Endless Dedication

As I wrap up my first year as president of the Atrium Medical Center Foundation board, I’d like to be able to say I’m impressed with the dedication within this organization. But the truth is, I’ve been impressed by the incredible dedication here since I first joined the board way back in 1992. Since that time, in my estimation, the most important things have not changed much. The Foundation has always been run and supported by very talented and intelligent people. This includes the staff, board members and hundreds of volunteers and donors.

I’m especially touched when I watch people who know very little about the Foundation or the work that we do first get involved. They dip their toe in and suddenly they’re committed 100 percent. They enthusiastically give their time and money from day one. Watching the transition is extremely rewarding!

Fulfilling a Promise to Our Elders

An Update on Atrium’s Senior Emergency Center

Celebrating 100 years of service is the perfect opportunity to honor the past and plan for the future. In anticipation of the hospital’s 100th anniversary in 2017, Atrium Medical Center Foundation launched the multi-year campaign, Tomorrow’s Promise: Continuing the Legacy. Our goal is to position Atrium for success in our next century of health and wellness as we address the growing needs of the people we serve.

The campaign’s first phase was to establish a Senior Emergency Center within Atrium’s Emergency Trauma Center through the Fulfilling a Promise to Our Elders campaign. Generous donors gave more than $800,000 to the cause.

Since opening in April 2017, the Senior Emergency Center has become a very busy, yet very comfortable option for adults age 65 and older who need emergency care. (See sidebar for who’s eligible.) The center’s soothing colors and lights, reduced noise levels and multiple safety features are designed to keep anxiety to a minimum. Staff have been specially trained in assessing and addressing the needs of older patients. And to ensure we’re delivering on our promise to meet their needs, each patient receives a phone call after their visit to ensure they are doing fine and their needs are being met.

As program manager of the Senior Emergency Center, Lori Nichols, RN, MSN, CCRN, APRN, ACNS-BC, has made dozens of follow-up calls to patients. “Many, many patients have expressed their appreciation for the
As everyone works together, so many good things have happened here. Our current umbrella campaign, Tomorrow’s Promise: Continuing the Legacy, is just one example. We’ve been able to open a new Senior Emergency Center and enhance behavioral health care. Now we’ve begun raising funds to make care easier at Atrium with nurse navigators/patient advocates and funds to help care for individuals in need in our communities.

To those who are dedicated to seeing this campaign through to completion – and to those who are committed to the many other fundraising activities happening this year – you are making a huge difference for our patients and our community. Thank you all.

Michael D. Long, Chair, Board of Directors

As a not-for-profit hospital, Atrium Medical Center relies on financial support from Atrium Medical Center Foundation to bridge the gap between hospital revenue and our community’s needs. Your tax-deductible gift funds lifesaving new technology, facilities and services that ensure advanced care is available close to home.

OUR MISSION
To develop charitable gifts and resources dedicated to building healthier communities in southwest Ohio.

OUR VISION
To be the most respected, responsive and supportive source for health care philanthropy in southwest Ohio.

CONTACT INFORMATION
Phone ........................................(513) 974-5144
Toll Free ..................................(800) 338-4057 ext. 5144
Email: Foundation@AtriumMedCenter.org

Support Grieving Families When You Shop at Kroger
It’s easy to support Atrium’s HEAL (Help Endure a Loss) program for families coping with the loss of a child. When you register your Kroger Plus Card with the Kroger Community Rewards Program, Kroger makes a donation each time you shop. To register or learn more, visit KrogerCommunityRewards.com and select Atrium Medical Center Foundation (NPO #83577). Thank you!
A Promise to You

LIFELONG FRIENDS WORK TO FUND A LONG-TERM NEED

When your doctor delivers the news of a serious medical diagnosis, it’s natural to be scared and confused. It can be difficult to prepare yourself and your family for what lies ahead.

