

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian

# Scanner

## CENTER OF EXCELLENCE:

Hoag Breast Cancer Center  
Redefines "Patient-Centered"

## LEADERSHIP PROFILE:

Q & A with Karen Linden  
and Steve Jones



# 2010 TOSHIBA CLASSIC

Annual tournament raises  
\$900,000 for Hoag Hospital





*“Learn to be quiet enough to hear the genuine within yourself so that you can hear it in others.”* Marian Wright Edelman

Dear Friends of Hoag,

Reflecting on my first “Letter from the Chair” for *Scanner*, this quote from Marion Wright Edelman provides inspiration for my message to you. As the new Chair of Hoag Hospital Foundation Board, I know it’s not always what we want to say to you but what we can learn from you that will guide our path forward.

Hoag has enjoyed a long history of community engagement and for that we are deeply grateful. Hoag Hospital Foundation was established to rally support for our hospital and year after year our community has responded. Your gifts touch the lives of countless patients and their families by making Hoag one of the great community hospitals in the country.

Because of the generosity of our donors, this year over \$20 million in philanthropic support will pay for important projects and programs such as:

- **Funding scholarships to educate Hoag nurses and supporting 12 professorships** at local nursing schools that will graduate new nurses for all Orange County hospitals
- **Expanding the Emergency Department** to improve our ability to treat patients seeking emergency care
- **Acquiring new technologies like the da Vinci® Surgical System** for non-invasive surgeries and the InTouch Health® Remote Presence Robot that allows pediatric specialty physicians from CHOC to evaluate and treat pediatric patients in our emergency room
- **Recruiting the top medical leaders for Hoag’s Centers of Excellence**—Hoag Cancer Center, Hoag Heart & Vascular Institute, Hoag Neurosciences Institute, Hoag Orthopedics and Women’s Health Services
- **Expanding high quality health services** at Hoag Hospital Irvine, Huntington Beach and beyond

The Board of Directors is dedicated to strengthening relationships with our supporters and we want to hear from you. We know our success increases exponentially with your participation and support.

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](http://www.hoaghospitalfoundation.org) for program updates. If you have questions or comments, please e-mail us at [foundation@hoaghospital.org](mailto:foundation@hoaghospital.org).

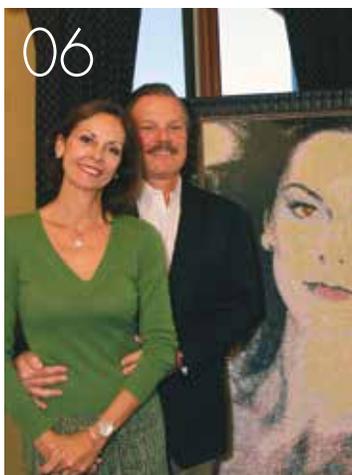
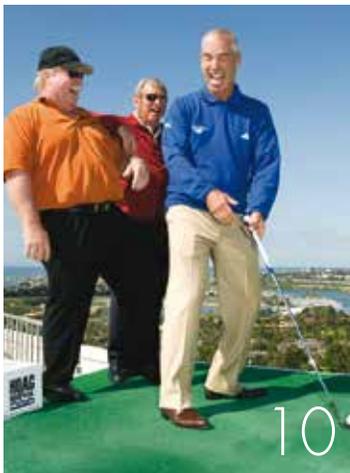
I thank you for all you do for Hoag.

Sincerely,

Karen Linden  
Chair,  
Hoag Hospital Foundation

# In this Issue

SCANNER SPRING 2010



## Center of Excellence

02 Raising the Bar: Hoag Breast Care Center

## Profiles

04 Q & A with Karen Linden and Steve Jones

06 The Family that Gives Together: Jim and Viki Coufos

## Hoag News

08 Thinking Differently about Healthcare: Hoag Hospital Irvine

08 Capturing the Mountains to the Sea Trail

09 Hoag Orthopedic Center of Excellence

16 Hoag Combats Community Acquired Infection

## Events

10 Par for the Course: Toshiba Classic

12 Jazz it Up: Heritage Society Luncheon

13 Holiday Glitz and Glamour

14 Circle 1000 Founder's Brunch

## Hoag Hospital Foundation

15 Endow Hoag

15 552 Club

**On the Cover:** Toshiba Classic winner, Fred Couples

### Scanner Magazine

Published quarterly 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.



Georgann Johnson,  
R.N., M.S.N.

# Raising the Bar

## Hoag Breast Care Center Redefines “Patient-Centered” by Prioritizing Women’s Needs with Expedited, Personalized Care

Georgann Johnson had an uneasy feeling about the lump in her breast when she called Hoag Breast Care Center. Although the wait for a routine mammogram would have been a few weeks due to the busy season, when she shared her concerns they scheduled her immediately. Georgann was anxious when she went in for her mammogram, which was indeed abnormal, but felt some relief when Breast Care Center staff offered to perform a core needle biopsy that same afternoon.

Two days later she returned to the Breast Care Center to get the results of her biopsy which confirmed her worst fears. The Nurse Navigator assigned to assist Georgann through the process called her primary care physician, set her appointment with a breast surgeon and answered her questions. Thanks to the streamlined process at Hoag Breast Care Center, Georgann was able to meet with the surgeon right away and within a few days had surgery to remove her cancer.

