

Spring 2009

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian

Scanner

HOSPITAL NEWS:

Emergency Department
Expanding to Serve
Growing Community

MEDICAL/TECHNOLOGY:

High-Tech Healing
Environment Puts
Patients' Needs First

2009 TOSHIBA CLASSIC

Annual tournament raises
\$875,000 for Hoag Hospital





Warren Buffet said: “Someone’s sitting in the shade today because someone planted a tree a long time ago.”

This quotation reminds me of the importance of the long-time supporters who have given generously of their time and financial support to make Hoag Hospital a better place for our community. The shade from that tree planted years ago by the founders of Hoag Hospital continues to provide the best medical care available – even in these times of uncertainty.

The relationships we have forged with the community through the years are important to our future. The Board of Directors are working with the staff to continue to strengthen relationships with friends of Hoag to keep you informed and engaged with the exciting plans that will be made possible through charitable giving.

Everyday your gifts have a direct impact on patients and their families cared for at Hoag. Here are a few examples of how you have helped:

- **Over 60,000 people treated** in the Emergency Department each year.
- **Over 140 nurses per year** will move from waiting lists into nursing schools.
- **The addition of the third da Vinci® Surgical System** will give patients access to minimally invasive surgical techniques for prostate cancer, heart disease, and women’s health.
- **The Mary and Dick Allen Diabetes Center** will open its doors soon and offer new hope and access to care for thousands of people with diabetes.
- **The Marilyn Herbert Hausman Advanced Technology Pavilion** and the new Hoag Imaging Center at Hoag Health Center–Newport Beach have the most advanced diagnostic and treatment technologies available anywhere in the country.

Even in these tough economic times your support gives us reason to be optimistic. Support of Circle 1000 continues at near record levels, 552 Club members have generously supported the expansion of Hoag’s Emergency Department and major estate donors have continued to provide support to some of our most important projects and programs.

Our mission is “To inspire philanthropy that will help transform the hospital, the donor, and the community through assurance of excellence at Hoag Memorial Hospital Presbyterian.” On behalf of the Hoag Hospital Foundation, we thank you for your support and look forward to working with you to make this mission a reality for all of us. Please take some time to read this issue of SCANNER and learn more about how your gifts make a difference. Also, please visit our website at www.hoaghospitalfoundation.org for program updates.

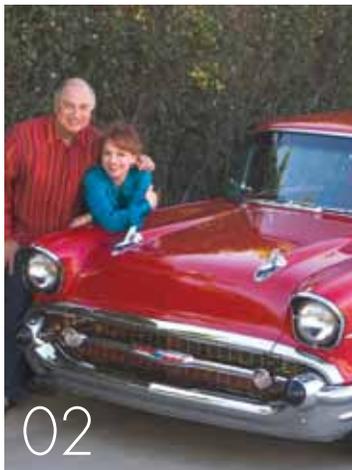
With grateful thanks,

A handwritten signature in black ink that reads "James L. Madden".

Jim Madden
Hoag Hospital Foundation, Chairman

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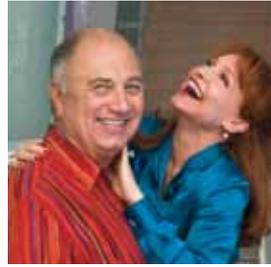
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Investing in Hoag Pays Dividends in Good Health

By: Barbara Venezia

When I told my husband, Stan, Hoag asked me to write about why we're benefactors, he was quick to answer, "That's simple, because we can and it's a good thing to do. Those who can should."

My husband sees the simplicity in every situation...kind of a no-frills way of looking at the world.

Stan's family moved from Massachusetts to Anaheim, California when he was five. He started in the garbage business after being a front office manager at the Ambassador Hotel in Los Angeles. Stan was in the hallway a few feet away from Sen. Robert Kennedy when he was assassinated; the camera man next to Stan was shot. That tragic moment stayed with him forever.

Leaving the hotel business, he started with one garbage truck. Forty years later he sold his company, Rainbow Disposal in Huntington Beach, to his 500 plus employees rather than to a conglomerate. It was important to Stan that the Rainbow employees were taken care of. That kind of caring nature is what my husband is all about.

I grew up on Long Island. As a young woman I worked in Manhattan's garment center. In the late 1970s I managed a rock-n-roll venue in Roslyn, Long Island. In 1983 after visiting a cousin in Laguna Beach, I decided to leave the chaotic life of the music business and head to California.