Barb Strait has been there. Diagnosed with breast cancer in 2015, she knows firsthand what it’s like to receive news that stuns. Fortunately, she also knows how vital the support of nurse navigators and patient advocates can be at such a difficult time. “I was so fortunate to have the supportive staff of Atrium’s Wilbur and Mary Jean Cohen Women’s Center guiding my every step,” she recalls about her 12 months of chemotherapy, radiation and the myriad of medical professionals and bills that resulted. “They were so helpful. Any question I had they quickly got the answer.”

Unfortunately, Barb also knows what breast cancer is like without that support. As she was being treated in Middletown, her out-of-town mother also was being treated for breast cancer – but without help from nurse navigators and patient advocates. “I was on the phone all the time sorting out what needed to happen next for mom, and whether insurance would cover it,” she says.

So when Barb was asked to co-chair A Promise to You, the third phase of Atrium Medical Center Foundation’s Tomorrow’s Promise: Continuing the Legacy campaign, “It was a no-brainer,” she says. “I was immediately on board!” The new campaign is raising funds to expand patient navigation services to those with all types of cancers, behavioral health issues and those suffering from stroke and other neurological conditions. Eventually, navigation services will be offered to those with heart failure and COPD.

Joining Forces

Jim Kleingers is the other campaign co-chair. By witnessing the experiences of friends and colleagues, he knows how complex our health system can be. Where do I go next? How does rehab work? Will insurance cover this? For sick patients and worried family members, Jim knows that finding your way is frustrating. That’s why he also jumped on board when asked to co-chair.

You’re Giving the Promise of Hope

Behavioral Health Campaign on the Rise

The challenge of substance abuse and behavioral health issues here in southwest Ohio only continues to grow. So many families are touched by alcoholism, opioid addiction and emotional disorders. Atrium Medical Center Foundation wants to change the outcome and bring new hope to those battling these devastating issues.
A “Middletown kid,” Jim’s passion is further fueled by his roots. Born at Middletown Hospital, he left the area only to attend college and work at his first job. His and Mary Jean’s five children were born at Middletown Regional Hospital, and six of their eight grandchildren were born at Atrium.

Friends since their children were young, together Jim and Barb have dozens of years of experience serving on the Foundation board. And they are eager to put their fundraising skills to work for a cause they so deeply believe in. “As health care becomes more complex, nurse navigators and patient advocates are increasingly important to ensure proper and timely care. Having more of them on staff could be a significant differentiator for Atrium and for our community,” Jim says.

Enhancing the Patient Experience

In addition, A Promise to You will create a better experience for patients and families by:

- Improving how we deliver care and follow up with patients
- Removing barriers to care – such as the need for basic life necessities or durable medical equipment – that prevent individuals from improving their health and their lives
- Increasing outreach to strengthen our communities to help residents lead healthier lives
- Growing endowment funding for HEAL (Help Endure a Loss) to guarantee that grieving parents can always get the help they need, and for other endowments to ensure excellent care for generations to come

Recognizing that creativity, partnerships and extensive resources are required to fight the opioid epidemic, Atrium continues to collaborate with local law enforcement and care providers to bring solutions to individuals and families. As part of Premier Health, the Foundation helped to fund OpioidAssist.com, which connects people in need to local resources dedicated to ending addiction.

To date, the Foundation’s Promise of Hope campaign to enhance behavioral health services has raised more than $330,000 toward the goal of at least $400,000. Funds will enable Atrium to meet high demand and get patients into care more quickly, create a better experience for behavioral health patients, support community members facing mental health challenges, and establish endowments for behavioral health care at Atrium.

Are you ready to give the promise of hope to those who are suffering — and their families? Please use the enclosed envelope or make your donation online. Thank you for sharing the Promise of Hope.
Always Evolving to Serve You

By Michael R. Uhl, President, Atrium Medical Center

If you want to succeed in health care, you need to be able to adapt to the constant change that shapes all of our decisions and actions. While always keeping our patients as our focus, the dedicated employees and outstanding physicians at Atrium Medical Center and our parent, Premier Health, continually strive to improve lives in our community every day.

You may have noticed more urgent care centers opening near you. These facilities can help people who need treatment for minor health problems when their primary care physician is not available and when emergency care is not necessarily needed. As we work with insurers to make sure you get the right level of care, where and when you need it, we’re adjusting the ways we deliver care to you.