“Although it may not be considered a true emergency in most cases, a diagnosis of breast cancer is an emotional emergency,” says Georgann. “I’ve watched friends, who went to other facilities, who’ve had to struggle through the system for weeks or months before their surgery.

I went from initial mammogram to surgery in just seven days.”

Georgann, a former critical care nurse and current Administrative Director for Cardiovascular Services at Downey Regional Medical Center, raves about her experience at Hoag. “This is the way it should be for all women,” she says. “They took care of everything for me. And the consistent level of kindness from doctors, nurses, technologists and staff was so comforting. I can’t stop talking about how amazing it was to be treated at Hoag.”

### No Time to Waste

Hoag Breast Care Center staff know that waiting can be the hardest part for their patients—waiting for a needle biopsy after

a suspicious mammogram, waiting for biopsy results, waiting to meet with a surgeon to discuss options. That’s why Hoag has expedited the entire process to eliminate as much of the waiting as possible.

“Often when someone has a suspicious mammogram we can get them on the schedule for a needle biopsy the same day or the next day,” says Deborah Buntin, R.N., M.P.H., manager of Hoag Breast Care Center. “We have a standard of bringing biopsy

patients in for a wound check and giving them their results within 48 hours after their biopsy.”

When biopsy results reveal cancer, the Breast Care Center team works to get patients together with surgeons that same day and schedule the surgery as soon as possible. It’s not unusual for a patient to go from diagnosis to deciding on treatment options to surgery, if appropriate, within a week. Those who want to take it slower can take their time to decide on a course of action. But for patients like Georgann, who want to progress quickly through the process, Hoag Breast Care Center is organized around making that happen.

*“I’ve watched friends, who went to other facilities, who’ve had to struggle through the system for weeks or months before their surgery. I went from initial mammogram to surgery in just seven days.”*

### A Helping Hand

Rather than sending newly diagnosed patients out of the office dazed and anxious to fend for themselves, Hoag Breast Care Center provides personalized support in the form of a Nurse Navigator. Part care coordinator, part information resource and part friend to lean on, the Nurse Navigator is a guide through the often overwhelming march through breast cancer.

“The Nurse Navigator steps in from the moment a patient has a biopsy,” explains Deborah. “She takes care of giving the biopsy results to the patient’s ordering physician and securing authorization from him or her to keep things moving so the patient doesn’t have to figure out the next steps on her own.”

Hoag Breast Care Center’s Nurse Navigator works closely



*Hoag breast cancer survivors:*

**Front Row (left to right)** – Diana Deunas, Mei Bickner, Sandy Sewell, Karen Cochran, Tara Shapiro

**Back row (left to right)** – Karen Littlefair, Lysanne Sebastian, Loretta Curci, Margaret Larkin, Cheryl Soultanian, Vickie Girling

with Hoag Cancer Center’s Breast Cancer Nurse Coordinator who helps newly diagnosed breast cancer patients with logistics such as information on the various support groups, educational classes and complementary care programs; coordinating appointments with medical oncologists, reconstructive surgeons and genetic counselors; and helping deal with family issues such as discussing cancer with their children.

### Setting the Standard

Hoag Breast Care Center has evolved from an outstanding community breast care center to one of six in the nation to receive the coveted Certified Quality Breast Center™ designation from the National Consortium of Breast Centers.

Contributing to its excellence are the Center’s dedicated breast radiologists with specialized training in breast imaging. These physicians work side-by-side with sub-specialized breast surgeons who are experts in advanced breast-conserving surgical procedures including oncoplastics. These specialized clinicians collaborate under one roof at Hoag Breast Care Center to ensure optimum patient care.

Hoag Breast Care Center’s commitment to patient-centered care through its multidisciplinary team of specialists and its dedication to providing the latest technology in breast screening, diagnosis and treatment have resulted in a world-class resource for our community. ■

---

## Funding Future Plans

While the high caliber of integrated, patient-centered care at Hoag Breast Care Center is already being compared to other health care leaders such as Johns Hopkins and the Mayo Clinic, there is still work to be done. This includes remaining at the forefront of medical research and technology and continuing to staff Hoag Breast Care Center with specialists dedicated to progressive breast care.

“We believe that dedicated sub-specialists, who focus their time and energies exclusively on the breast, provide

an unequaled standard of care,” says Melvin J. Silverstein, M.D., F.A.C.S., medical director of Hoag Breast Care Center. “As soon as funding is available, we will expand Hoag Breast Care Center and include other specialties under one roof. These services will include breast pathology, medical oncology, plastic surgery, psycho-social support, sexual medicine, breast cancer survivorship and more.”

Future plans also include expanding further into molecular medicine, which

will allow Hoag physicians to look at individual cancers and specifically tailor treatment to the patient and her disease.

### You Can Help

We need your help to continue transforming Hoag Breast Care Center into a world-class leader in breast care. For more information on how you can help, contact Doe Girling at (949) 764-1818 or [Doe.Girling@hoaghospital.org](mailto:Doe.Girling@hoaghospital.org) or Heather Harwell at (949) 764-7215 or [Heather.Harwell@hoaghospital.org](mailto:Heather.Harwell@hoaghospital.org) ■

# Q & A



We sat down with Karen Linden, newly elected chair of Hoag Hospital Foundation Board, and Steve Jones, chair of Hoag Hospital Board, to ask some questions about the role of the two boards and how they work together to keep Hoag on the forefront of medical excellence.

