



Together...We're Supporting the  
**Next Generation of Care**



Dear Friends of Hoag:

At Hoag Hospital Foundation we are in the fortunate position of hearing stories from people whose lives have been touched by Hoag. In addition to sharing stories about the wonderful clinical care, the great majority also express their gratitude for Hoag's focus on the patient experience. The "Hoag Experience," as we've come to call it, is the convergence of top-notch staff, innovative programs, the latest technology and facilities designed to enhance the patient's well-being—it represents the 60-plus year partnership between Hoag and the community to create something extraordinary.

In this Annual Report we are sharing the results of another successful year of collaboration with the community. Visionary donors provided their support to bring to fruition several key initiatives including the Joan & Andy Fimiano Emergency Pavilion, the Bob & Marjie Bennett Hybrid Surgical Suite and the James & Pamela Muzzy Endowed Chairs in Cardiovascular Surgery and GI Cancer. Donors impacted many departments and programs throughout Hoag to help us ensure we continue to deliver the Hoag brand of care.

Philanthropy will continue to play a key role in Hoag's future. We at the Foundation are very excited about the year ahead and are looking well beyond at funding the next generation of care. In close collaboration with Hoag leaders, we are developing a comprehensive campaign with a working goal of \$500 million to support Hoag's strategic direction. We have worked closely with Hoag clinical leaders and staff to identify campaign priorities and goals that will make a positive, and even transformative, impact on healthcare in Orange County.

We extend our deepest thanks to the passionate community members and volunteer leaders who have come together to support outstanding healthcare for their friends and neighbors. Your commitment assists Hoag to bridge the gap between good and exceptional. We want to extend a special thank you to the George Hoag Family Foundation—this year we renamed the Hoag Cancer Institute to the Hoag Family Cancer Institute in recognition of the Hoag family's long-standing tradition of support and collaboration.

We look forward to continuing our partnership with our donors to support Hoag as we build on our strengths and prioritize areas of care that are the most important to the communities we serve.

Sincerely,



Jim Coufos, Chair  
Hoag Hospital Foundation Board



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

# 5,000 Points of Light



# Patients and Their Loved Ones are Touched by the Generosity of Hoag Donors

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In fiscal year 2011, nearly 5,000 donors made 6,500 gifts for a combined total of \$36 million. Donors have been moved to make gifts of all levels—from a single dollar to \$20 million—each has made an impact and each has a story. A great many of Hoag’s supporters directly experienced the care at Hoag as patients, or as family members of patients, and felt the call to give back in appreciation. Many send in heartfelt cards and letters of gratitude with their gifts that very eloquently express their reasons for giving. Following are a few excerpts:

*“Yesterday I had to go to the Emergency Room and I was so impressed with all of the nurses and the doctor. Everyone was so helpful and nice. I’m 91 years old and that was the best emergency room experience I ever had.”*

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*“My husband and I feel that Hoag Hospital in Irvine is like the Ritz Carlton of hospitals. We really can’t find the words to express how well we were treated—from the doctors, to the nursing staff, to the ER medical and admitting staff. From the volunteers, cafeteria workers and custodial staff, to the front desk receptionist and ladies in the gift store, ALL were so kind, friendly and helpful. It’s obvious that this type of first-class service is not a happy accident. Hoag has done an amazing job training their personnel with very effective people skills and fabulous customer service. You should be very proud of your efforts—they mean everything to a family in crisis.”*

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*“We have had experiences in almost all of your departments from obstetrics (our grandchildren), pediatrics (our children), pulmonary care, cancer, stroke, renal, radiology, cardiology and surgery. The doctors have been exceptional and the nursing staff friendly and efficient. We feel fortunate to have such a wonderful facility nearby with all the newest equipment and best doctors and staff at our disposal. We want to thank you for the effort you put into having the very best for our community.”*

We at Hoag Hospital Foundation express our deepest appreciation to our wonderful community of donors who partner with us to help Hoag provide the level of care described in these notes.

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## 552 Club Recognizes Hoag Donors

The 552 Club is a community-based support group of individual volunteers and donors dedicated to promoting and financially supporting Hoag. Founded in 1966 by 13 community leaders with the goal of expanding the original Hoag Hospital to 552 beds, the group has evolved its purpose to serve the current strategic direction of Hoag. Today, the 552 Club Board encourages community members to make a long-term commitment to Hoag through annual financial support and by volunteering on committees and at events.

