

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian

# Scanner

## LEADERSHIP PROFILE:

Q&A with Dr. Richard Afable  
and Robert Braithwaite

## CENTER OF EXCELLENCE:

Orthopedic Nurse Navigators  
Provide One-on-One Care

Hoag Hospital Irvine

# AT YOUR SERVICE





*“To make a difference is not a matter of accident,  
a matter of casual occurrence of the tides.  
People choose to make a difference.”*

~Maya Angelou

Dear Friends of Hoag:

The great number of donors, volunteers and employees that make up the Hoag family is astonishing. These are people who choose to make a difference. They make a difference in the quality of healthcare in our community through their vision, actions, gifts of time and treasure, and heart.

I would like to express my deepest gratitude to the many volunteers and leaders who have served before me, knowing that their contributions have helped to establish Hoag as the premier hospital in Orange County. There's a long tradition of philanthropic support for Hoag from our community. Many of our donors make annual gifts, often to an area of passion like Hoag Cancer Institute or the Mary & Dick Allen Diabetes Center. Others make gifts through estate planning. The spirit of these gifts ensures that Hoag can provide world-class healthcare now, and into the future, for our neighbors, friends and family.

It is an exciting time in Hoag's history as we open a new campus to extend and expand Hoag services into Irvine and the South County communities. This is fulfilling Hoag's promise to deliver outstanding, patient-centered care to all of the communities we serve. Hoag Hospital Irvine and Hoag Orthopedic Institute have state-of-the-art technology, outstanding clinical staff and provide the excellent care for which Hoag is known.

This is largely possible because of your continued support. It was a pleasure to celebrate the grand opening of Hoag Hospital Irvine with our annual donor tribute event to acknowledge and thank you for all that you have graciously contributed and for "choosing to make a difference."

The Board of Directors of the Foundation is committed to letting you know how your gifts are used. Should you have any questions or comments, we welcome them.

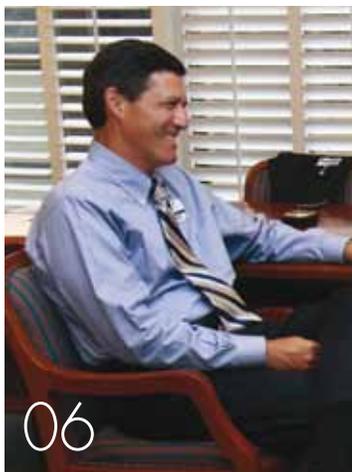
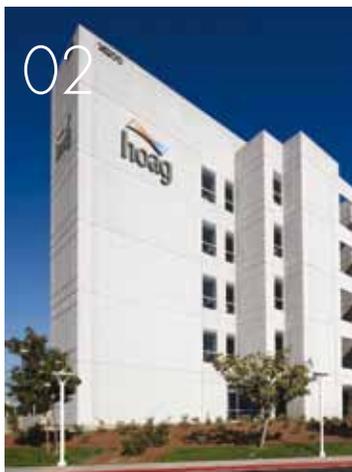


With heartfelt thanks,

Karen Linden, Chair  
Hoag Hospital Foundation Board

# In this Issue

SCANNER FALL 2010



## Hoag News

02 Hoag Hospital Irvine Grand Opening and Hoag Hospital Foundation's Major Donor Tribute

04 Hoag Hospital Irvine: At Your Service

## Leadership Profile

06 Q&A with Dr. Richard Afable and Robert Braithwaite

## Center of Excellence

08 Orthopedic Nurse Navigators Provide One-on-One Care

## Hoag Hospital Foundation

09 Welcome Flynn Andrizzi, Ph.D.

## Personal Profile

10 Octogenarian Cancer Survivor Gives Back

12 Inspired Giving

## Events

14 Hoag Charity Shoot

15 Annual Hoag Movie Screening

## 552 Club

16 Ilona Martin's Circle of Giving and Receiving

---

### Scanner Magazine

Published by Hoag Hospital Foundation in support of Hoag Memorial Hospital Presbyterian.

Hoag Hospital Foundation  
500 Superior Ave., Suite 350  
Newport Beach, CA 92663

Scanner designed by [creativeshoebox.com](http://creativeshoebox.com)

If you would like to be removed from the Scanner mailing list, please contact us at the address above or call (949) 764-7217.

# It's Time to Celebrate!

## Hoag Hospital Irvine Grand Opening Celebration and Hoag Hospital Foundation's Major Donor Tribute

It's appropriate that Hoag Hospital Foundation's Major Donor Tribute coincided with the grand opening of Hoag Hospital Irvine since Hoag's success in Orange County has been made possible by 58 years of community support.

To show our appreciation, and to "show off" Hoag Hospital Irvine and Hoag Orthopedic Institute, we welcomed our donors to a celebration on August 19, 2010. ■





*Jim and Glenys Slavik*



*552 Club's John Townsend and Ilona Martin and Kyle Wescoat of VIZIO*



*Ron Chin and Delia Chin*

## Hoag Hospital Foundation Awards

Each year Hoag Hospital Foundation honors those whose volunteer service is outstanding and deserving of special recognition. Recipients are those who organize and lead programs, plan and conduct Foundation activities and events, provide guidance and direction and encourage their friends to financially support Hoag. ■

### Vin Jorgensen Award Winners

552 Club: John Townsend  
Circle 1000: Pame Schmider  
Foundation Board: Ira Garbutt  
Planned Giving Counsel: Jim Johnson  
Hoag Auxiliary: Pat Zartler

### Pete Siracusa Award Winner

Rosalie Puleo

### 552 Club Corporate Award

Toshiba America, Inc.