To stay ahead of this trend, we recently converted our Mason Emergency Center to a Premier Health Urgent Care Center. We’re confident that this change will better meet the needs of northern Cincinnati residents. Throughout the Dayton region, Premier Health has recently opened urgent care centers in Springboro, Miamisburg, Vandalia, Englewood, Huber Heights and Troy.
A Summer of Fun – for Great Causes!

24th Annual James A. Combs Memorial Golf Tournament – FRIDAY, MAY 18, 2018

Armed with freshly polished clubs and a new sleeve of balls, avid golfers headed to Wildwood Golf Course on May 18 for the 24th Annual James A. Combs Memorial Golf Tournament. The event is named after the late Middletown community leader, attorney and municipal judge whose wife, Patricia Combs-Brannaman, is a longtime hospital supporter.

Chaired by Dan and Steve Dobrozsi, the tournament is a partnership of Atrium Medical Center Foundation and the Middletown Kiwanis Club. Proceeds from the event were shared between the organizations. Atrium Medical Center Foundation proceeds benefit the Dr. E. Ronald Oches Endowment for Children’s Health; Kiwanis Club proceeds provide scholarships for nursing students.

9th Annual HEAL Community Fun Festival – SATURDAY, JULY 14

This special event on Saturday, July 14, provided an afternoon of family fun for those who know what it’s like to experience a tragic loss. The HEAL (Help Endure a Loss) program helps parents and families cope when their child has died whether due to illness, accident, miscarriage or a reason that can never be explained.

The annual HEAL Community Fun Festival was held at beautiful Niederman Family Farm on LeSourdsville-West Chester Road in Liberty Township. It was a day of games, giant bounce pads, crafts, food, refreshments and other family favorites. The event included a one-mile walk for those who wished to explore the entire farm and the beauty this property provides.

4th Annual Highway to Help – SATURDAY, AUGUST 4

It was an afternoon of fun for motorcyclists that benefitted community members in need. The fourth annual Highway to Help was held on Saturday, August 4. Riders checked in at Atrium Medical Center’s campus. At noon it was “kickstands up” for this leisurely three-hour charity ride, which included the charm and nostalgia of some of Ohio’s oldest covered bridges throughout Butler and Preble counties. T-shirts, raffles, prizes and a first-responder’s display all were part of the event. The afternoon ended with a cookout in Trenton.

Organized by hospital employees and volunteers, proceeds from the 2018 Highway to Help once again benefitted the Adopt-A-Family program, which provides gifts and other needed items to area children and families during the holidays.

A Force for Good

It’s amazing to realize that our hospital has started our second century of service to southwest Ohio, and Atrium has entered its second decade. We’re proud to be your first choice for care – and a long-time recognized force for good in our community.

For instance, thanks to generous donors to Atrium Medical Center Foundation, senior citizens are getting the specialized attention they deserve in our Senior Emergency Center. (Please see page 2 for more.) We’re proud to bring this innovation to our elders and their loved ones – and grateful to all who helped to make it a reality.

We’re actively encouraging healthy lifestyles at the new Premier Health Bike Park in Lebanon. Atrium and Premier Health are the Premier sponsors of this exciting, 45-acre off-road bike park that offers cycling opportunities for all skill levels and abilities.

And we’re supporting free eye care for low-income adults at the new CEI Foundation eye clinic in Middletown. Our Foundation joined with other community funders to help those in need retain or regain the good vision we so often take for granted.

Thank You! Due to your support, Atrium continues to evolve to best serve our patients and communities. With 100 years of experience behind us, we’ve only just begun!
Foundation Welcomes New Board Members

Atrium Medical Center Foundation is proud to announce the appointment of these three leaders to our board of directors.

Marilyn Heiger

*Longtime Middletown resident Marilyn Heiger is no stranger to the Atrium family.*

She was president of Middletown Regional Hospital Auxiliary and served on the Auxiliary board for 10 years. Today she works in Atrium’s volunteer office. A retired teacher, Marilyn is a member of the Middletown Women’s Teacher Club and a Guided Study group, and recently joined Phi Beta Psi Sorority to support cancer research. Married 54 years, she and husband Charles traveled extensively throughout Europe, South America and Asia before he passed away in 2013. She’s happy to rejoin the Foundation board while continuing to travel with friends, including a trip to the Baltic this summer. Marilyn has three children and two grandchildren.