Stan and I have been sharing our lives for 20 years. We moved from Laguna Niguel to Newport in 1993. We found a home down the street from my cooking show partner, John Crean. We taped our comedy cooking show, "At Home on the Range" in John's garage, so it was perfect. From 1992 to 1998 we produced 228 episodes that ran in syndication in Southern California, England and Australia until 2006. I'm proud of my years of making people laugh and of my partnership with John.

After the show went off the air John's health began to fail. One day I went to see John at a hospital in South County. He'd been there a few days. When I arrived he'd been waiting hours for a particular medical test. When I inquired about the delay, staff informed me they were having trouble contacting his insurance company for procedure and payment approval and he'd just have to wait.

My insistence they put more effort in obtaining approval was not met with enthusiasm at the nurse's desk or the administration office. I assured them John Crean was good for the money.

Frustrated, I suggested to John we call Jim Dale at Hoag and see about transferring there. We were on our way within the hour.

Over the next few years John would make many trips back to Hoag and each time they literally saved his life. It was during that time Stan and I got to know the hospital and what it meant in time of need. Stan suggested joining the Benefactor program.

Let's face it, at some point in time you, or a family member, are going to need medical care. Why not have the best possible in your own backyard?



Stan Tkaczyk and Barbara Venezia

The loving care we witnessed from nurses, staff and administrators convinced us it was the thing to do. As Benefactors we chose neurosciences to donate to as my grandmother died of Alzheimer's disease and one of our dear friends suffers with it today.

John passed away January 11, 2007. The loss of my best friend and partner in comedy was devastating. In the 17 years we were together, he taught me valuable life lessons. The most important one was it feels good to do something for someone else and every act of kindness DOES make a difference.

So with that in mind, in 2007 I started a fundraising guild called The Friends of Dorothy benefiting AIDS Services Foundation OC (ASF). Our first year we raised \$188,000 for ASF and Hoag supported us all the way. I can't say "thank you" enough.

These days I'm "stirring things up" in a different way with my weekly social and political commentary column, "Food for Thought" in the *Orange County Register*.

My husband and I are strong believers in investing in our

health. Stan's a regular at his gym and I've been practicing yoga since I was 15. Yearly check ups and eating right all help, but health issues can arise at any moment no matter what you do. We find comfort in knowing Hoag is our hospital.

Newport Beach is a world-class city and Hoag should be a world-class hospital with cutting edge technology and progressive programs to fight and prevent disease. Those advances don't come cheap. That's why folks who have the means should support Hoag Hospital. Let's face it, at some point in time you, or a family member, are going to need medical care. Why not have the best possible in your own backyard?

Stan and I are proud we support Hoag and we applaud their efforts in technology, medicine, and caring. ■

Barbara Venezia is a columnist for the OC Register and former co star with John Crean on the cooking show, "At Home on the Range"

Gracious Giving

Longtime Hoag Friends Lend Support

Throughout their years, Elaine and Hunter Keck have lived life with vigor, purpose and humility. Still energetic and unassuming long after raising children and retiring, they've loved every minute of their journey—especially their continuing association with Hoag Hospital.

Hunter is a Virginia native who, during tough economic times brought on by the Great Depression, was fortunate enough to attend the University of Richmond under an academic scholarship. He later served in World War II, completing a tour of duty that enabled him to meet British Prime Minister Winston Churchill and took him to Iwo Jima and points beyond before his discharge as a lieutenant commander.

Shortly after the war, Hunter met his first wife, Betty, with whom he shared his life for 44 years—until her death in 1989. Over the years the couple had one daughter, Amy, and Hunter established a successful business, Photo Template Corp. He also helped establish Lusk Metals and Bralco Metals. Then, in 1990, he met his future bride, Elaine.

Born in Winnipeg, Canada, Elaine taught school before moving to Minneapolis during World War II. She married a flyer, raised four children of her own, and like Hunter was widowed many years later. She moved to California during the 1970s, setting her on a course to meet Hunter through a mutual friend and marry him the following year.

Sharing their Desire to Give

Today, the two reside in Newport Beach, California, where their greatest joys are each other, their large family and giving, a thread they have shared since before they met. They recently celebrated their lifelong commitment to philanthropy by providing a generous gift to Hoag Hospital in support of cancer care and nursing.

Hunter recalls feeling the need to someday give back while still a student at the University of Richmond. “When I was in college I knew I’d someday like to give back to the school,” he said. In fact, he has given back well beyond the university’s borders. In addition to establishing a scholarship at his alma

mater, he created the Hunter B. Keck Presidential Scholarship at Pepperdine University, where his grandchildren attended, and has given frequently to Hoag.