## Founding Partners

### A Rare Philanthropic Opportunity

There is something very special about being present at the birth of a new hospital that is sure to become a community mainstay. With the opening of Hoag Hospital Irvine, Hoag Hospital Foundation is inviting companies and individuals to celebrate with us by becoming Founding Partners.

Hoag has made a significant commitment to expand, improve and maintain clinical excellence in Orange County. Founding Partners are those who believe in Hoag's vision of providing world-class care in our community and who want to be part of this momentous occasion. Through their generous support, they ensure that Hoag continually offers state-of-the-art technology and outstanding clinical expertise in up-to-date facilities.

In gratitude to our Founding Partners, Hoag Hospital Irvine is dedicating a prominent wall in the main entry for permanent recognition. For more information on becoming a Founding Partner, contact Floyd Harmon at 949-764-7213 or [Floyd.Harmon@hoag.org](mailto:Floyd.Harmon@hoag.org). ■

# Hoag Hospital Irvine At Your Service

The September 1, 2010 opening of Hoag Hospital Irvine marked the physical expansion of Hoag's brand of outstanding care to Irvine and the South Orange County communities. Hoag Hospital Irvine will provide a wide array of inpatient and outpatient services, including a fully staffed emergency room completely re-engineered to improve the speed and quality of emergent care.

From larger operating rooms featuring the latest technology, to enhanced aesthetics and interior design elements, the facility has been retooled to meet the needs of the community. Equally impressive, the expansive \$84 million renovation effort was completed ahead of schedule and on-budget.

For more information on Hoag Hospital Irvine and how you can get involved, contact Floyd Harmon at 949-764-7213 or Floyd.Harmon@hoag.org. ■



*The entire first floor has been redesigned to bring all of the imaging and cardiac services to one central area adjacent to the emergency department. Pictured here is one of the two state-of-the-art cardiac catheterization labs.*

## Coming in Late Fall 2010

Hoag Orthopedic Institute, within Hoag Hospital Irvine but with its own entrance, will focus primarily on adult reconstruction, such as hip, knee and shoulder replacement, spine surgery, and trauma that requires inpatient care. When fully operational, Hoag Orthopedic Institute is expected to be the highest volume orthopedic center in the West.





*At the Community Education and Medical Conference Theater, medical staff can view real-time streaming video of advanced surgical techniques by Hoag surgeons.*



*Newly planted in time for the opening on September 1, 2010, the Patient Healing Garden is a retreat for patients to reflect and enjoy the healing power of nature.*

## VIZIO and the 552 Club Team Up for Hoag

The 552 Club, a community-based Hoag support group and VIZIO®, America's HDTV and Consumer Electronics Company, have partnered to donate several large screen HDTVs to Hoag. The majority of the HDTVs were delivered and installed at Hoag Hospital Irvine in time for the recent grand opening.

VIZIO, a nationally recognized innovator and local success story, was pleased to join with the 552 Club to support another up-and-coming local success, Hoag Hospital Irvine. "In addition to our vision of improving the lives of our customers through better products and service, our involvement with Hoag and the 552 Club allows us to improve the quality of life in our community for years to come," says Kyle Wescoat, VIZIO CFO.