**Q: What is the role of the Hoag Hospital Board?**

**Steve:** The Hoag Hospital Board governs the hospital assuring that the overall hospital direction is consistent with our Mission. Our point of contact is the CEO whom we select and review. Beyond that, our job is to work with the CEO to assist in setting and then monitoring the strategic direction of Hoag. We look at where health care is going and ask, ‘How can we do this better?’

**Q: How has the Hospital Board evolved over the years to support strategic growth at Hoag?**

**Steve:** The Hoag Hospital Board has come a long way since its beginnings as a group of passionate community leaders. As the hospital has matured and health care administration has become more complex, we’ve evolved into an attribute-based board. That means that we’ve assembled a seasoned group with a significant knowledge base in key areas that impact Hoag, such as technology and the insurance industry for example. In addition to leaders from our own community, we tap current and former leaders of healthcare systems from around the country to participate. The depth of experience is remarkable.

**Q: What is the role of the Hoag Hospital Foundation Board?**

**Karen:** Our role is to engage the communities we serve and inspire philanthropy to support Hoag. Right now is a very exciting time to be in fundraising for Hoag—there are a number of opportunities for donors to participate. Some people are excited by contributing toward building a new facility, some by putting a program in place or helping Hoag acquire a new piece of technology, some feel

*Karen Linden,  
Chair, Hoag Hospital Foundation Board*

# with Karen Linden and Steve Jones

## Collaborating to Advance a Common Vision of Outstanding Care

---

rewarded by endowing a chair and knowing they are supporting clinical excellence into perpetuity. Every gift has an impact, every volunteer's time contributes to the greater good.

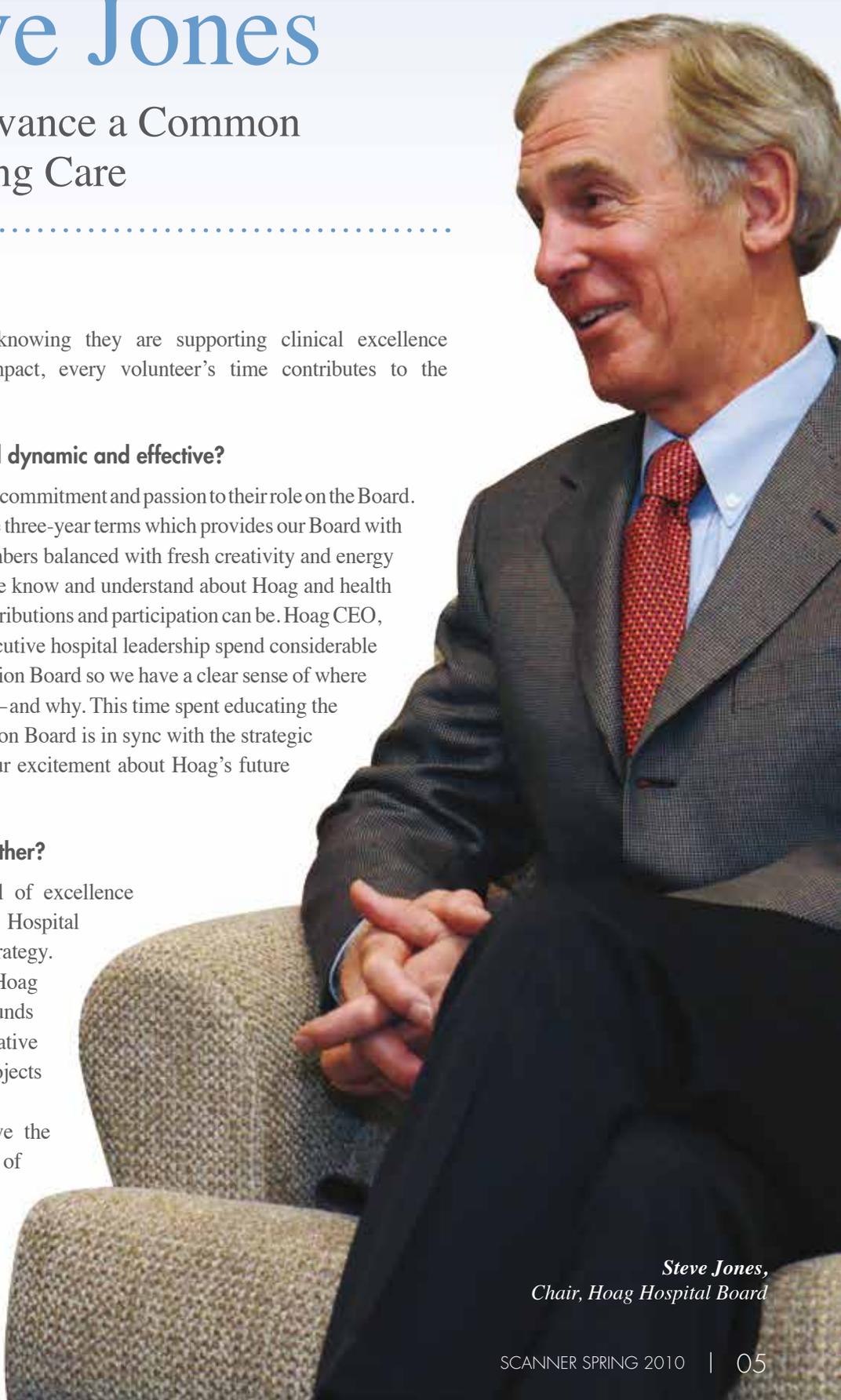
### **Q: What makes the Foundation Board dynamic and effective?**

**Karen:** Our members bring their talent, commitment and passion to their role on the Board. Members can serve up to three consecutive three-year terms which provides our Board with the stability and history of long-time members balanced with fresh creativity and energy as new members are elected. The more we know and understand about Hoag and health care in our community, the greater our contributions and participation can be. Hoag CEO, Dr. Afable, and other members of the executive hospital leadership spend considerable energy educating members of the Foundation Board so we have a clear sense of where Hoag is today and where we intend to go—and why. This time spent educating the Board members ensures that the Foundation Board is in sync with the strategic vision of Hoag and we can then share our excitement about Hoag's future growth with the community.