Elaine’s philanthropy was instilled by her father. “He was very clear that he believed we should give back to the community,” she said. “I never forgot that.”

During her lifetime Elaine has given back in a number of important ways. She served on Orange County’s Opera Pacific board of directors, the Abbott Northwestern and Children’s Hospital (in Minneapolis, Minnesota) board of trustees, and for many years has been a generous supporter of Hoag.

“When I moved to California I simply decided I wanted to start giving to Hoag,” said Elaine, who along with her husband is an active member of St. Andrew’s Presbyterian Church in Newport Beach. The couple also supports the Orange County Community Foundation.

“I’ve always liked to give to hospitals—I try to give to organizations that really help people in need,” Elaine said.

Hunter began supporting Hoag in 1983, and he and Elaine have given to the hospital in many different ways. Either individually or together, they have supported Hoag as longtime members of the 552 Club, a community-based group of individual volunteers and donors dedicated to promoting as well as financially supporting the hospital. They also helped finance the Marion Knott Nursing Education Center and the Sue and Bill Gross Women’s Pavilion, and contributed in the name of Parminder Dhaliwal, M.D. after he treated Elaine for a ruptured gall bladder. Other contributions have been “undesignated”—for use as Hoag sees the need.

Cancer Comes Knocking

Were it not for the outstanding medical care that Hunter received after developing lung cancer at age 89, he might not have been around to discuss the couple’s most recent gift.

“I had a cough, and the chest X-Ray came back clear,” he said. “I continued coughing, and a CT scan showed two spots on the upper left lobe. They turned out to be cancerous.”

Were it not for the outstanding medical care that Hunter received after developing lung cancer at age 89, he might not have been around to discuss the couple’s most recent gift.

A portion of the lobe was removed in 2006, however two days later Hunter developed pneumonia. His health remained touch and go for the next month. Thanks to a medical team that included his internist, Richard C. Harano, M.D.; his thoracic surgeon, Colin Joyo, M.D.; and his pulmonologist, Dennis Novak, M.D.; Hunter began to improve and was discharged to a rehabilitation center, then sent home.

Today, at 91, he has recovered sufficiently to return to the golf course with Elaine several days each week. "I've always thought a lot of Hoag, but my impression of the hospital was even higher after my cancer treatment," Hunter said.

Passing on a Legacy of Giving

As Hunter's and Elaine's parents did for them, the couple are passing along to their own children and grandchildren that same love for helping others.

Thanks to their generosity, many who pass through Hoag will have an opportunity to enjoy their own lives longer than they otherwise might have. That's the hope of Elaine and Hunter Keck.

"We've been blessed," Hunter said. "If we can bless others through what we've been given, then I believe that's what we ought to be doing. There's no finer vehicle through which to accomplish that than the Hoag Hospital Foundation." ■



Rowing for the Heart

“I’ll be going on vacation in December, but I’m not sure you’ll make it until then,” stated Rod La Shelle’s cardiovascular surgeon in September of 2002. With those words, Rod learned that his long-term heart condition had deteriorated and his vigorous activities might prove too much for his heart to handle.

Rod La Shelle was born with an aortic valve deficiency, which meant blood moved through his heart more slowly than normal. A native to Orange County, Rod had always been aware of his physical limitations, but had consistently been active. He ran track competitively in high school and college and continued with 5K and 10K runs as he grew older.

Following college, he served in the army as a veterinarian. Rod settled permanently in Orange County with wife Caroline and partnered with Bart Baker,

M.D. to develop a Santa Ana-based equine practice that required him to travel from Riverside County to San Diego. He grew weary of the late night travel and started his own small animal practice, eventually specializing in spaying, neutering and vaccinations.

Rod learned methods to deal with his valve deficiency and it didn’t affect his life too much. However, in his sixties, he started to experience neck pain during his runs. He was warned that the lack of blood flow could cause his sudden death if the overworked valve failed. It was time to consider surgery or a complete change in his lifestyle.

Slowing Down was Not an Option

Rod needed a long-term solution that would allow him to continue his active

lifestyle. His doctor recommended pericardial valve replacement surgery by Douglas Zusman, M.D., at Hoag Heart and Vascular Institute (HHVI). Rod knew of Hoag’s reputation and both his children were born at Hoag. To him it was a “no brainer” to have the surgery at Hoag, and it never occurred to him to go anywhere else.

The cardiac surgeons at Hoag Hospital perform more than 400 heart surgeries each year making HHVI Orange County’s highest-volume, highest-rated cardiovascular surgery program. Hoag also received Southern California’s highest rating in the state’s first public report evaluating hospital performance of heart bypass surgery.