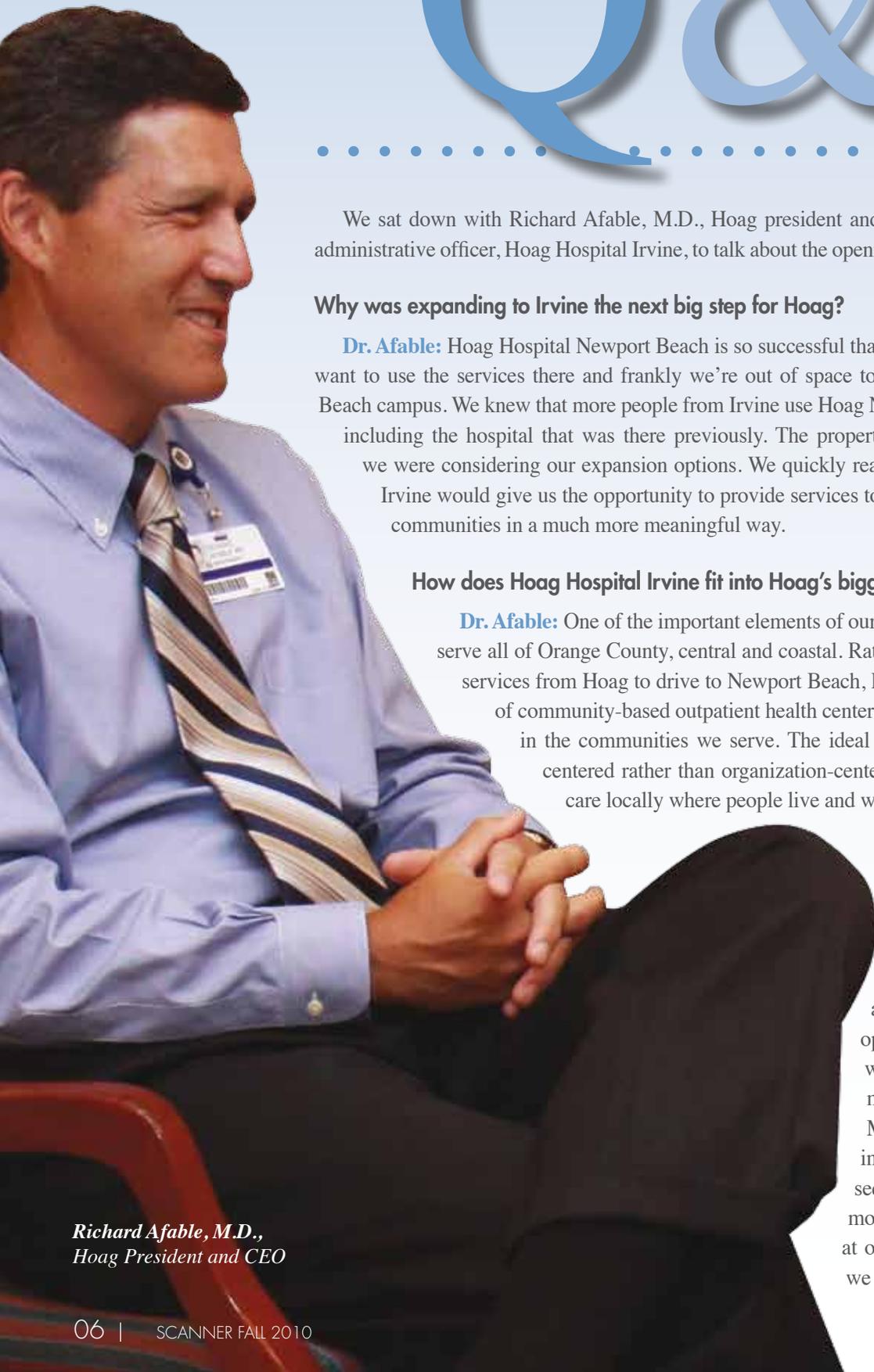
The oldest and largest of Hoag's volunteer financial support

groups, the 552 Club has raised more than \$30 million for Hoag since its founding in 1966. According to current 552 Club President, Bob Adams, the donation made in partnership with VIZIO was a tangible way to show the club's support for Hoag's expansion to Irvine.

"Partnering with a recognized company like VIZIO to make this donation is a visible demonstration of our commitment to the Irvine community," says Bob. "It also gives 552 members a great example of how their donations are being put to use."

For information about how you can join the 552 Club, contact Stacy Sanchez at 949-764-7205 or Stacy.Sanchez@hoag.org. For more information about VIZIO go to [www.vizio.com](http://www.vizio.com). ■

# Q & A



We sat down with Richard Afable, M.D., Hoag president and CEO and Robert Braithwaite, chief administrative officer, Hoag Hospital Irvine, to talk about the opening of the new Hoag campus in Irvine.

## Why was expanding to Irvine the next big step for Hoag?

**Dr. Afable:** Hoag Hospital Newport Beach is so successful that people from all over Orange County want to use the services there and frankly we're out of space to expand significantly at the Newport Beach campus. We knew that more people from Irvine use Hoag Newport Beach than any other facility, including the hospital that was there previously. The property in Irvine became available just as we were considering our expansion options. We quickly realized that opening a Hoag campus in Irvine would give us the opportunity to provide services to Irvine and the South Orange County communities in a much more meaningful way.

## How does Hoag Hospital Irvine fit into Hoag's bigger vision?

**Dr. Afable:** One of the important elements of our vision for Hoag is to expand to better serve all of Orange County, central and coastal. Rather than requiring anyone who wants services from Hoag to drive to Newport Beach, Hoag Hospital Irvine and our network of community-based outpatient health centers allow us to have a physical presence in the communities we serve. The ideal we are working toward is a patient-centered rather than organization-centered approach. That means delivering care locally where people live and work.

## You've said that Hoag Hospital Irvine is one of the most modern facilities in California, would you elaborate?

**Robert Braithwaite:** Renovating an unoccupied facility is a rare opportunity that allowed us to do what would typically take an open facility many years and much more capital. Most facilities make incremental investments and complete upgrades sequentially; we had the opportunity to modernize every aspect of the hospital all at once. There really wasn't an area that we didn't touch. It's also very modern in

*Richard Afable, M.D.,  
Hoag President and CEO*

# with Dr. Richard Afable and Robert Braithwaite

## Expanding Hoag's Reach to Better Serve All of Orange County

terms of new technology. For example, our advanced imaging suite includes a CT scanner that's so new it's only in a handful of top academic facilities nationwide.

### The concept of 'thinking differently' in designing Hoag Hospital Irvine was at the forefront of this project, can you explain?

**Robert Braithwaite:** When Dr. Afable challenged us to 'think differently' that freed a lot of smart people to boldly reengineer what they do on a daily basis. It's resulted in a culture of incubating new ideas, improving the way we deliver care and early adoption of new technology, all to improve patient outcomes and experience. There are literally hundreds of small and large ways that we've implemented this concept—from the abbreviated and more patient-friendly pre-surgery prep process to the proactive patient monitoring equipment. From the moment patients walk in the door and experience the simplified electronic registration process that eliminates the need for multiple paper forms, they know that something is different here.