### **Q: How do the two boards work together?**

**Karen:** We share the common goal of excellence in health care for our community. The Hospital Board governs the hospital and sets the strategy. The Foundation Board works to help Hoag achieve its objectives by raising funds for state-of-the-art equipment, innovative programs, clinical research, capital projects and endowments.

**Steve:** It's important that we involve the Foundation Board with the big picture of what we are trying to accomplish. Their work is a critical component of Hoag's long-term success. ■



*Steve Jones,  
Chair, Hoag Hospital Board*



# The Family that Gives Together

## Jim and Viki Coufos give back to Hoag in more ways than one

On their first date, Jim and Viki Coufos went to a Dodgers game. It seemed appropriate: Jim was born in Brooklyn, NY, former home of the Dodgers, and Viki grew up in Los Angeles where the team currently resides.

After marrying in 1995 Jim and Viki adopted a baby, Christian, who is now 11 and the joy of their lives. They turned their attention to helping others in hopes of giving back and making the world a better place, something they're instilling in their young son. And, they've become generous and faithful supporters of Hoag, a relationship they believe will continue for years to come.

### Discovering Hoag

The two, who moved to Newport Beach in 1999, discovered the hospital somewhat by accident. Christian broke his arm in 2002 and received excellent treatment in the Emergency Department. Later, Viki's mother experienced a life-threatening bout with pneumonia.

"She was critically ill, and everyone at Hoag was amazing," Viki said. "If it wasn't for the fast action and wonderful care of Hoag's doctors and nurses, she wouldn't be here today."

Along the way, the Coufos' neighbor, Hoag Foundation board member Kenneth L. Beall, urged them to get involved. With

their mutual appreciation for nurses, the *Choose Nursing, Choose Hoag* initiative was a natural place to start. Jim currently chairs the *Choose Nursing, Choose Hoag* Committee, which Viki hopes to join, and is also vice chair of the Foundation Board of Directors.

"I've heard lots of stories about what a great hospital Hoag is," Jim said. "Hoag is special and one of the things we've always noticed is that the nurses are uniformly terrific."

### Choose Nursing, Choose Hoag

The *Choose Nursing, Choose Hoag* task force is charged with raising

awareness in the community that nursing education is vital to solving the continuing nursing shortage. Members are dedicated to funding professorships at nursing schools and helping Hoag retain and develop top nurses through scholarships for career advancement.

As committee chair, Jim's vision is straightforward: to continue the great job that his neighbor and predecessor, Ken Beall, did after founding the task force.

"In particular, raising money for education and community projects is an important priority," he said. "I want to continue driving the committee forward and elevating the awareness of nursing in hopes of improving the overall level of nursing within the community."

His work with the Foundation board also is important to him. "More than just a board in name, it's a group of community leaders that is well prepared, forward thinking and really cares," he said. "Its mission is to raise funds for Hoag so that the hospital can continue moving forward with its many great programs. It does that very, very well."

### Reaching into the Community

The other entities that Jim and Viki give their time, energy and resources to support include KOCE public television in Huntington Beach, whose board Jim sits on; the Gladney Center for Adoption in Ft. Worth, TX, which facilitated Christian's adoption and allows the couple to encourage expectant or adoptive mothers; Anna's Linens, whose corporate board Jim is a member of; and Southwestern Law

School in Los Angeles, where Jim also is a board member. Additionally, Jim recently commissioned a glass mosaic of Viki, with the artist's proceeds supporting nursing at Hoag.

The couple's aim, simply, is to support progressive organizations that do good work. Hoag is one. "Hoag has a terrific vision, something that's important in good times and in bad," Jim said. "The hospital has been ahead of the curve in looking for ways to operate both efficiently and in advance of the changes that are coming in health care, but it does so while remaining a leading-edge facility with the newest technology."

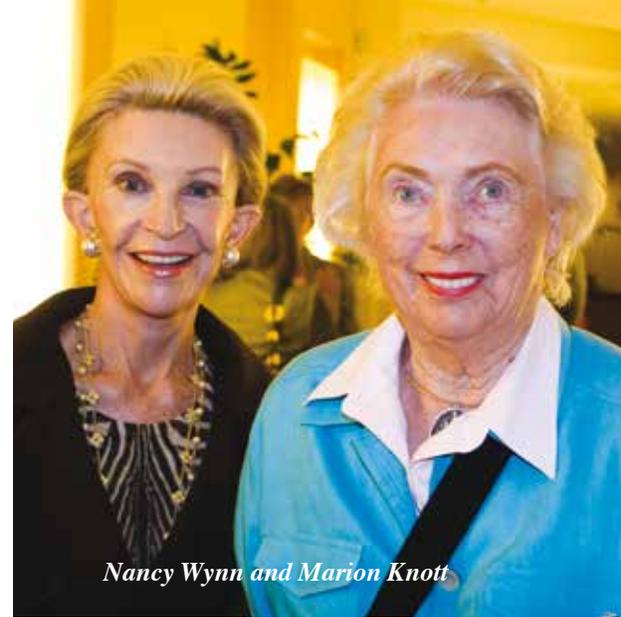
### Giving in Difficult Times

Why give during a time in history when many people are reducing their spending? "There's probably more reason to give now as others are cutting back," Jim said, matter-of-factly.