Upon further examination, Dr. Zusman explained to Rod that his valve opening was the circumference of a pencil, instead



Rod La Shelle

of the width of a man's thumb, and only pumping 30 cubic centimeters of blood when it should be pumping 70. Rod didn't want to constantly worry about his health or feel like he was living with a ticking time bomb in his chest, nor did he want to stop doing all the activities he enjoyed. This made the decision to have surgery easy for Rod.

After the surgery, Rod took a little time to recover, but soon was back exercising. Initially he just rowed near his house, and then expanded to rowing up and down the coast for three to five hours a day. Eventually friends started debating whether he could row all the way from Catalina, a good 27 miles off the coast. After increasing his rowing distance and endurance, Rod was finally ready for the big crossing.

In August 2004, Rod set out from Catalina. Difficult seas and wind added miles and time onto his journey. Eventually after over 32 miles and 8 hours, Rod made it home. Quite an accomplishment for a 68-year-old man with an aortic valve replacement!

Rod plans to repeat his big rowing trip in summer 2009. He hopes that it will inspire others to continue exercising and living life. He wants people to realize that with proper cardiac care they can live full lives without being limited to a

sedentary lifestyle. His procedure at Hoag Hospital allows Rod to continue to pursue his interests and hobbies, including regular golf games, hunting, and spending time at the Newport Beach Athletic Club.

Thank You Hoag!

"If it weren't for Hoag, I wouldn't be here. If I had been born in an earlier time [before this type of surgery], I would not be alive. I consider myself a lucky man."

Lucky and appreciative, Rod acknowledges the role of his Hoag Hospital dream team, cardiologist Kim Swanson, M.D., and cardiovascular surgeon, Dr. Zusman. When he takes his new oars and starts rowing from Catalina back to the Bay this summer, he

hopes to raise awareness of Hoag Hospital's positive impact on his health and other people's cardiac wellness. He'll be rowing for his heart as well as others. ■

"The cardiac surgeons at Hoag Hospital perform more than 400 heart surgeries each year making HHVI Orange County's highest-volume, highest-rated cardiovascular surgery program."



A Preeminent Surgeon On-Call for Our Community

Dr. Douglas Zusman has devoted his professional career to developing expertise in the latest techniques of cardiothoracic surgery. With an exclusive agreement to practice cardiac/thoracic surgery at Hoag, he and his group are committed to providing 24-hour availability for cardiac surgery. This commitment has paid off as Hoag Heart & Vascular Institute has consistently been ranked number one in overall heart surgery program performance. Dr. Zusman performs hundreds of cardiac and thoracic procedures annually, using state-of-the-art equipment including minimally invasive endoscopic vein harvesting for cardiac bypass surgery and Eclipse Holmium Laser for transmyocardial laser revascularization.



The week of events held March 2 through 8, culminated in an exciting finish as Eduardo Romero, a native of Cordoba, Argentina, shot a 3-under-par 68 to upstage world-class playing partners Mark O'Meara and Bernhard Langer to win the Toshiba Classic by one shot.

Toshiba Classic Delivers Community Benefits

Everybody Wins!

When the PGA Champion Tour comes to Newport Beach there are plenty of winners. Thousands of golf enthusiasts are treated to top caliber golf by some of the legends of the game like Lee Trevino, Tom Watson, Tom Kite and Bernhard Langer. Local high schools walk away with hundreds of Toshiba laptop computers and area children get the opportunity to learn the game for free from golf icons. The community wins too. According to independent consultants, the economic impact of Toshiba week is an estimated \$27 million flowing to the local service, retail and travel industries.

And of course, Hoag Hospital wins by receiving the tournament proceeds, this year pegged at \$875,000 for Hoag Heart & Vascular Institute. Those funds make a direct and significant impact on the local community by assisting Hoag to deliver the highest caliber of medical excellence available anywhere, now

and well into the future.

“This year’s tournament and events really brought our community together to enjoy a wonderful golfing tradition,” says Ira Garbutt, Tournament Chairman, “but the real significance of this week is the giving back to the community through the charitable contributions made possible by the Toshiba Classic.”

A good time was had by all at this annual Orange County tradition. The 2009 Toshiba Classic’s success was due in large part to the generosity of sponsors, supporters, attendees and nearly 1,000 volunteers that made this year’s tournament a hole in one! ■



The Dana Hills High School team earned 25 Toshiba laptops for their school as the winner of the annual “Shot from the Top” competition on the rooftop of the 16-story Newport Beach Marriot Hotel & Spa. The remaining seven competing high schools also received a share of the Toshiba laptops. In total, Toshiba donated over \$150,000 worth of laptops to 20 Orange County high schools.