### How many jobs did this open up in the local economy?

**Dr. Afable:** Although we've moved some staff over from our Newport Beach campus for continuity, we've hired close to 800 individuals to share in this journey with us. We've expanded our Hoag family from 4,300 to more than 5,000 team members. The professional and non-professional staff that we've recruited to work for Hoag Hospital Irvine represents the very highest caliber. During the course of the construction we had over 1,200 workers on site. We are pleased to provide so many jobs at a time when not many organizations are able to do so. ■



**Robert Braithwaite,**  
Chief Administrative Officer,  
Hoag Hospital Irvine



# Someone to Watch Over You

## Orthopedic Nurse Navigators Provide One-on-One Care Before, During and After Surgery

Having a concierge to take care of your needs is a given at a high-end hotel, but the concept will take on a whole new meaning at Hoag Orthopedic Institute. A helping hand, a communication hub, an expert clinical resource on call and a friend to lean on – nurse navigators support their patients on every level.

These patient care experts buddy up with patients and their caregivers weeks before their scheduled surgery, assist them through the inpatient process and stand by them during rehabilitation. They also stay in contact for up to two years after surgery to monitor patient outcomes in terms of reduced pain and increased function. Throughout the course of treatment, the nurse navigators proactively provide every service a patient needs for as pleasant and stress-free an experience as possible.

“We’ve worked hard to build a program that is truly patient friendly,” says Alan Beyer, M.D., FACS, executive medical director, Hoag Orthopedic Center of Excellence. “We want patients to walk away not only with great outcomes, but also having felt like they’ve just spent a few days in the center of a process in which their needs have been our main focus.”

### Advocate and Resource

All of the nurse navigators at Hoag Orthopedic Institute are certified in orthopedics, have a minimum of five years experience with orthopedic patients and are required to continually advance their education. “In addition to the rigorous clinical requirements our nurse navigators must be patient advocates first and foremost,” says Kanoe Allen, RN, MSN, PHN, OCN, executive director, Nursing and Clinical Effectiveness. “It’s really about building relationships so they must be compassionate, have a passion for orthopedics and bring an attitude of service to the table.”

According to Kanoe, nurse navigators are like a patient’s own personal guardian angel at a time when anxiety levels can be high. Former patient Carol Noya agrees. “Kanoe was there to walk me through each step of my experience and the effects of each of those steps,” shares Carol. “With her guidance she led me by the hand through the whole thing. She answered all my questions, reassuring me and putting my mind at ease. She also spent time explaining things to my husband and keeping him up to speed which he greatly appreciated.”

There isn’t any part of the patient experience that nurse navigators don’t touch. They schedule follow up appointments, get pre-authorizations and even help patients control costs. They’re also there when patients are likely to ‘hit the wall’ during rehab. “We know that there is an emotional wall for some patients about five to seven weeks into rehab,” says Kanoe. “We stay in constant contact, sometimes calling them every day if they need it.”

### Resource to Patients, Partner to Physicians

Not only are nurse navigators a godsend for patients, they are a tremendous resource for physicians. Part of their role is to tighten the loop of communication so that every physician involved in a patient’s care is aware. “We are the communication bridge,” says Kanoe. “Most patients have a surgeon and primary care physician or internist and may also have other specialists such as cardiologists or endocrinologists. We make sure that every doctor on the team is up to date.”

For information about how to support Hoag Orthopedic Center of Excellence, please contact Greg Gissendanner at 949-764-7209 or [Greg.Gissendanner@hoag.org](mailto:Greg.Gissendanner@hoag.org). ■

# Welcome Flynn Andrizzi, Ph.D.

Hoag's New Senior Vice President, Resource Development & Executive Director, Hoag Hospital Foundation

Hoag Hospital Foundation is very pleased to welcome its new Senior Vice President, Resource Development & Executive Director, Hoag Hospital Foundation, Flynn Andrizzi, Ph.D., to the Hoag family. Flynn brings over 20 years experience in fundraising and an extensive background in managing highly successful university foundations. He comes to Hoag from the University of Iowa Foundation where he served as the Senior Vice President and Chief Development Officer. In his role there he managed a team of over 130 development employees and raised over \$200M a year.

Flynn was attracted to Hoag because he saw an organization that is on the rise when most healthcare institutions are flat at best. An out-of-the-box thinker, he appreciates Hoag's vision to transform itself into a world-class medical enterprise. "Hoag does a lot of things you would expect from a top academic medical center," he says. "It's not like any other community hospital. Dr. Afaible is very entrepreneurial and I'm motivated by that."

He's also motivated by finding congruence between his career, his passion and his values. "You can't do hands-on development as the leader of a huge organization," he shares. "Here at Hoag I can do the operational side and still work directly with donors and volunteers. I love to get together with donors and hear their stories."

Flynn is enthusiastic about implementing fundraising best practices from very successful universities. "We have a stellar group of fundraisers here and the Foundation has performed very well," he says. "What I feel I can offer is exposure to some tremendous fundraising practices from successful academic institutions. We'll find a combination of what's worked the best at other places and tweak it to fit what works with the culture here."

## Fundraising Veteran

Starting his early career in marketing and communications, Flynn was soon drawn to fundraising when he landed a job as a Major Gift Officer at his Alma Mater, the University of Utah. During his seven years there he held progressively more senior level positions until ultimately he was promoted to Executive Director of Institutional Advancement, John A. Moran Eye Center.

