Community Involvement

Aside from sharing the time and talent of top Pacific Life executives, the company has included Hoag in its charitable giving through the Pacific Life Foundation. To commemorate the opening of Hoag Hospital Irvine (HHI), the Pacific Life Foundation donated \$250,000 and will be recognized as a Founding Partner on the donor wall in the HHI lobby.

"Given the large employee base we have in Orange County, particularly in Irvine, we know that many of our people will go to that new facility when they need care," says Jim. "We are all proud of knowing that we helped make a great community hospital even better."

Corporate and employee giving is a cornerstone of the Pacific Life culture. The Pacific Life Foundation, established in 1984, is managed by an employee board which oversees where the Foundation spends its funds, which are awarded through a grant application process. Health and human services organizations represent more than half of the \$5.5 million that the Pacific Life Foundation gives every year.

"Many of our employees are philanthropic and get involved with local non-profits," says Jim. "In fact, we are very proud of our employee volunteer corp in our communities, The Good Guys. Supported by the company and our foundation, The Good Guys conducted 52 organized volunteer days in Orange County in 2010."

Jim himself is involved with Junior Achievement of Orange County and, as a member of that board, he volunteers his time to be in classrooms teaching Junior Achievement courses. He relishes the hands-on involvement and hearing directly from students who are impacted by the non-profit organization he supports. He is inspired by the words of John Wooden, "You can't live a perfect day without doing something for someone who will never be able to repay you."

Continuum of Well Being

Pacific Life is deeply committed to the well being of its constituents. Its iconic company logo, the majestic humpback whale which is intertwined with the Pacific Life brand identity. represents the company's values of strength, performance and protection. According to Jim, the Pacific Life company culture is exemplified by service and integrity.

"We are part of a continuum of an individual's well being," says Jim. "Good health and financial well being are vital to everyone. Hoag and Pacific Life are both known for being high quality organizations and both exist for the benefit of the people we serve and not for the benefit of public shareholders. The values of our two organizations are aligned in a lot of ways."

To learn more about how you can support Hoag Hospital Irvine, contact Greg Gissendanner at (949) 517-3135 or Greg. Gissendanner@hoag.org.

"Given the large employee base we have in Orange County, particularly in Irvine, we know that many of our people will go to that new facility when they need care," says Jim. "We are all proud of knowing that we helped make a great community hospital even better."



Hoag Hospital Irvine and Hoag Orthopedic Institute, located in the heart of corporate Orange County, were highly anticipated by the business community as well as local residents. During the day, the population of Irvine expands from over 210,000 to over 325,000 as people commute into Irvine to work. Until Hoag Hospital Irvine opened in September 2010, Irvine was without a general acute care hospital for 18 months.

Many companies with Irvine-based employees have recognized the value of Hoag Hospital Irvine and Hoag Orthopedic Institute to the health and well being of their workforce. Corporate support is playing an important role in

assisting Hoag's Irvine campus in providing outstanding health care to the Irvine and South Orange County communities.

"Companies like Pacific Life, VIZIO and Mark IV Capital, Inc. appreciate that we're here to help their employees and communities and they're showing it with their support," says Robert Braithwaite, chief operating officer, Hoag. "Many companies support Hoag Hospital Irvine in a visible way to let their constituents know that they care about the health of their employees and the communities in which they live, work and play."

Together We Did

FY 2010 Donor Supported Project Highlights

Your generosity supported several key Hoag initiatives in FY 2010. All donated funds are used exclusively for programs that have a direct, positive impact on the health and well being of our community and are not used for routine hospital operating expenses.

Funds donated pay for advanced technology and facilities, world-renowned staff and medical innovations which would not be possible without your suppport. Following are highlights of just a few of the FY 2010 donor supported projects.

Hoag Neurosciences Institute Physician Specialty Offices

Hoag Neurosciences Institute has created a multi-specialty facility that houses neurosurgeons, neurology, orofacial pain and neuorpsychology specialists as well as memory/cognitive disorders and comprehensive pain syndrome specialists. The new Hoag Neurosciences Institute Physician Specialty Offices are located on the third floor of the Conference Center building on Hoag's Newport Beach lower campus. It is directly across from the Marilyn Herbert Hausman Advanced Technology Pavilion which provides the latest neurodiagnostic imaging and Gamma Knife treatment technology.

Judy & Richard Voltmer Sleep Center

Patients receiving over-night sleep studies at the new Judy & Richard Voltmer Sleep Center enjoy lovely rooms in a hotel-like setting that includes comfortable queen-sized beds with fine linens, attractive décor and private bathrooms. Opened in August 2010, the Voltmer Sleep Center is equipped with state-of-the-art diagnostic equipment and technology.