Over 400 Orange County children learned the fundamentals of golf for free from PGA Tour legends Andy Bean and Fuzzy Zoeller during the Wells Fargo Junior Golf Clinic. Wells Fargo once again sponsored this popular event at the Newport Beach Country Club driving range.



Toshiba Scholarship Fund presentation at the Annual Championship Breakfast by the Allergan Foundation honored Cori Chapin of Estancia High School and Cindy Vallejo of Laguna Hills High School shown here with Mark Simons, President & CEO, Toshiba America Information Systems, Inc. Each received a \$10,000 scholarship and a Toshiba Laptop. Ten additional finalists were selected to receive Toshiba laptops.





Join the Big Boat Excitement at the Hoag Cup Regatta

June 12 -14, 2009

The Invitational Regatta for the Hoag Cup will once again bring together top caliber yachts, including some of the fastest canting keelers, off-shore racers over 50 feet in length and Transpac 52 Class boats, for a three-day sailing competition in the Pacific Ocean off the coast of Newport Beach, California.

Races will be held on Friday, Saturday and Sunday, June 12 to 14, 2009. Numerous social activities are planned utilizing some of Newport Beach's finest facilities. **Roy E. Disney** is again serving as Honorary Chair; **Glenn Highland** as the 2009 Regatta Chair; and **Jim Madden**, 2007 Regatta Chair, is continuing to serve on the Executive Committee.

Hoag Hospital Foundation is the event's overall manager and also it's beneficiary. Newport Harbor Yacht Club (NHYC) and Balboa Yacht Club (BYC) are combining resources to manage the races and on-the-water activities. Proceeds from the three day

event will benefit Hoag Heart and Vascular Institute and will be added to the more than \$700,000 raised during the Regattas in 2005 and 2007.

For more information, please contact Race Chairman, Glenn Highland at GWHighland@aol.com, or Jake Rohrer from Hoag Hospital Foundation at Jake.Rohrer@HoagHospital.org or 949/764-7218. ■

Hoag Heritage Society Gathers for 15th Annual Luncheon

More than 100 members of the Hoag Heritage Society gathered in February for the 15th annual luncheon recognizing individuals who have made an estate gift to Hoag Hospital through a bequest, charitable trust or gift annuity.

The 1960s “Las Vegas Casino” ambiance was

highlighted by a Frank Sinatra impersonator/singer and Vegas-style “cigarette” girls sporting candy cigarettes and cigars. Sharon Thornton, vice president of gift planning, Hoag Hospital Foundation, welcomed the special guests and thanked them for their generous support of the hospital and its vision for the

future. Thornton, daring in her white vinyl “go-go” boots befitting the theme, credited the continued success of the hospital to the gifts received from these charitable friends of Hoag.

Keynote speaker, Kelly K. McCann, M.D., MPH, director of program development at the Sue and Bill Gross

Women’s Wellness Center at Hoag Hospital, then spoke about the integrative medicine and wellness program at Hoag. Integrative medicine looks at the whole person, body, mind and spirit, McCann noted, combining the best of conventional and complementary and alternative medicine modalities focusing on the partnership between the patient and the practitioners.

“This event is an opportunity to recognize and thank our Heritage Society members for their support,” adds Thornton. ■



Photos Clockwise from left: Judy Kolar, Judy Buckley; Sharon Thornton, Doug Coe, Glen Morse; Ron Guziak, Dr. Kelly McCann, Bernie McCann, Sharon Thornton; and Krystine Solomon, Gary Newman, Amy Avelar

Circle 1000 Benefits Hoag Cancer Center

In 1987, Newport Beach resident and breast cancer survivor, Sandy Sewell, founded Circle 1000 with one mission in mind, “to help find cancer cures.” Sandy’s auspicious idea to gather a ring of friends, who would all contribute \$1000 annually to support Hoag Cancer Center, has now expanded to more than 1,000 friends, who have raised a cumulative \$9.4 million.

“Circle 1000 has been an invaluable and loyal supporter of Hoag Cancer Center,” said Robert Dillman, M.D., Grace E. Hoag Endowed Chair of Oncology and Executive Medical and Scientific Director, Hoag Cancer Center. “Their ongoing philanthropic support has been crucial for the continuity of programs such as clinical research, patient support services,

the hereditary cancer program, patient and community education, breast cancer diagnosis, and technology – all of which enable Hoag to offer area residents the best cancer management possible.”