From there he was recruited as the Vice President for Institutional Advancement at Thomas Jefferson University where, in addition to directing all development activities for a

top tier university, he also completed his dissertation and earned his Ph.D. in educational leadership and policy. In 2005 he was recruited again, this time to the University of Iowa as the Vice President of Development. It wasn't long before he distinguished himself enough to be promoted to the top fundraising position at that foundation where he was flourishing when he became aware of the opportunity at Hoag.

In addition to his Ph.D., Flynn holds a Master of Public Administration with an emphasis in Human Resource Management, a Bachelor of Science in Communication and a Bachelor of Science in Political Science.

## Family First

Both Flynn and his wife, Alison, were born and raised in Salt Lake City, Utah. While committed to his work, Flynn's first priority is his family. He's the father of 16-year-old son, Shefton, 12-year-old daughter, McCall and eight-year-old son, Landon. A sports fan, he has coached several youth baseball and basketball teams. He loves the outdoors and looks forward to working in the yard of his new home in Newport Beach.

Flynn shares that once she's settled in, Alison will soon become involved in the community. "She's a great volunteer," he beams. "She was the past president of the PTA three different times. Everything she does is to enhance the lives of the kids. Because she spends her time doing that, I can do what I do and I deeply appreciate that." ■



# Octogenarian Cancer Survivor Gives Back

Wife's cancer care spurs Newport Beach entrepreneur to help make life better for everyone by giving generously to Hoag

For 87 years, Edward "Eddie" Fedishon has lived a storied and successful life: he started several businesses, developed a number of large residential properties, built a high-rise condominium complex, purchased two golf courses, and married the woman of his dreams—a union that lasted for 62 years.

Despite his wife's death in 2007, Eddie continues to pursue life with vigor and optimism. He does so even though a nemesis of his own—prostate cancer—rears its head from time to time.

In recent years, Eddie joined forces with Hoag as a generous and faithful donor. He cherishes both his relationship with the hospital and with Hoag Hospital Foundation. "I love Hoag," he says. "It means an awful lot to me, just as it did to my wife."

## School of hard knocks

Born in Winnipeg, Manitoba, Canada, Eddie quit school after the sixth grade to accept a position as an apprentice—a "gofer" as he now describes it—at a local department store. Two years later he went to work at a packing house, where he learned the electrical trade. He worked there, doing freelance electrical contracting on the side, until he joined the Navy in 1941.

Shortly before World War II ended, Eddie attended a wedding with his parents while on leave from the service. Looking dashing in his newly pressed uniform, he happened to dance with

a beautiful young bank teller, Lee, whom he quickly fell in love with and married in 1945.

During the years that followed the two became astute business partners, as well as a loving husband and wife team. They purchased an appliance store and an adjacent hardware store in Winnipeg, which they managed themselves. They then moved on to other successful ventures before retiring in their late 30s to travel, finally moving to the U.S. in 1963 where Eddie bought and sold apartment complexes and established a self-storage empire. The couple eventually settled in Newport Beach not far from Hoag in 1991.

## Cancer Comes Calling

The past decade has been a particularly challenging one for the Fedishons. Lee developed breast cancer in 2003, then esophageal cancer in 2005, undergoing treatment for both at Hoag. That treatment included many visits to the Hoag Cancer Institute to undergo treatment at the hands of staff they came to know and love. It was during that period that the couple, who already were giving generously to the hospital, established themselves as staunch Hoag supporters.

"Lee really believed in the people at Hoag 100 percent. She wouldn't go anywhere else for treatment and that makes me a believer in Hoag, too," shares Eddie. "That's why I contribute. They did everything they could for Lee, and even



**"This is a first-rate hospital, and the community is very fortunate to have such a wonderful facility nearby. Hoag is at the forefront of new technology—they're always innovating."**



*Edward "Eddie" Fedishon*

though she passed away they gave us a little extra time together. That was important.”

Eddie himself developed prostate cancer in 1991. Following a partial prostatectomy, the disease went into remission for many years, returning again in 2007. As he did regarding Lee’s care, he sings praises for his own treatment at Hoag. As a result, his prostate cancer is once again under control.

### **Boundless giving**

To show his appreciation, Eddie has given to the hospital many times during the past two decades. He donates regularly and usually allows the hospital to use the money where needed—in the past his giving has benefited the Hoag Cancer Institute, the prostate cancer program and other important clinical services.

“People are living longer and longer, and they need good medical care,” he says. “This is a first-rate hospital, and the community is very fortunate to have such a wonderful facility nearby. Hoag is at the forefront of new technology—they’re always innovating.”

Eddie is a Hoag Benefactor and longtime member of the 552 Club. His generosity has impacted many programs. His recent gifts have allowed Hoag’s prostate program to make many advances including a groundbreaking prostate cancer vaccine clinical trial now in its preliminary phase. ■

## Hoag Cancer Outpatient Treatment Clinic Ready to Expand

Located in Hoag Cancer Institute, Hoag’s Cancer Outpatient Treatment Clinic (COTC) is an outpatient infusion center that provides care for patients who need intravenous infusions such as chemotherapy, blood transfusions, hydration and antibiotics.