Every donor that supports Hoag is recognized as a valuable addition to the 552 Club and receives communications from Hoag Hospital Foundation and invitations to 552 Club mixers and other events.

## Doing Good While Having Fun!

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Hoag Hospital Foundation events provide an easy and enjoyable way for community members to connect with and support Hoag. The fiscal year 2011 events offered something for everyone while raising significant funds to enhance healthcare in Orange County. Highlights include:

### **2011 Toshiba Classic Donates \$1M to Mary & Dick Allen Diabetes Center**

The Toshiba Classic, long recognized as the standard for charitable giving on the PGA Championship Tour, raised \$1 million for the Mary & Dick Allen Diabetes Center at Hoag during the March 7-13, 2011, tournament. Over the past 14 years, the Toshiba Classic has raised more than \$14 million for Hoag, and 2011 marked the first year the tournament supported the Allen Diabetes Center.

### **Circle 1000 Annual Founders' Brunch Celebration Raises \$1M for Hoag Family Cancer Institute**

Writer and newspaper columnist, Kelly Corrigan, was the speaker at this year's Circle 1000 Annual Founders' Brunch Celebration held on April 27, 2011, at the Hilton Orange County. Author of New York Times bestseller, *The Middle Place*, a memoir about her Irish-American father's battle with cancer and her own triumph over the disease, Kelly shared passages from the book and poignant personal stories. For 24 years Circle 1000 has been a significant source of support for the Hoag Family Cancer Institute raising a cumulative total of \$13.4 million.

### **30th Annual Hoag Charity Shoot Raises \$160K**

A team of veterans from the Wounded Warrior Project were among the 135 shooters who raised more than \$160,000 at the 30th Annual Hoag Charity Shoot benefiting Hoag. Presented by Hoag's 552 Club, Turner's Outdoorsman and Honorary Chairman, Tim Abell (Grateful Nation), the clay target shooting event took place on April 29, 2011, at Triple B Clays Shotgun Park in South El Monte.

### **2011 Movie Screening Raises \$172K for Hoag**

On August 3, 2011, more than 1,000 guests gathered to enjoy one of the summer's most eagerly anticipated events. Featuring 30 of Orange County's finest restaurants at Big Newport Edwards Theatre, the event raised \$172,000 for Hoag. Local restaurants offered a range of gluten-free, diabetic-friendly and heart-healthy options as well as perennial favorites. The event featured a private screening of the romantic comedy, *Crazy, Stupid, Love*.

### **Hoag's 44th Annual Christmas Carol Ball Raises \$820K**

Nearly 600 of Hoag's family of supporters, volunteers and friends gathered in the Pacific Ballroom at the St. Regis Monarch Beach Resort to celebrate Hoag's 44th Annual Christmas Carol Ball on Saturday, December 11, 2010. Approximately \$820,000 was raised to support outstanding care at Hoag. The Christmas Carol Ball was the 552 Club's first event in 1966 and has played an important part in the history of Hoag.

Thank you to everyone who participated in Hoag Hospital Foundation events as attendees, underwriters and volunteers. Events raise funds which allow Hoag to make amazing strides in providing exceptional healthcare in the communities we serve.

Hoag's 44th Annual Christmas Carol Ball



30th Annual Hoag Charity Shoot



2011 Movie Screening



2011 Toshiba Classic



Circle 1000 Annual Founders' Brunch Celebration





Generations Wall Dedication



2011 Forum on Healthcare



Irvine Prime Club Event

## A Good Neighbor

Even before the grand opening of Hoag Hospital Irvine and Hoag Orthopedic Institute in fall 2010, Hoag leadership was intentional about being an asset in South Orange County—not only through providing innovative healthcare, but by bringing Hoag expertise and resources together to further benefit the community. Hoag Hospital Irvine's events and activities in fiscal year 2011 positively impacted groups as diverse as schoolchildren in Irvine and businesses throughout Orange County. Following are highlights:

### Generations Wall

Early in the planning process for Hoag Hospital Irvine, Robert Braithwaite, Hoag COO, met with the Irvine Public Schools Foundation to discuss how Hoag could lend support. What resulted is the Generations Wall which offers donors the opportunity to purchase a personalized recognition tile installed on one of two walls in the main atrium of Hoag Hospital Irvine. At the date of the wall dedication in September 2011, 50 donors had made contributions raising more than \$128,000 to fund the addition of one school nurse for three years in Irvine public schools. Hoag's Community Medicine Program, tasked with addressing public health needs, set up a challenge grant through which it agreed to match donor gifts dollar for dollar. While the first phase is complete, there are still a limited number of tiles available for the next phase.