Raymond Kiefhaber, MD

*Always a staunch advocate for quality health care, it is fitting that Dr. Kiefhaber will help to guide the Foundation as a board member.*

His involvement at Atrium reads like a history book. From 1971 to 1973 he was chief of the hospital’s medical staff and also began a 27-year term as trustee on the Middletown Regional Hospital board, serving as chair for two of those years. A pioneering orthopedic surgeon, in 1972 he performed the hospital’s first total knee replacement. In 1984 Dr. Kiefhaber joined other leaders in the community to establish the precursor to the hospital Foundation. He served on the original Foundation board and has since served on many committees for the Foundation and the hospital. We are fortunate to have him back on the board!

Ryan R. Muhlenkamp

*Formerly at Atrium Medical Center as director of nursing and clinical operations, Ryan Muhlenkamp, MS, RN, recently started a new job with Premier Physician Network.*

He’s excited to serve on the Foundation Board of Directors. “This position will allow me to connect the gracious philanthropic gifts to the great work at Atrium Medical Center and Premier Health. Thoughtful donors combined with our dedicated frontline team are truly aiding in building a healthier community,” he says. Ryan began his health care career with Premier Health in 2006 as a patient care technician. He also has served as a clinical nurse and nurse manager. Ryan earned bachelor’s and master’s degrees from Wright State University.
Witnessing the Power of Nurse Navigators and Patient Advocates

Making health care easier. This is what nurse navigators and patient advocates do for sick patients. Kevin Strait, MD, and Vickie Sawtelle, LPN, at Summit Family Physicians see it happen every day. It’s why they’re passionate about the Promise to You campaign (see pages 4 and 5) that aims to raise the funds to provide more of these valuable support staff at Atrium Medical Center.

Dr. Strait has always believed that nurse navigators and patient advocates can make an enormous difference in helping patients heal. But it wasn’t until his wife was diagnosed with breast cancer that he witnessed their impact firsthand.

“From the moment Barbara received the news, the nurse navigator at Atrium Women’s Health Center carefully guided her through every step of the treatment process: biopsy, surgery, numerous rounds of chemo and radiation, and dozens of tests and follow-up visits,” he recalls. “Barbara’s nurse navigator scheduled appointments, explained treatment options, answered insurance questions and provided emotional support.”

At a time when patients and families can become paralyzed with fear, Dr. Strait believes Atrium’s nurse navigators and patient advocates are invaluable as they gently nudge patients forward in their journey to better health. “I deeply respect the work they do,” he says.

As a patient care coordinator, Vickie Sawtelle, LPN, also understands how valuable nurse navigators and patient advocates can be, especially when patients transition from the hospital to home. She provides similar support to patients at Summit Family Physicians.

“When a patient is discharged from the hospital, they might receive orders that include ‘stop taking this medication, start taking this one instead, use a breathing inhaler, try using a walker.’ It’s a lot of change, and it can be confusing,” she says. Yet if patients don’t follow discharge instructions, they could easily end up back in the hospital.

Nurse navigators and patient advocates fill in the gaps to ensure patients become the healthiest they can be, Vickie explains. That might mean putting patients and their caregivers in touch with resources like Meals on Wheels, behavioral health specialists, social workers, physical therapists or transportation.

“Sometimes we’re an understanding voice on the other end of the phone when a patient is scared, confused or frustrated,” says Vickie. “We do whatever it takes to help patients work through the complexities of today’s health care system. We all share the same goal, to restore patients’ health.”

Please join Dr. Strait and Vickie in making health care easier for more patients at Atrium by giving to the Promise to You campaign. Thank you for your generosity!
Heritage Society members have included Atrium Medical Center Foundation in their will or estate plans. Members are as of June 1, 2018. New members are noted in bold type. If you’ve included the Foundation in your estate plans, please notify us so we may recognize your generosity. Thank you!