Hoag oncology nurses provide compassionate care to those going through one of life’s most challenging experiences. The heart and soul of the COTC, they care for patients with empathy, kindness and many times even humor. It takes a high degree of teamwork to meet the needs of patients facing cancer treatment and management.

“These nurses are highly skilled and well educated and all are oncology certified chemotherapy providers,” says Carolyn Hendrix RN, MSNc, OCN, department director 8 West Oncology and Cancer Outpatient Treatment Clinic. “The nurses love what they do and it shows. We consistently get very high patient satisfaction ratings for our nursing care.”

With today’s reimbursement and Medicare cutbacks to physicians, there’s a tremendous migration of patients from physician office-based infusion to hospital-based infusion treatment across the U.S. This patient influx, combined with the growth of our community, has stretched the COTC in terms of its capacity.

“We are making it work, but we need to expand,” says Carolyn. “We are currently working on a plan to increase the number of infusion stations, provide more private spaces and add amenities such as ‘comfort carts’ with snacks and coffee. This is a wonderful opportunity for someone in the community to step in and assist us in making it a world-class infusion center.”

If you would like information on naming opportunities or to learn more about how you can support Hoag Cancer Outpatient Treatment Clinic, please contact Doe Girling at (949) 764-1818 or Doe.Girling@hoag.org. ■



# Inspired Giving

Al and Maria Bubion express their appreciation to Hoag nurses with a major gift

Al and Maria Bubion have a service technician at a car dealership to thank for having the foresight to see that these two “opposites” would attract. Upon her insistence, the pair had a phone conversation that was the beginning of what would become their courtship and marriage over 10 years ago. Quick to smile and disarmingly straightforward, Al believes in the power of hard work and pulling his own weight. Italian-born Maria is gracious and charming with a deep belief in the importance of family.

They each have three grown children from earlier marriages and between them they have eight grandchildren. Although their life stories are completely different, Al and Maria have both spent their lives facing obstacles with grace and determination.

## American Success Story

Al is an old-school, roll-up-your-sleeves self-starter who began working in heavy construction at age 15. The oldest of nine children, he was born and raised in East Los Angeles with very little means. At 17 he enlisted in the Air Force and married his first wife while overseas. When he returned home, he went back to the work he knew best to support his family.

Starting at the bottom, Al’s work ethic quickly led to his being promoted to foreman, the youngest in the history of the construction company where he worked. His talent for

walking a job site and visualizing the big picture earned him the superintendent role—the only non-engineer to achieve that status. Although he spent many years attending night school, he credits his on-the-job experiences for much of what would lead to his later success.

When he turned 40 he decided to go into business for himself. Learning from the mistakes made by his former employer, Al grew his business from a small start-up to one of the largest post tensioning and reinforcing companies in the Western U.S. When he sold the company two years ago it boasted 1,500 employees, multiple offices and hundreds of high-profile projects to its credit such as the San Francisco Airport, L.A. Music Center, the Alameda corridor and the Bay Bridge in Oakland. After 30 years of running his business, Al’s next challenge is learning to relax and enjoy the fruits of his labor.

## Devoted to Family

Maria moved from her native Italy to South America when she was just four years old. Raised in a loving home in Venezuela, she remains devoted to her immediate and extended family. The now trilingual Maria came to the United States to open a restaurant with her uncle. At the time, she spoke only Spanish and Italian with very little English. The fearless Maria didn’t let that stop her from becoming the proprietress of the very successful Amelia’s,

“It doesn’t matter if it’s Christmas Eve or 2 a.m., when you go to the emergency room, someone is waiting there to take care of you.”



*Al and Maria Bubion*

an Italian trattoria on First Street in Santa Ana. Although she's become proficient at English, she still delights Al with her occasional twist on common expressions.

After 13 years Maria was forced to close the restaurant when one of her three beloved daughters became gravely ill and spent a year in Hoag Hospital. Never leaving her side, Maria spent many nights sleeping in the chair beside her daughter's bed. She credits her unshakable faith in God and the wonderful physicians and nurses at Hoag with her daughter's eventual stabilization and recovery.

It's ironic that, many years later, her dear mother would spend an extended stay on the sixth floor of Hoag. In fact, Maria and Al were so impressed with the wonderful care her mother received, they decided to show their appreciation in a big way by presenting Hoag with a benefactor-level gift to support nursing professorships through Choose Nursing, Choose Hoag.

### **Always There**

What has struck Maria in recent years is the devotion consistently demonstrated by medical staff at Hoag and other facilities she's experienced. "It doesn't matter if it's Christmas Eve or 2 a.m., when you go to the emergency room, someone is waiting there to take care of you," explains Maria. "The nurses work so hard to give good care I wanted to do something to help."

In gratitude Maria has often stopped by with candy or treats for the nursing staff but was inspired to do more after this last experience with the compassionate nurses at Hoag. Although it was Maria's idea to make the gift, Al was quickly on board. "Maria suggested it and she was right," smiles Al. "This is a good thing to do and I'm very glad to support Hoag." ■

# The Many Ways That You Can Make a Lasting Difference

## Find the Option That Works for You

As you grow older, you begin to realize that many of the good things in this world are a result of people opening their hearts. This generosity is often a thank you for assistance received in the past, an expression of compassion for a mission that touched someone's heart or the result of witnessing the inspiring story of someone in need.

Your options for giving are almost as abundant as your reasons for giving. Here are just a few of the ways you can support Hoag's mission to provide world-class care now and into the future.