Circle 1000 invites community members to make an annual gift in support of cancer services without a corresponding obligation to attend meetings or events. In recognition of its donors’ support, Circle 1000 hosts an annual brunch highlighted with a noted speaker, which in the past has included: Nancy Reagan, Peter Ueberroth, Linda Ellerbee, Harry Belafonte, Ted Kennedy, Jr., Scott Hamilton and Tom Brokaw.

This year’s brunch will be held on May 7 with Cokie Roberts giving

the keynote address. Ms. Roberts is one of the country’s foremost political commentators and a senior news analyst for National Public Radio. Like most of her speaking predecessors, Ms. Roberts’ life was personally touched by cancer in 2002, when she was diagnosed with breast cancer.

For more information and to purchase tickets, please contact Jane Penso at (949) 764-7200. ■

Journey to GREATNESS through Renaissance Hoag

Renaissance Hoag is a 10-year plan to transform Hoag Hospital from one of the finest community hospitals in the country to a world class medical center with a community focus. On the journey to greatness we measure our progress one victory at a time as we continue to build the medical center our community expects and deserves.

Did you know?

- Hoag’s five-year relative survival rates for invasive cancer exceed national figures by 11 percentage points.
- Hoag was one of the 12 percent of hospitals nationwide to earn the highest rating for cardiac surgery by the Society of Thoracic Surgeons.
- Hoag was one of only 3 hospitals in Southern California to receive national certification from the American Association of Cardiovascular and Pulmonary Rehabilitation.
- Hoag is ranked second in California for overall orthopedic services by an independent health care company.
- Hoag was named one of only 11 national test sites to participate in a clinical trial for digital mammography technology that takes 3D images and is especially beneficial to women at high risk for breast cancer.

For more information on Renaissance Hoag and how you can help, call Floyd Harmon at (949) 764-7213 or log on to www.hoaghospitalfoundation.org. ■

Estate Planning in Today's Shrinking Economy

It can be a bumpy ride on Wall Street. To make matters more complex, the tax laws that went into effect back in 2001 continue to phase in major changes between now and 2010. These upcoming tax law changes—if not soon changed by Congress—and current economic conditions may affect your estate planning strategies.

To make informed decisions about planning the distribution of your estate, you'll want to understand the upcoming tax law changes. Then, visit with your estate planning attorney to determine how these changes, and the current economic conditions, are affecting your plans. The ups and downs of Wall Street may be the perfect reason to consider revising your estate planning strategy.

Major Recent Tax Law Changes Related to Estate Planning

- The estate tax exemption amount in 2009 is \$3.5 million. The top gift and estate tax rate is 45 percent.
- Under current law, the federal estate tax is scheduled to be eliminated completely in 2010, although Congress could make changes before then. The estate tax exemption is only \$1 million in 2011 with a maximum rate of 55 percent. The gift tax remains at a maximum rate of 35 percent—the same as the top individual income tax rate.
- There is a \$1 million lifetime exemption from transfer taxes that can be used for gifts.
- The annual gift tax exclusion—the amount you can give to an individual gift tax-free each year—is \$13,000 in 2009 (\$26,000 for married couples).

How Do These Changes Affect You?

The divergence of the gift tax and the estate tax may affect the common estate planning strategy of giving away assets during your lifetime to your heirs. Previously, it was preferable to make large gifts of assets likely to appreciate (like stocks) and pay the gift tax on their present value rather than have them increase the value of your estate.

This will no longer hold true, however, for the year 2010, when the estate tax is repealed but the gift rate will still be 35 percent after your \$1 million lifetime exclusion. Your tax advisor can help you determine if there is any advantage in reducing the size of your estate through large gifts.

What You Can Do Today...and Tomorrow

The best approach to planning your estate in this economy is to recognize that tax laws change over time and that the markets will always have ups and downs. Meet with your professional advisors every several years, or whenever a major tax law change or life event occurs. This person can help you make the necessary adjustments to your plans. ■

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Your tax advisor can help you determine if there is any advantage in reducing the size of your estate through large gifts.



High-Tech Healing Environment Puts Patients' Needs First

Feeling vulnerable and anxious, Sharron avoids the stares of the visitors bustling through the busy hospital corridors as she's wheeled on a stretcher, wearing what looks like a large plastic helmet, on her way to her MRI and Gamma Knife treatment—both in different parts of the hospital. According to Sharron, that process of publicly transporting her from place to place was the most difficult part of the whole procedure.