Judy & Richard Voltmer Sleep Center



Departments and Programs that have benefited from your support during fiscal year 2010:

- Arnold and Mabel Beckman Breast Imaging Center
- Chaplaincy Program
- Chemical Dependency Recovery Center Scholarships
- Donna and John Crean Childcare Center
- Hoag Breast Care Center
- Easton Health in Pregnancy Program
- Endovascular Summit—Professional Education Program for National Audience
- Grace E. Hoag Chair for Hoag Cancer Institute
- Hoag Cancer Institute Cell Biology Lab
- Hoag Cancer Institute Community Education Services
- Hoag Cancer Institute Education Programs for Professional Staff
- Hoag Cancer Institute Flamson Hereditary Screening
- Hoag Cancer Institute Lung, Ovarian and Head & Neck Cancer Research
- Hoag Heart & Vascular Institute Clinical Research
- Hoag Heart & Vascular Institute Imaging Equipment
- Hoag Heart & Vascular Institute Programs for Professional Staff
- Hoag Heart & Vascular Institute International Valve Symposium
- Hoag Hospital Irvine
- Hoag Hospital Newport Beach Emergency Department
- Hoag Neurosciences Institute
- Hoag Orthopedic Center of Excellence
- Hoag Palliative Care Program
- Honig Infant Loss Program
- Herbert Family Program for Young Adults with Type 1 Diabetes
- Judy & Richard Voltmer Sleep Center
- Kathy Prim Orthopedic Nurse Scholarship
- Marilyn Herbert Hausman Advanced Technology Pavilion
- Mary & Dick Allen Diabetes Center
- McIntyre Nursing Conference
- McKee Nursing Endowment
- Michael D. Stephens Employee Scholarship Program
- Neonatal Intensive Care Unit
- Nursing Education Scholarships
- Nursing Professorships at Six Local Colleges
- Oncology Nursing, Circle 1000
- Pharmacy Education
- Project Wipeout
- Pulmonary Respiratory Therapy
- Roth Chair for Excellence in Cardiac Care
- Sewell Scholarship for Oncology Nursing
- Sue & Bill Gross Women's Wellness Center
- Ueberroth Family Program for Women and Diabetes

FY 2010 By the Numbers

7041 donors gave \$28.2 million to support Hoag

3750 The number of 552 Club Members

400 plus people have been members of the 552 Club for over **20** consecutive years and over **60** have been giving through the 552 Club for over **30** consecutive years!

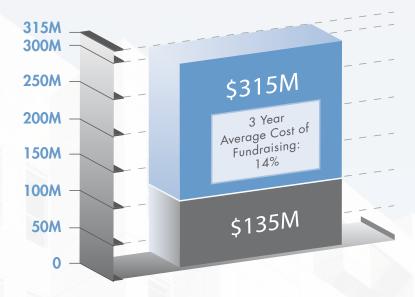
470 The number of corporations who supported Hoag

Hoag treated nearly **30,000** in-patients and **350,000** outpatients

2000 volunteers selflessly gave of their time and talent to serve their community through Hoag

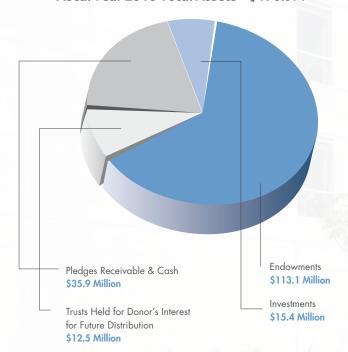
Hoag's not-for-profit regional healthcare delivery network has 2 hospitals, 7 health centers and more than 1,300 physicians and 5,000 employees.

Progress Toward Renaissance Hoag 10-Year Goal (2007 to 2016)

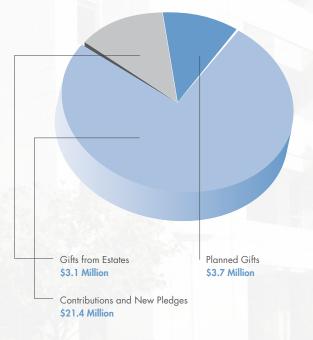


Hoag Hospital Foundation Fiscal Year 2010 Financial Highlights

Fiscal Year 2010 Total Assets - \$176.9M*



Fiscal Year 2010 Philanthropic Results - \$28.2M



^{*}Financial data is unaudited.

Hoag Hospital Foundation

2011 Board of Directors





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