**Donate cash today**—You can give a little every year or one lump sum to help us provide enhancements.

**Include us in your will**—Cash or property that you designate in your will can help future generations.

**Establish a charitable gift annuity**—When you donate cash or marketable securities, which in turn provide you with fixed payments for life, you truly give and receive.

**Donate life insurance**—You can easily support our mission by naming us as a beneficiary on a policy you already own.

**Consider your retirement plan assets**—By making a simple designation on your beneficiary designation form, you can save your loved ones from a heavy tax burden.

**Give property**—If you have a house or another piece of property you no longer want to manage, you can use it to help us continue our important work.

Your support is important to us and continues to make our work possible. If you have any questions, contact Sharon Thornton, JD, LL.M, vice president, Gift Planning at (949) 764-7206 or Sharon.Thornton@hoag.org. ■

© The Stelter Company

*The information in this publication is not intended as legal advice. For legal advice, please consult an attorney. Figures cited in examples are for hypothetical purposes only and are subject to change. References to income tax apply to federal taxes only. Federal estate tax, state income/estate taxes or state law may impact your results.*

# 29th Annual Hoag Charity Shoot

## raises over \$141,000 for Hoag Heart & Vascular Institute

A team of “Wounded Warriors” and members of the American Legion Post 291 of Newport Beach were among the 120 shooters who raised more than \$141,000 at the 29th Annual Hoag Charity Shoot benefiting Hoag Heart & Vascular Institute.

Norberto Lara, who uses a myoelectric limb after losing his right arm in Iraq, was among the shooters. “When other organizations have Wounded Warriors participate in fundraisers, we jump on it,” he says. “It’s a way for our warriors to give back.”

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, CA. John Townsend and Ronald Roach co-chaired the event.

This was the first year Turner’s Outdoorsman sponsored the shoot. “The Wounded Warriors who came out and showed what people can do after recovering from catastrophic injury were inspiring individuals,” says Gene Lumsden, president and CEO of Turner’s Outdoorsman. “Turner’s is very proud to support the life-saving work of Wounded Warriors and Hoag Heart & Vascular Institute.” ■



Ron Roach, John Townsend and Wounded Warrior, Norberto Lara

# INCEPTION

FROM THE DIRECTOR OF THE DARK KNIGHT

*Event co-chairs Olga Megdal and Ilona Martin along with honorary chairs, Patti and Jim Edwards*

## Coming Out for Hoag Movie Screening

Underwriters, local restaurants and friends turn out for annual summer tradition

It was no ordinary dinner and a movie for almost 1,000 people who came out in support of Hoag Cancer Institute for 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 theater. The thrills and chills kicked off in the main theater with raffle prizes and a live auction. Special guest, Dileep Rao, co-star in the featured film *Inception*, talked about his experience making one of the summer's most anticipated movies.

"A big thanks to Patti and Jim Edwards, the honorary chairs, who have committed to the event for 22 years," says event co-chairs, Ilona Martin and Olga Megdal. "We are deeply grateful to all the underwriters, restaurants and volunteers for their support. The event would not be a success without their commitment."

Three lucky supporters won the live auction items, which included an in-home dinner for ten people with Hoag's executive chef, an annual family-four-pass to any Regal Cinema and a deluxe wine package. Additionally, there was a drawing for a four-night stay at the Four Seasons Resort Lana'i at Manele Bay. ■

# Ilona Martin's Circle of Giving and Receiving



Incoming 552 Club President and 2009 Vin Jorgensen Award winner, Ilona Martin has a long history of service. An enthusiastic Hoag volunteer for over 11 years, she began her involvement at Hoag by putting in a meditation garden at Hoag Cancer Institute. She's served on the 552 Board for five years, most recently as the vice president, and will begin her first term as president on October 1, 2010.

A deeply passionate advocate for Hoag, she experiences volunteering as an ongoing cycle that blesses the giver as much as the receiver. "I continually see the circle of giving and receiving," she shares. "When you give, you receive right away by making long-term friends and hearing the stories of others." She also sees it playing out in the multiple partnerships she and the 552 Club create on behalf of Hoag.

"We are ambassadors that connect community partners with Hoag and align their interests with Hoag's mission," she says. "The annual movie screening is a perfect example. We partnered with 31 great local restaurants that stepped up to provide free food. We have many underwriters who donate cash, products and services year after year. For example, Sterling BMW provides funds for tables and chairs, and Straub Distributing donates all the beer. The event's success

is due to these and many other wonderful partnerships."

She views her upcoming presidency as an opportunity to continue the 552 Club's mission to inspire philanthropy for Hoag. She believes that it's important for board members to define their intentions and she intends to grow the current 552 Club membership from nearly 4,000 to 10,000. "There are many levels of membership so we have something to meet everyone's needs," she says. "It's easy for us to increase our membership because we really offer something to people—they become a member of the Hoag family."