In fact, the couple also have established the James & Viki Coufos Foundation, which supports various other projects that the two believe are important. Their hope is that Christian will someday continue their work with the family foundation.

"Our wish is to give back to society," Jim said. "I've been very, very fortunate. I didn't grow up with much, I've had reasonable success, and Viki and I have made a decision to give back." ■

**"Hoag is special and one of the things we've always noticed is that the nurses are uniformly terrific."**



*Nancy Wynn and Marion Knott*

## Marion Knott Issues a \$100,000 Challenge

The shortage of new nurses coming into the healthcare workforce stems from a limited capacity in nursing schools that is impacting the supply of qualified graduates. Chronically underfunded, nursing schools are unable to staff additional professors and waiting lists for new students can top two years.

At the *Choose Nursing, Choose Hoag* 5th Annual Celebration of Success Luncheon held last October, Marion Knott, long-time Hoag supporter and namesake of the Marion Knott Nursing Education Center, issued a challenge to the community to match her \$100,000 grant to fund professorships.

Her challenge is twofold; she is calling an individual or family forward to match her donation dollar for dollar and she is inviting others to collectively generate an equal amount.

For additional information about how you can step up to the challenge or to learn more about *Choose Nursing, Choose Hoag*, please contact Heather Harwell, Campaign Director, at (949) 764-7215 or [Heather.Harwell@hoaghospital.org](mailto:Heather.Harwell@hoaghospital.org).

Hoag Hospital Irvine

# Thinking Differently about Healthcare



Already recognized as Orange County's premier hospital, Hoag is expanding its patient-centered care to the recently acquired facility in Irvine. The renovation of Hoag Hospital Irvine is much more than a simple remodel—it's a complete rethinking of what we do and how we can do it better.

Renovating an unoccupied facility is a rare opportunity that allows Hoag to do what would normally take an open facility many years and much more capital. Richard Afable, M.D., president and CEO of Hoag, issued a mandate to think differently and complete the project "the way it should be done." This has resulted in a culture of incubating new ideas, evolving the way care is delivered and early adoption of new technology—all converging to serve the primary purpose of patient-centered care.

Examples of the fresh thinking that we have implemented at the Irvine facility include:

**Proactive patient monitoring** that uses predictive technology to warn of potential patient issues instead of reactively monitoring events as they occur.

**Patient Healing Gardens** to facilitate the healing power of nature and provide patients a private outdoor retreat.

**Advanced Imaging Suite** that includes a CT Scanner so new

it's only in a handful of top academic facilities nationwide.

**Community Education and Medical Conference Center** that connects Hoag Irvine to the community. Medical staff will view real-time streaming video of advanced surgical techniques by Hoag surgeons. The goal when complete is to have this information available on the internet to provide convenient training opportunities for medical personnel.

**Robotic technology** including the InTouch RP-7 Robot which extends the reach and expertise of physicians and nurses to the bedside through remote access.

As Irvine becomes the hub for specialized orthopedic care, Hoag Hospital Newport Beach will continue to be the home of the county's largest and most respected maternal child services program. Hoag will also continue to maintain dedicated teams at the Newport Beach campus focused on the most complex health care services, including cardiac surgery, neuro surgery and other specialized procedures.

With community commitment and engagement, Hoag will create something exceptional for people in Irvine and South Orange County. To find out more and learn how you can be involved, contact Floyd Harmon at (714) 764-7213 or Floyd.Harmon@hoaghospital.org ■

## Calling all Photographers!

Whether you're a seasoned professional or a novice shutterbug that enjoys snapping scenery on occasion, this is your chance to flex your creative muscles and adorn the walls of Irvine's newest community asset.

In celebration of Hoag Hospital Irvine opening in late 2010, Hoag is holding a photo contest looking for pictures of the nearby Mountains to Sea trail, a 22-mile

trail within a 93,000-acre area traversing Irvine Ranch from Weir Canyon to Upper Newport Bay. This landmark inspired design elements such as the color palette of sage and taupe incorporated throughout the new hospital. Now, Hoag is choosing the best community submitted photos from the trails to add the finishing touches.

The selected images will be used

throughout Hoag Hospital Irvine and many featured pieces will be displayed in public areas and will include photo credits. Deadline to enter is May 9, 2010. Please visit [www.hoaghospital.org/irvinephotocontest](http://www.hoaghospital.org/irvinephotocontest) for details and Official Contest Rules. ■

# Hoag Orthopedics Expanding to Irvine



*Patient is examined by Dr. Beyer*

As one of the highest volume orthopedic programs in the state, Hoag is relocating in-patient orthopedics to Hoag Hospital Irvine to meet the increasing demand, and is expected to be the highest volume orthopedic center in the West.