### Forum on Healthcare 2011

Hoag Hospital Foundation presented the inaugural Forum on Healthcare 2011 to provide local businesses with a deeper understanding of the changes in the healthcare landscape as well as the potential opportunities. More than 500 business leaders from across Orange County, a sell-out crowd, met at the Hyatt Regency Irvine on October 12, 2011, for the Forum on Healthcare event, which was sponsored by over 30 local businesses including the title sponsor, The Edwards Lifesciences Fund.

Michael A. Mussallem, Chairman and CEO of Edwards Lifesciences Corporation, moderated a thoughtful discussion on the future of healthcare, which included presentations by Dr. Andrew Policano, Dean of The Paul Merage School of Business at the University of California, Irvine and Hoag President and CEO, Dr. Richard Afable. Plans are underway for the 2012 Forum. For more information, visit [www.forumbyhoag.org](http://www.forumbyhoag.org).

### 552 Club—Irvine Prime Club Event

Marcy Brown, executive director of Hoag Hospital Irvine, Kanoe Allen, RN, MSN, PHN, OCN, executive director of Nursing and Clinical Effectiveness and Binh Nguyen, M.D., Hoag neuro-interventional radiologist made presentations to more than 70 members of the Irvine Prime Club and their guests at Hoag Hospital Irvine. Led by Club Chairman Henry King and Vice Chairman David Feng, Ph.D., the group received an overview of Hoag Hospital Irvine and Hoag Orthopedic Institute as well as a tour of the facilities.

## Leaving a Legacy as Founding Partners

The South Orange County community has welcomed Hoag Hospital Irvine and Hoag Orthopedic Institute with open arms. To date, 39 individual and corporate donors have joined Hoag in celebration and support by becoming Founding Partners. Funds raised from Founding Partners currently total more than \$1.5 million and are being used to provide advanced technology and programs at the Hoag Irvine campus. In gratitude to our Founding Partners, Hoag Hospital Irvine is dedicating a prominent wall in the main entry for permanent recognition.

Founding Partner support and recognition opportunities are still available for a limited time. For more information about supporting Hoag Hospital Irvine and Hoag Orthopedic Institute, contact Greg Gissendanner at (949) 517-3135 or [Greg.Gissendanner@hoag.org](mailto:Greg.Gissendanner@hoag.org).

## Giving Back is Business as Usual

Edwards Lifesciences, the global leader in the science of heart valves and hemodynamic monitoring, is also a model for corporate philanthropic leadership. Dedicated to improving lives around the world, the company which is headquartered in Irvine, makes a world-wide impact with its revolutionary technological innovations on behalf of people battling cardiovascular disease. It also makes a significant philanthropic impact by supporting non-profit organizations through grants from The Edwards Lifesciences Fund, making humanitarian product donations and engaging its more than 7,000 global employees in strengthening their local communities through volunteerism.

Driven by a passion to help patients, The Edwards Lifesciences Fund provides philanthropic assistance to important health related and community causes. The Fund supports programs that expand awareness of cardiovascular disease, its prevention and treatment or enhance access to care for underserved cardiovascular patients. In 2011, the Fund made grants totaling approximately \$4 million to more than 200 non-profit organizations such as International Children's Heart Foundation, Angel's Flight West and People's Hope of Japan.

In addition to grant making through the Fund, Edwards Lifesciences makes significant product donations to support humanitarian and relief organizations. In 2010, the company donated thousands of medical devices including heart valves, critical care monitoring technologies and cardiac surgery products to AmeriCares, an aid organization that improves care for people in the most impoverished parts of the world.