When not volunteering for Hoag or the Laguna Playhouse, Ilona is an impressionist painter, a member of the Slow Food movement and a frequent traveler to Hungary to visit her sisters. She spends half her time in Carmel, California, the site of her Wild Heart Gallerie and small, hand-made chocolate company. She is also a member of the Hemingway Society and the Steinbeck Foundation. ■

*If you would like more information about the 552 Club or are interested in volunteering, contact Stacy Sanchez at (949) 764-7205 or Stacy.Sanchez@hoag.org or log on to our website at hoaghospitalfoundation.org.*

## 552 Board 2010 Board Members

Robert K. Adams, Jr.,  
President  
Marcus E. Berry, III  
Jan L. Blue  
Heather W. Brien, M.D.  
Janis E. Dinwiddie  
Glenn W. Highland  
Robert W. Hogan  
J. Brian W. Horn  
Lisa M. Karamardian, M.D.  
Lynda M. Lane  
Ilona W. Martin,  
Incoming President  
Douglas G. Meece  
Olga Megdal  
R. Scott Shean  
John C. Sturgess  
Tyler F. Terry  
John E. Townsend

## Sustaining Board Members

Alan Beyer, M.D.  
Terry Callahan  
Mark A. Hardtke  
Sandra L. Haskell  
Rosalie Puleo  
Nancy Silverberg, M.D.  
Margaret Wilburn  
Pamela Young

# Hoag Hospital Foundation

## 2010 Board of Directors

### Directors

Richard Afafe, M.D.  
Flynn Andrizzi, Ph.D.  
Kenneth L. Beall  
Walter Blass  
Robert K. Cole  
Lauri Delson  
Ira Garbutt  
Max W. Hampton  
Steve Jones  
Roger Kirwan  
Margaret G. Larkin  
Ron Livingston  
James C. Madden  
Sandi Simon  
Jim Slavik  
Cindy Stokke  
Robert R. Taylor  
Rusty Turner

### Officers

Karen Linden, Chair  
James Coufos, Vice Chair  
James T. Morris, Treasurer  
Greg Brakovich, Secretary

### Hoag Hospital Foundation Staff

Flynn Andrizzi, Ph. D., Senior Vice President,  
Resource Development & Executive Director,  
Hoag Hospital Foundation  
Floyd Harmon, Vice President and Chief  
Operating Officer  
Sharon Thornton, Vice President of Gift Planning  
Kenya Beckmann, Campaign Director  
Doe Girling, Campaign Director  
Greg Gissendanner, Campaign Director  
Heather Harwell, Campaign Director  
Stacy Sanchez, Director, General Fund Development

---

### Donor Tributes

**Posthumous tributes set up by families in honor of loved ones**

3-1-10 to 7-31-10

Albert J. Auer  
Allan W. Dies  
Dorothy N. Johnson  
Evelyn "Joy" Wolcott Hathcock  
Gail S. Parker  
Gerald F. Scidmore  
Joseph M. Anderson  
Kathleen T. Prim  
Ramon Boesch  
Toni C. Klein  
Wilson K. Jordan

### Scanner on the Web

If you would like to view an electronic version of Scanner, log on to [www.hoaghospitalfoundation.org](http://www.hoaghospitalfoundation.org) and click on the Scanner Fall 2010 link.

### Receive Scanner by E-Mail!

If you would like to help us save production costs and preserve the environment by receiving Scanner by e-mail, please call (949) 764-7217 or log on to: [www.hoaghospital.org/newsletter\\_signup.aspx](http://www.hoaghospital.org/newsletter_signup.aspx). All we need is your e-mail address and you can enjoy your Scanner electronically!

### Save the Date!

Mark your calendars for the 44th annual Christmas Carol Ball to be held on Saturday, December 11, 2010 at the St. Regis Resort, Monarch Beach. Please join Honorary Chairs, Ron and Sandi Simon as well as event Co-Chairs, Dr. Lisa and Vahe Karamardian and Tyler and Pamela Terry for this gala celebration. If you would like to donate an auction item or join the organizing committee, please contact Stacy Sanchez at (949) 764-7205 or [Stacy.Sanchez@hoag.org](mailto:Stacy.Sanchez@hoag.org).

# Scanner

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian



Hoag Hospital Foundation  
500 Superior Ave., Suite 350  
Newport Beach CA 92663  
RETURN SERVICE REQUESTED

Non-Profit  
Organization  
U.S. Postage  
**PAID**  
Permit # 199  
Newport Beach, CA

## A New Chapter Begins

### Hoag moves beyond hospital to health care network



The opening of Hoag Hospital Irvine represents the beginning of a new chapter in Hoag's journey to provide health care to a larger community. Hoag has grown beyond our coastal roots and become more than a single hospital. With this shift, comes a new look that reflects Hoag's evolution.

The new look encompasses Hoag's commitment to health and wellness for all Orange County residents. What will never change is Hoag's promise to deliver the same world-class care and patient-centered approach that has made us Orange County's highest ranked health care provider.

"Our new brand identity expresses Hoag's vital connection with the entire community. It represents the physical and

emotional aspects of health and well being," shares Hoag President and CEO Richard Afable, M.D. "We have organized ourselves around the rich history of our familial name 'Hoag' – a name that represents the extraordinary health care that this community has become accustomed to and which will continue to evolve as we continue to grow as a world-class health care provider."

Hoag is fast becoming the most trusted regional health care partner for Orange County residents with two acute-care hospitals, seven health care centers and a network of more than 1,300 physicians, 5,000 employees and 2,000 volunteers – all committed to providing the finest health care services available.

While we have a fresh look, our mission remains the same – to provide the highest quality health care services to the communities we serve. To view even more exciting changes taking place at Hoag, visit our new website at [www.hoag.org](http://www.hoag.org). ■