That was before. Sharron Hetzel, retired nurse and volunteer at the SOS Free Clinic, is in the unique position of having been treated at Hoag Hospital for a brain tumor both before and after the opening of the Marilyn Herbert Hausman Advanced Technology Pavilion (ATP) in December 2008. Now, completely cured, Sharron can't say enough about her experience at the ATP which is a free-standing specialty center, adjacent to the hospital and the Hoag Cancer Center.

"From the moment you are checked

in you are their special patient," beams Sharron. "You have someone taking care of you throughout the process and it's all in

"Before the Gamma Knife, these types of patients had less than six months to live. Now many of these patients are no longer dying of this type of brain disease."

one small area with others who are going through the same thing—it's completely private and as relaxing as that type of experience can be."

Realizing a Vision

The serene beauty of the spa-like environment belies the advanced technology housed in its diagnostic and treatment rooms. This state-of-the-art facility was the brainchild of Michael Brant-Zawadzki, M.D., F.A.C.R., executive medical director of Hoag Neurosciences Center. Dr. Brant-Zawadzki had a vision of transforming the diagnoses and treatment experience into a patient-centered process complete with the most advanced life saving technology available today.

The ATP is very easily accessed just past the Coast Highway entrance to Hoag, and tailored for those patients needing CT/PET scans, 3T MRI scans and/or Gamma Knife treatments (see page 15). Patients range from those with brain tumors to a myriad of neurological disorders and various forms of cancer.

The amenities and concierge-like service allow patients to focus their energy



on healing rather than managing the logistics of health care. “These patients no longer have to navigate the maze of the main hospital and be transferred from staff to staff in distinct treatment areas,” says Dori Holnagel, executive operations director, Hoag Neurosciences Center. “They pull right up to the front door and everything they need is integrated here.”

Gamma Knife Saving Lives

Not only do the facility and the patient-centered process honor the emotional needs of patients, the technology gives them the best chance for long-term recovery and good health. “A person can

come in here with 10 brain tumors, get an MRI scan and walk two steps over to the Gamma Knife room and we can eliminate all 10 tumors in two hours and chances are extremely high that they won’t recur,” says Dr. Brant-Zawadzki. “Before the Gamma Knife, these types of patients had less than six months to live. Now many of these patients are no longer dying of this type of brain disease.”

Memorial Gifts Touch Many

The Marilyn Herbert Hausman Advanced Technology Pavilion is named in loving memory of Mrs. Josephine Herbert Troy Gleis’ daughter. Hoag

Hospital is thankful for Marilyn’s legacy and for her family’s dedication to the well-being of our patients.

The Don and Joan Beall Family Foundation generously named the Margaret Beall Advanced Brain Function and Imaging Suite in memory of their mother and grandmother, Margaret Beall, who suffered from Alzheimer’s disease.

For more information on Hoag Neurosciences Center or the ATP and how you can help, contact Kenya Beckmann at (949) 764-6384 or log on to www.hoaghospitalfoundation.org. ■



The Mary Herbert Hausman ATP houses the latest generation technology available in the region:

- **Leksell Gamma Knife® Perfexion™** stereotactic radiosurgery unit – latest generation: Image-guided knifeless surgery using a focused dose of radiation to stop and/or reduce the growth of abnormal tissue by destroying the DNA mapping of cancer cells
- **3T Magnetic Resonance Imaging (MRI)** with a unique short, open design that reduces claustrophobia: studies brain structure, chemistry and function
- **CT/PET Scan:** used to detect both neurological disorders and activity of cancer to monitor therapy, as well as studying brain function including detection of early stages of Alzheimer’s disease

Emergency Department Expanding to Serve Growing Community Need

The American College of Emergency Physicians reports that one-fifth of the U.S. adult population visited an emergency room at least once in the previous 12 months. This startling figure underscores the importance of Hoag Hospital's Emergency Department (ED) renovation and expansion. The expansion will increase beds and create a greatly improved patient experience with faster and more private service.

"When you think about it, although they are privately run, Emergency Services are really a third public service right up there with fire and police services," says Greg Super, M.D., medical director, Hoag Emergency Services. "When you have a health emergency, you come to the ED—we are always there for you."

According to Dr. Super, Hoag's new ED will be more efficiently structured in a "pod" system and each pod will be equipped with the latest clinical decision support technology and patient monitoring. "The pods will consist of 11 or 12 rooms and have a dedicated physician and team of nurses," adds Dr. Super. "All the patient information will be digital and accessible in real time to the entire team."