Employees at Edwards Lifesciences also generously give back to their local communities. In fact, it's a part of the company culture, and a stated company goal, for each employee to participate in at least one charitable or volunteer activity per year. "I believe that with success comes a great responsibility to help others," shares Michael (Mike) Mussallem, Edwards Lifesciences' chairman and CEO. "For this reason, we feel that it is important for Edwards to give back some of the good fortune that has come as a result of our success."

### Touching Lives at Hoag

Edwards Lifesciences and Hoag have long collaborated to improve healthcare in Orange County. For many years Hoag has utilized leading-edge technology from Edwards Lifesciences. Currently, Hoag is one of the first U. S. hospitals to offer Edwards SAPIEN transcatheter heart valve—the new, less-invasive heart valve which is inserted via catheter.

"It's very exciting to have the global leader in the science of heart valves and hemodynamic monitoring right here in Irvine," says Aidan Raney, M.D., Hoag medical director of cardiovascular surgery and the James & Pamela Muzzy Endowed Chair in Cardiovascular Surgery. "I've watched Edwards quite literally transform how we treat heart disease, and it's continuing to do so."

Edwards Lifesciences has been very supportive of Hoag over the years, sponsoring educational events and providing grants to screen patients for heart valve disease. Most recently, The Edwards Lifesciences Fund was the title sponsor of the Forum on Healthcare 2011 which featured Mike Mussallem as the moderator and helped to educate local businesses on the impact of changes in healthcare.

"Hoag is a long-time, trusted partner of Edwards and we are proud to support its highly respected work," says Mike. "We share a common goal of helping others live longer, healthier lives, while also strengthening the local community. By working together, I have no doubt we can do so much more."

Mike is enthusiastic about the impact of The Edwards Lifesciences Fund's philanthropic support on patients at Hoag. "Wouldn't it be great if all patients who need care are treated with the very best that today's medicine has to offer? It is our hope that our philanthropic support of Hoag enables them to do exactly that."



**Michael A. Mussallem,**  
Chairman and CEO,  
Edwards Lifesciences





## Funding the “Hoag Experience”

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By partnering with Hoag Hospital Foundation, you supported exceptional care by assisting Hoag in bringing important projects to fruition. Funds donated pay for maintaining and enhancing the “Hoag Experience” including advanced technology and facilities, world-renowned staff and medical innovations that would not otherwise be possible without your support. Following are highlights of just a few of the fiscal year 2011 donor-supported initiatives:

### **Patty & George Hoag Cancer Center Renovation**

The Patty & George Hoag Cancer Center is one of the largest cancer centers in Southern California offering state-of-the-art cancer care in a comforting, patient-centered environment. Hoag recently completed an upgrade of the interiors to create a more contemporary style. Improvements include new colors, finishes, flooring and furniture. The overall impact is a modernization of the aesthetics for the benefit of patients, families and staff.

### **The Joan & Andy Fimiano Emergency Pavilion**

The new Joan & Andy Fimiano Emergency Pavilion, dedicated in June 2011, was designed to quickly move patients to the right level of care while maximizing their comfort and privacy. Designed as five separate treatment suites, each with 10 to 12 private rooms, the facility is equipped with an innovative patient, staff and physician tracking system for increased efficiency.

### **The Bob & Marjie Bennett Hybrid Surgical Suite (Hybrid OR)**

The new Bob & Marjie Bennett Hybrid Surgical Suite (hybrid OR) is unique in design as well as equipment and technology. More than twice the size of a standard OR, the technology in the hybrid OR was specially designed for Hoag, including a Siemens Artis Zeego robotic imaging system with 3D and 4D reconstruction software, large digital display screens for video and still imaging, and video integration for teleconferencing and two-way video conferencing.

### **3D Breast Tomosynthesis Digital Mammography**

Hoag Breast Care Center is the first breast care center in California, and one of only a handful in the United States, to offer 3D digital breast tomosynthesis for breast cancer screening. This revolutionary technology promises to improve breast cancer detection, especially in young women and women of any age with radiographically dense breast tissue. Thanks to the generous support of Circle 1000, women who undergo routine mammograms at Hoag Breast Care Center now have the latest screening technology available to them.