According to Alan Beyer, M.D., F.A.C.S., executive medical director, Hoag Orthopedic Center of Excellence, the Center offers tremendous benefits to patients. “We’ve worked very hard to build a program at Hoag Orthopedics that is truly a patient-centered experience,” he says. “We’ve created what’s called a ‘patient pathway’ to help personalize care and that includes elements such as nurse navigators who work to guide patients through the surgery process and our functional outcomes process that follows patients for two years after surgery.”

## On-Demand Patient Services

Hoag will also be rolling out new technology to enhance the patient experience. Once scheduled for surgery, patients will receive a password to log on to web-based content that is personalized to their procedure. All orthopedic pre-operative, in-hospital and post-operative education is available online on the special patient site.

Before being admitted patients can view video about their procedure, learn what exercises to do to prepare and even get information about what to bring to the hospital. While in the hospital, patients can use the system in their room to get answers to frequently asked questions and other patient-specific information.

“A patient that is two days post orthopedic surgery will automatically be shown what they should be doing on day two. It will provide patients with information specific to them at the appropriate time,” says Dr. Beyer.

## Culture of Innovation

According to Dr. Beyer, the goal is to provide a model that delivers the highest quality of care, with a superior patient experience, at a good value to patients. Hoag Orthopedics in Irvine will be an incubator for new technology and innovative processes.

“Because we are small and nimble we are a great entry point for new ideas and technologies,” says Dr. Beyer. “We are perfectly poised to be trail blazers for the future delivery of health care.”

If you would like more information about Hoag Orthopedics or how you can become involved in supporting the next innovations in orthopedic care, please contact Greg Gissendanner at (949) 764-7209 or [Greg.Gissendanner@hoaghospital.org](mailto:Greg.Gissendanner@hoaghospital.org) ■

## Honoring an Outstanding Nurse

### The Kathy Prim Endowment Fund for Nursing Education

Hoag Orthopedic Center of Excellence is committed to providing scholarships for Hoag orthopedic nurses seeking education and development, and in doing so, recognizes an orthopedic nurse who has exemplified world-class nursing care for more than 30 years. Hoag is pleased to honor Kathy Prim, R.N., O.N.C., with the creation of The Kathy Prim Endowment Fund for Nursing Education.

The goal is to create an endowment fund in perpetuity and distribute annual scholarships to eligible orthopedic nurses in honor of Kathy Prim.

For more information, please contact Greg Gissendanner at (949) 764-7209 or [Greg.Gissendanner@hoaghospital.org](mailto:Greg.Gissendanner@hoaghospital.org) ■

# Par for the Course

## 2010 Toshiba Classic Donates \$900,000 to Hoag Hospital Foundation.

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

Crowds of spectators, sponsors and golf enthusiasts of all ages enjoyed the week of events that climaxed when Fred Couples, PGA Champions Tour rookie, became the sixth player to win the Toshiba Classic in his event debut.

“We had a great week of golf at this year’s tournament,” says Jeff Purser, executive tournament director. “Not only did the tournament raise a significant amount for charity, it generates an estimated \$25 million in annual economic impact for the county and state, benefiting the entire Orange County community.”

### Other event highlights of the tournament include:

- Toshiba ‘Shot from the Top’ event on the rooftop of the Newport Beach Marriott Hotel & Spa, raised \$4,100 for Hoag Hospital in a closest-to-the-pin competition between event sponsors.
- Toshiba Scholarship Fund selected two Orange County High School seniors to receive a \$10,000 scholarship each as well as a Toshiba laptop; 10 other finalists also received laptops.
- Charles Schwab Junior Golf Clinic featured PGA Champions Tour professionals teaching more than 400 youth the lessons of the game after tournament play on Saturday, March 6.
- Toshiba ‘Swing for the Green’ Recycling event at the Toshiba Classic collected thousands of pounds of recycled electronic products donated by tournament goers.

For more information, please call (949) 660-1001 or log on to [ToshibaClassic.com](http://ToshibaClassic.com).



TOSHIBA



charles  
SCHWAB  
CUP



2010 Champion, Fred Couples



Hoag Hospital  
Irvine  
Coming 2010  
[www.HoagHospitalIrvine.org](http://www.HoagHospitalIrvine.org)

TOSHIBA  
Lead Innov

# Jazzing it Up!

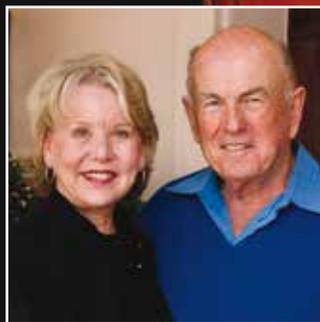
## Hoag Heritage Society 16th Annual Luncheon

More than 130 people attended the 16th annual Hoag Heritage Society Luncheon in February to honor those who have made an estate gift to Hoag Hospital through a bequest, charitable trust or gift annuity. Guests enjoyed the “Jazz” theme that featured music by live professional jazz artists.

“This annual luncheon is our way of expressing our sincere gratitude to our Heritage Society members for their support,” says Sharon Thornton, JD, LL.M, vice president, Gift Planning. “It’s our chance to celebrate and acknowledge them for their legacy of generosity.” ■



*Bill Hoffman, Sharon Thornton,  
Scott Pollard*



*Sharon and Frank Govern*



*Carol Howard and her aunt,  
Margaret Richardson*



*Janet and Bob Lind*

# Holiday Glitz and Glamour

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



The Ritz Carlton was the enchanted setting for the highly anticipated Christmas Carol Ball, a long-time Orange County holiday tradition. Guests were treated to several festive holiday touches from ice skaters on the patio to ballet vignettes from the “Nutcracker” in the main dining room.