Anonymous (2)
Mr. and Mrs. Larry Bake
Dr. and Mrs. Bruce Barnes
Dr. and Mrs. Jack Barnes
William O. Barnitz
Linda and Richard Baxter
Mr. and Mrs. Charles Beck
Paul and Michelle Bendik
Ann and Art Bidwell
Niel and Meredith Buckley
Dr. Daniel A. Butler
Frank and Sharon Chapman
Barbara K. Chappell
DeWitt Chapelle, Jr.
Carl and Deborah Coburn
Mr. and Mrs. Wilbur Cohen
Catherine Cotelle
Evelyn Day
Helen S. Deutemeier
Roger and Ginny Dillman
Col. and Mrs. Russell P. Donahue
Jim and Jane Elder
Mr. and Mrs. Walter B. Evans
Dr. Craig Fennel
Patricia Miller Gage
Della B. Gardner
Robert B. Gardner, Sr.
Gary and Nancy Gross
Peter Hackett
Thomas and Patrica Hackett
Mr. and Mrs. Richard Haller
Imogene Harmon
Norm and Pat Hayes
Thomas and Deborah Hazeltaker
William and Penelope Hummel
Stuart Ives
Carrie Jacoby
David Jones
James and Margaret Jones
Lyndon Lorenzo Jones and Anita Scott Jones
Loyal R. and Anita Juengling
Yonathan Kebede
Arline and Mary Rose Kemplin
Dr. Raymond E. and Jean Anne Kiefhaber
Edna M. Kinsinger
Daniel Lacey
Senator Barry and Marilee Levy
Dr. and Mrs. Lawrence Linder
Samuel R. and Laura Lobar
Nellie Losh
Marcia Jean MacClellan
Jim and Sarah Martindale
Louis McCollay
Verla McClure
Richard H. and Patricia A. Montgomery
Frank and Pat Myers
Lucy M. Nelson
Dr. and Mrs. Dick M. Nisbet
Martha Oches
Neil and Ginny O’Connor
Beryl Orr
Nadine Orr
Candice and James Peace
David and Karen Pearce
Mr. and Mrs. Don Pelfrey
Doug and Do Perry
Claire Porter
Louise Pratt
Bill and Connie Rathman
Dr. and Mrs. Walter Roehl, Jr.
Joseph Rampler
David Sanders
Mr. and Mrs. William Sandston
William and Pat Schaefer
David and Carol Schal
Mr. and Mrs. Michael Scotti
Dr. Tom and Bonnie Scott
Lucille Shafer
Dick and Patricia Slagle
Roy F. Smith
Mike and Linda Snyder
Kathleen Stautberg
Alice Strankw
Ernest and Wilda Streifhau
Perry D. Thatcher
Carol J. Turner
Heath and Mary Valentine

Coping With A Child’s Death:
How You Can Help

The experience is unimaginable, yet all too often a parent in our community learns that a piece of their heart is gone forever. Losing a child is deeply complicated – an event that permanently changes a family.

Whether the loss is due to illness, accident, miscarriage or a reason that can never be explained, Atrium Medical Center has a team of specialists to help. The HEAL (Help Endure a Loss) program provides emotional support for families while attending to the logistics that surround memorializing a child. HEAL offers monthly support groups and sponsors a number of community events to help families cope with their loss and move forward. HEAL also supports safe sleep and stillbirth prevention initiatives. Each of these services is provided at no charge to the grieving family. Support from HEAL is ongoing, for as long as requested.

The HEAL program costs $100,000 to $150,000 each year to run, yet no continuous funding exists. An endowment of $2.5 million is needed to guarantee that families can benefit from HEAL’s crucial services for years to come.

Find out how you can help HEAL thrive so it’s there for every devastated mother and father who needs support. Please contact Michael D. Stautberg, Foundation president, or Samuel R. Lobar, director of major gifts.
How Charitable Giving Can Benefit You

Nathan J. Duncan, CFP®, AEP®
Certified Financial Planner. Nathan Duncan is vice president and financial planning strategist with BB&T Wealth of Greater Cincinnati. He was a speaker at the Foundation’s 2017 Estate and Tax Planning Professional Seminar, which BB&T sponsored.