## Thanks to You!

Our community has always been at the heart of Hoag. With the building of the original Hoag Hospital back in 1952, the community began a tradition of investment and commitment that continues to benefit countless patients and families. Because of that tradition of generous support, Hoag has been able to expand its scope to serve all of Orange County and to stay on the leading edge of advanced treatments and technology.

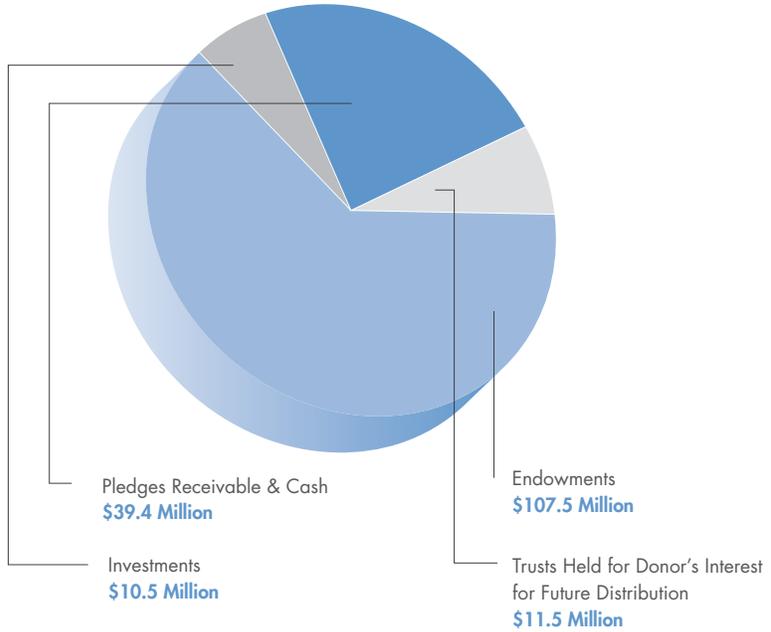
In fiscal year 2011, every Institute and Center at Hoag benefitted from donor support. Funds donated supported key drivers of the Hoag brand of care including:

- Research and Education
- World-Renowned Leadership
- Exceptional Facilities
- Advanced Technology
- Outstanding Nursing
- Innovative Programs

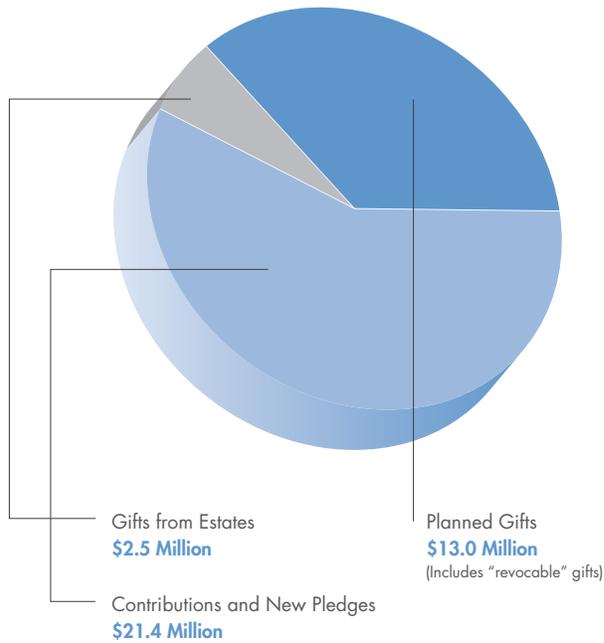
As we move forward, community commitment will be even more important as Hoag ushers in the next generation of care in the context of the new healthcare marketplace. We are deeply grateful to you, our donor family, for collaborating with us to maintain and enhance the level of care you've come to expect from Hoag.

## 2011 Financials

### Fiscal Year 2011 Total Assets - \$168.8M\*



### Fiscal Year 2011 Philanthropic Results - \$36.9M



\*Financial data is unaudited.

## 2012 Boards of Directors

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### Questions?

If you have any questions or would like more information about Hoag fundraising priorities, the 552 Club or the Hoag Hospital Foundation, please contact us at (949) 764-7217 or visit [www.hoaghospitalfoundation.org](http://www.hoaghospitalfoundation.org).

HOAG HOSPITAL FOUNDATION for support of Hoag Memorial Hospital Presbyterian



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