Strolling violins and a magician added to the carnival atmosphere of the pre-dinner silent auction which buzzed with excitement as guests bid on the dozens of items from jewelry to art to fine wine and much more. Guests enjoyed a gourmet meal, live entertainment, dancing and an additional auction for exciting “high-ticket” items. A good time was had by all and the event raised \$550,000 to support Hoag. ■



*Photos Clockwise from left: Pame Schmider, Nancy and Bill Thompson; Edward B. Fedishon and Sandy Holmes; Karen and Thomas Linden, Cindy and Allan Stokke; Scott and Pam Shean, Dr. Lisa and Vaje Karamardian, Sally and Dr. Richard Afable*

# Circle 1000

## Annual Founders' Brunch

Ethan Zohn, cancer awareness advocate and winner of Survivor: Africa, will be the guest speaker for the Circle 1000 Annual Founders' Brunch Celebration. Using his competitive demeanor as an athlete, Zohn claimed victory on the reality TV series and again has had to use those survival skills after being diagnosed in April 2009 with CD20-positive Hodgkin's Lymphoma, a rare form of cancer. He is currently undergoing new treatment including stem-cell transplant to battle his disease.

### Circle of Support and Success

For 23 years Circle 1000 has provided a significant revenue source in support of the Hoag Cancer Center. The support of Circle 1000 has made it possible for unique projects such as the cell biology laboratory where physicians create patient-specific therapies using a patient's own cells. The ability to purchase new technology, provide scholarships for nurses and conduct important clinical research have all been made possible by the generosity of Circle 1000-Circle of Support.

"Circle 1000 has not only provided a source of revenue but the celebration brunch is a forum for inspiration and interaction on a very meaningful level," says Neil Barth, M.D., F.A.C.P. "That bonding of cancer center staff, support staff, medical staff, cancer survivors and other supporters in that room is worth as much as the funding that's raised."

### Remembering the Beginning

In 1987, Newport Beach resident and breast cancer survivor, Sandy Sewell, founded Circle 1000 to support Hoag Cancer Center. Her idea was to gather a group of friends who would all contribute at least \$1000 annually and each was tasked with asking their own circle of friends to participate. From those simple beginnings Circle 1000 expanded to more than 1000 friends, who have raised a cumulative \$10.5 million to date.

The Circle 1000 committee invites community members to make an annual gift in support of cancer services at Hoag. In recognition of donors' support, Circle 1000 hosts the annual brunch highlighted with a noted speaker.

For more information on Circle 1000 or to receive an invitation for the Circle 1000 Annual Founders' Brunch, Please contact Stacy Sanchez at (949) 764-7205 or [Stacy.Sanchez@hoaghospital.org](mailto:Stacy.Sanchez@hoaghospital.org) ■

**Proceeds benefit Hoag Cancer Center  
Wednesday, April 28, 2010**

**9 to 11 a.m.**

**Hilton Orange County, Costa Mesa**



# Endow Hoag

## Add to Your Security With a Charitable Gift Annuity

Life always brings about unexpected changes, but with the help of a charitable gift annuity, you can add security to your future.

A charitable gift annuity can be accomplished with a simple contract between you and Hoag Hospital Foundation. You make a donation and we, in turn, pay you a fixed amount each year for the rest of your life. The rate of payment you receive doesn't fluctuate with the stock market, interest rates or inflation. It is firmly set at the time of your gift and never changes. After your lifetime, the remaining balance is used to fulfill our mission.

### The Benefits of a Gift Annuity

- You receive an income tax deduction available for a portion of the gift.
- A portion of your payment is income tax-free.
- Part of your payment may be taxed at a lower capital gains rate.
- After your lifetime, the remaining portion of your gift will support our mission, helping to fulfill your philanthropic goals.

For information call Sharon Thornton, JD, LL.M, vice president, Gift Planning at (949) 764-7206 or Sharon.Thornton@hoaghospital.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 estate and income tax include federal taxes only. Individual state taxes and/or state law may impact your results.

## 552 Club Tradition of Community Support for Hoag

The 552 Club is the oldest and largest of Hoag Hospital's volunteer financial support groups. It has raised more than \$40 million for Hoag since its founding in 1966. The Club's Board members serve as chair, co-chair and active participants on special event boards for Hoag's premier fund-raising events including the Toshiba Classic, Hoag Charity Shoot, Regatta, Christmas Carol Ball and Movie Screening.

"The 552 is the grassroots community fund-raising arm for Hoag Hospital," says Bob Adams, president of the 552 Club. "You may not think about the hospital until you need it but when you do, you want the best resource available. Hoag doesn't get to be the best without community participation. The money we earn through events and other fund-raising activities help Hoag stay on the forefront of medical excellence."

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

### 552 Board 2010 Board Members

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

### Sustaining Board Members

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

# Hoag combats community acquired infection with antibiotic stewardship, zero tolerance policy

Each year, preventable infections cost hospitals and patients in longer, more expensive hospital stays. According to a recent nationwide study, patients with “Staph” infections (Staphylococcus aureus), a common skin infection, incur hospital costs that amount to more than triple the average hospital costs of other patients. It is estimated that an additional \$30.5 billion is spent treating preventable infections each year in the United States.