Charitable giving is generally done for personal reasons, but there are also tax (income and/or estate) benefits that might make it attractive even for those without a significant charitable intent.

To qualify for an income tax deduction on a charitable gift, you must itemize deductions on your income tax return, meet substantiation requirements and make the gift to a qualified charitable organization.

Benefit by donating appreciated assets. It is particularly beneficial to make a charitable gift of appreciated property held for more than one year that, if sold, would qualify for long-term capital gains tax treatment (e.g., stock). If such property is contributed to charity in kind, the appreciation is not subject to capital gains taxes, assuming the contribution complies with all of the applicable rules.

Example: Jill purchased stock for $10,000 more than one year ago, and the stock is now worth $50,000. If she sold the stock today and gave the charity the $50,000 sale proceeds, she would have to report the $40,000 capital gain and pay tax on it. Alternatively, if Jill gifted the $50,000 of stock directly to a public charity, she would qualify for a charitable tax deduction (subject to annual deduction limits) equal to the fair market value of the stock ($50,000), and avoid paying the capital gains taxes on the $40,000 of appreciation – a much better result.

What substantiation requirements must be met to realize the income tax benefits of a charitable gift? To take an income tax deduction, all charitable gifts must be substantiated. No deduction can be taken for a monetary gift unless you have a bank record or acknowledgement from the charity showing its name, date and the amount of the contribution. This means charitable gifts made with cash without a corresponding acknowledgement from the charity are not deductible. For contributions of non-cash property, you must have a receipt from the charity and a record showing your name and describing the gift. There are also additional substantiation requirements applicable for contributions of $250 or more, non-cash contributions exceeding $500 and contributions of cars, boats and planes.

How could I use retirement accounts to fund a sizable lifetime charitable gift? The Protecting Americans from the Tax Hikes Acts of 2015 made permanent the provision allowing tax-free distributions from individual retirement accounts (IRA) to public charities (Qualified Charitable Distribution (QCD). This provision is only available to taxpayers age 70½ or older and is limited to $100,000 per taxpayer per year. Thus, a married couple both over age 70½ and having substantial IRAs could transfer up to $200,000 this year. A QCD may 1) satisfy all or part of a taxpayer’s required minimum distribution (RMD) from a traditional IRA and 2) have the added bonus of being excluded from income on their tax return. This makes this election a very powerful income tax planning tool for charitably inclined taxpayers.

What other tools are available to realize an income tax benefit from a charitable gift? There are several you can use to benefit from a charitable transfer. These include, but are not limited to, the following:

- Bargain sales
- Charitable gift annuities
- Charitable lead trusts
- Charitable remainder trusts
- Community foundations
- Donor advised funds
- Gifts of life insurance
- Pooled income funds
- Private foundations

Remember, charitable contributions are deductible in the year made. For mailed checks, this means when the envelope is post marked. For charitable gifts charged to a credit card, the deduction is taken when the charge is made. For gifts of stock held in street name, the gift is completed when the stock is transferred on the books of the corporation.

Your estate and tax planning advisor can help you determine the most effective charitable giving strategies for your situation. To make a charitable gift to Atrium Medical Center Foundation, please contact Michael D. Stautberg, president, or Samuel R. Lobar, director of major gifts.
Michael D. Long
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Vice Chair, Distribution Committee Chair

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Michael R. Uhl
President, Atrium Medical Center

Marilyn Heiger
President, Atrium Auxiliary Middletown

Michael D. Stautberg
President, Atrium Medical Center Foundation

You have the right to request that we not send you any future fundraising materials, and we will use our best efforts to honor your request. Please write to Atrium Medical Center Foundation at Foundation@AtriumMedCenter.org or at One Medical Center Drive, Middletown, OH 45005, if you would like us to remove your name from our mailing list. Please contact us if you have a change of address, if you're receiving multiple copies or if you would like to add someone to our mailing list.