Improving the Patient Experience

Privacy is in short supply in the current

curtained treatment areas. The renovated emergency department will be upgraded to private rooms, providing a higher degree of patient confidentiality. The new rooms will be spacious enough to accommodate family or friends and each room will be equipped with a TV.

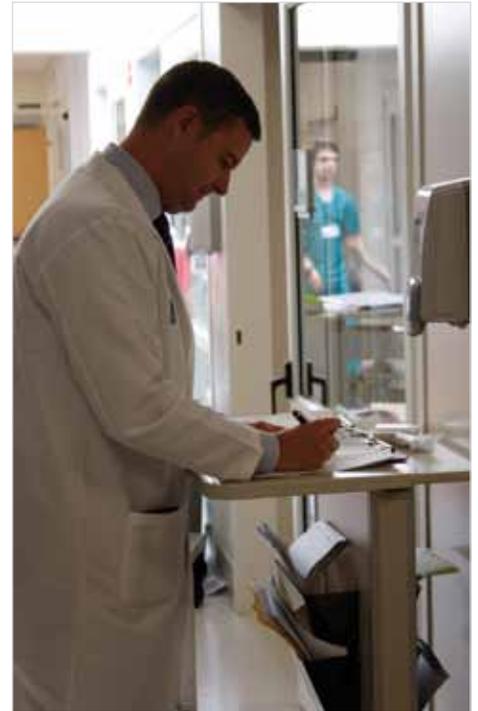
The new ED lobby will be expanded with a larger waiting room, reception and triage area. There will also be a separate children's waiting area.

Under Construction

Construction has been carefully planned in order to fully maintain clinical services with minimal impact to patient care areas. During phase two, a temporary waiting room, reception and triage area for the ED were created to accommodate the current patient flow in preparation for the third phase of construction.

During construction the parking and patient drop-off for the ED will be re-routed. Hoag staff will be stationed at both the Women's

Pavilion and the Emergency Department to assist and transport emergency patients. A modified patient drop-off and valet service in the ED area will be restricted to urgent patients. Non-urgent patients are advised to park in the visitor Dolphin structure, which is located close to the Emergency Department, or they can use the valet service at the Women's Pavilion



The expansion will increase beds and create a greatly improved patient experience with faster and more private service.



main entrance. All patient pick ups will be at the Women's Pavilion main entrance as well as valet vehicle pick ups.

A major gift from Mary and Walter Frome and generous support from 552 Club members has contributed toward the expansion. Continued community support is needed to complete the project. For more information on the ED expansion and how you can help, call Floyd Harmon at (949) 764-7213 or log on to www.hoaghospitalfoundation.org. ■

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Donor Tribute

Tributes Set up by Family

11/01/08 – 03/31/09

In Memory funds have been established by family members for the following individuals during the period of November 1, 2008 through March 31, 2009.

Lawrence M. Alpert	Lillis H. Morgan
Deborah L. Anderson	Thomas J. Nolan
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Scanner on the Web

We hope you enjoyed the new look of Scanner! If you would like to view an expanded electronic version, log on to www.hoaghospitalfoundation.org and click on the Scanner Spring 2009 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 e-mail sandy.smith@hoaghospital.org and let us know. All we need is your e-mail address and you can enjoy your SCANNER electronically!

Calendar of Events

Circle 1000 Celebration Brunch

With Speaker Cokie Roberts
Hilton Hotel - Costa Mesa
May 7, 2009
Annual recognition of donor support

For further information, please contact Jane Penso at (949) 764-7200 or email Jane.Penso@hoaghospital.org

552 Movie Screening

Summer 2009, Date TBD
Edwards Big Newport

For further information, please contact Grace Meyer at (949) 764-7212

Mary & Dick Allen Diabetes Center Dedication

Hoag Health Center--Newport Beach
June 20, 2009

For further information, please contact Kenya Beckmann at (949) 764-6384 or kenya.beckmann@hoaghospital.org

World Team Tennis Newport Beach Breakers

Breakers Stadium at the Newport Beach Country Club
July 2 – 22, 2009
All proceeds benefit Hoag Hospital and notable charities in Orange County

For further information, please contact team management at (714) 352-6301 or check the website at www.newportbeachbreakers.com

Invitational Regatta for the Hoag Cup

Balboa Yacht Club – Newport Harbor Yacht Club
June 12 – 14, 2009
Proceeds benefit Hoag Heart and Vascular Institute

For further information, please contact Jake Rohrer at (949) 764-7218 or email Jake.Rohrer@hoaghospital.org or visit www.hoagcupregatta.com

Scanner

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian



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