Hoag has a zero tolerance policy for infections and takes every measure to ensure patients are protected. In fact, Hoag has reduced infection rates from MRSA (Methicillin-resistant Staphylococcus Aureus) so much that a person is 12 times more likely to get an infection in the community than at Hoag. This is in large part thanks to the infection prevention and patient safety program Hoag has in place.

## Proactive Measures

Many of these MRSA infections are becoming more common outside of the hospital setting (community acquired infection). To proactively combat this issue, Hoag has taken the lead in implementing a vigilant screening policy and practices antibiotic stewardship as part of the hospital’s commitment to patient safety.

Hoag Hospital uses several best practices for infection prevention and patient safety. Because patients may be admitted with infections from the outside community or even another facility, a patient is immediately screened for antibiotic resistant organisms upon admission to Hoag.

For the protection of other patients, as soon as someone is identified with resistant bacteria they are immediately put into a private room in isolation and their care is handled with strict precautions by health care workers to ensure the infection is not spread to other patients or staff. The care of that patient is closely monitored to ensure they do not experience unnecessary complications.

“MRSA is a huge problem in the community but due to the proactive precautionary measures Hoag has put in place, the infection rate at Hoag has continued to decrease despite the increase in MRSA infections in the community,” says Philip Robinson, medical director infection prevention at Hoag.

Hoag is committed to transparency and proactively shares its

infection rate data with the community on the hospital website, [www.hoaghospital.org/quality](http://www.hoaghospital.org/quality). The information is collected through Hoag’s screening program, which is also compared to national data. In the fourth quarter of 2009, the rate of patients admitted into the hospital with community acquired MRSA infections was 5 whereas the rate of hospital acquired MRSA infection was significantly less at 0.5.

Overuse of antibiotics is the driving force behind organisms becoming resistant to certain antibiotics. Hoag gets to the root of this problem by practicing antibiotic stewardship. Hoag has created a committee that meets every eight weeks, which includes the pharmacy and all infectious disease physicians on staff. The committee analyzes antibiotic use in the organization and identifies areas to improve the use of antibiotics and improve patient care.

## Only at Hoag

Hoag is also the only hospital in Orange County using a new technique to ensure the patient environment is thoroughly sanitized.

After patients are discharged, their room is tagged in high touch areas with a special powder only visible under ultraviolet light. It is then evaluated after cleaning and, if there is any residual powder, the patient room is cleaned again. This method is an effective way to train staff and validate the safety and cleanliness of the environment.

“We are proud of the team because in many areas we have already achieved our goal to remain infection free for many measures. For instance the neonatal intensive care unit is just one example of an area that has achieved its goal of no ventilator associated infections,” explains Dr. Robinson. “What really sets Hoag apart is that we are committed to a target of zero health care associated infections.” ■

# Hoag Hospital Foundation

## 2010 Board of Directors

### Directors

Richard Afable, M.D.  
Kenneth L. Beall  
Walter Blass  
Greg Brakovich  
Robert K. Cole  
James Coufos  
Lauri Delson  
Ira Garbutt  
Max W. Hampton  
Roger Kirwan  
Margaret G. Larkin  
Ron Livingston  
James C. Madden  
Sandi Simon  
Jim Slavick  
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

Richard Afable, M.D., Interim, Executive Director  
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 Tribute

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

10-1-09 through 2-28-10

In Memory funds have been established by family members for the following individuals during the period of October 10, 2009 through February 28, 2010.

John L. Dwyer  
Helen L. Dyer  
Cye Ellison  
G. William Grundy  
John L. Hall  
Viliam S. Jonec  
Madeleine Marin-Finn  
Frank Marshall

Dan Naddor  
Al Rudderow  
Larry Seigel  
Harry E. Stickler  
Katherine R. Swigart  
Barney B. Whitesell  
Robert Zeller

### 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 Spring 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!

# 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

## Save the Date:

### Circle 1000 Annual Celebration Brunch

Proceeds benefit Hoag Cancer Center  
Wednesday, April 28, 2010  
9 to 11 a.m.  
Hilton Orange County, Costa Mesa  
For a description of the event, see page 14 in this issue of Scanner.  
For information contact Stacy Sanchez at (949) 764-7205 or [Stacy.Sanchez@hoaghospital.org](mailto:Stacy.Sanchez@hoaghospital.org)

### Hoag Charity Shoot Presented by Turner's Outdoorsman Southern California's premier charity shooting event!

Proceeds Benefit Hoag Heart & Vascular Institute  
Friday, April 30, 2010  
Triple B in South El Monte

Don't miss the fun as men and women shooters of all experience levels compete in six official clay target events. The Charity Shoot includes continental breakfast, catered lunch and an awards ceremony with a hearty catered dinner. Gun and general raffles are included in the day's festivities.

This year we are pleased to announce our honorary chairman, Tim Abell, the host of the new ESPN2 Show "Grateful Nation" which honors injured veterans by reintroducing them to outdoor sports.

For more information or to purchase tickets, contact Grace Meyer at (949) 764-7212 or [Grace.Meyer@hoaghospital.org](mailto:Grace.Meyer@hoaghospital.org) or visit [www.hoagcharityshoot.org](http://www.hoagcharityshoot.org)



**Hoag Charity Shoot**

**TURNER'S**  
OUTDOORSMAN  
[www.turners.com](http://www.turners.com)