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Pictured: Proud cancer survivors who work at Atrium Medical Center
Help Us Do More for Cancer Patients

I can’t think of anyone I know who has not had a family member, friend, co-worker or neighbor affected by cancer. Some of you at this very moment are either dealing with a personal diagnosis or are a caregiver to someone who is courageously facing the disease.

For you, your friends and loved ones in our region, Atrium Medical Center offers the most advanced cancer care right here, close to home. But there is much more we could be doing for our cancer patients and their families—with technology, comfort and facilities. That’s why Atrium Medical Center Foundation is launching Imagine a Cure, the campaign for cancer care services. In the months ahead, you’ll learn more about how you can help take our cancer care to new levels.

As part of the Imagine a Cure campaign, we’re looking forward to the When You Wish Upon a Star celebration set for May 22, 2010. Benefiting Atrium’s cancer care services, this triennial event gives us the opportunity to celebrate all that we’ve accomplished together during the last three years. I hope you’ll join us. Co-chairs Pat and John Dupps and their committees are planning a fabulous party!

I’m delighted that Executive Director Mike Stautberg now leads the charge in fulfilling the Foundation’s mission of building healthier communities in southwest Ohio. Mike succeeds Linda Baxter, who resigned after 14 years of dedicated service to start the next phase of her career in Georgia. I know that Mike, working with our committed staff and energetic community volunteers, will lead the Foundation to many new successes.

James B. Kleingers
Chair, Atrium Medical Center Foundation Board of Directors

James B. Kleingers, PE, PS
Chair

Atrium Medical Center Foundation’s Mission and Vision

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.

For more information about ways to give to Atrium Medical Center Foundation, please contact Michael D. Stautberg, executive director, (513) 420-5144 or (800) 338-4057 ext 5144, or Foundation@AtriumMedCenter.org.
Imagine a Cure
Foundation Launches Campaign for Cancer Care Services

During treatment for breast cancer, Shobha Patel came to appreciate firsthand the impact that care, compassion and comfort had on her attitude and on the healing process. “That’s why I’m thrilled Atrium Medical Center Foundation is making a significant commitment to enhancing the comfort and compassion cancer patients will experience,” says Patel, manager of cardiopulmonary services at Atrium Medical Center.

Enhancing Excellent Care
Atrium Medical Center already offers the very latest, most effective cancer care so residents of our region can get the advanced care they need, close to home. “Now we’re ready to take Atrium’s cancer care to new levels, expanding and enhancing our services to serve our patients and their loved ones even more effectively,” explains James B. Kleingers, Foundation chair.

To achieve that goal, the Foundation is beginning to ask for community support for the Imagine a Cure campaign for cancer care services at Atrium Medical Center. The campaign seeks to:

- Keep up with changing technology that offers more accurate and effective treatments
- Expand the number of infusion rooms, especially for very sick patients
- Expand the comfort care we provide, with additional recliners, music and movies, hospitality stations and more
- Expand the position of case navigator to coordinate care from all of a patient’s specialists
- Expand clinical trials and research that offer the best promise for better treatments and a cancer cure
- Provide for the needs of indigent patients who have cancer
- Establish endowments to ensure advanced cancer care for generations to come

Launched with an employee appeal in August (see next page), the Imagine a Cure campaign is reaching out to medical staff, businesses and the public, as we work to secure gifts over the next 18 months. We are committed to raising at least $300,000 to enhance Atrium’s cancer care services—and we intend to achieve a stretch goal of $500,000 or beyond so we can do even more for cancer patients and their families.

Support for Changing Technology
Cancer patients want the peace of mind of knowing the most sophisticated technology is available, close to home, if they need it. Imagine a Cure will raise funds to help maintain the leading technology Atrium currently enjoys. As more patients seek care here—and new treatments and technologies emerge—funds raised now will help ensure that future Atrium cancer patients can count on the most advanced cancer-related imaging and surgical equipment.

Comfort for Patients and Families
“We’ve got state-of-the art equipment and a top-notch team of cancer care providers,” says Sharon Baker, RT, BS, CRA, director of cancer care and imaging services. “The light-filled, peaceful atmosphere we’ve created here is the third component of effective treatment. The additional amenities that Imagine a Cure will provide are more than just extras—they’re an integral part of treatment.”

The Infusion and Treatment Center currently has two private rooms equipped with hospital beds for the sickest patients, or those whose infusion lasts many hours, to rest comfortably. Imagine a Cure will outfit three more private treatment rooms. For those receiving chemotherapy and radiation treatment, new entertainment options and hospitality stations will help distract and calm anxious patients and their loved ones.

Story continued on following page.
Putting the Patient First

Beyond physical amenities, Imagine a Cure addresses the total patient/family experience with the addition of a case navigator for all cancer patients, who will coordinate care among all of a patient’s specialists—a daily challenge for a busy cancer center. Currently a navigator is available only to breast cancer patients.

Lisa Martinez, RN, JD, corporate counsel for Atrium and breast cancer survivor, valued this service at Atrium. “My navigator supplied me with resources and helped me in making good decisions,” observes Martinez. “Without those resources, I would have been floundering.”

Atrium already offers cancer patients access to a wealth of clinical trials that offer the most promising treatments before they’re widely available. To give our research nurses more time with patients, campaign funds would help to purchase a web-based software package that simplifies tracking of highly complex research data, allowing for further expansion of new trials.

How You Can Help

Won’t you help us improve the lives of cancer patients here in southwest Ohio? To make a gift, simply use the enclosed reply envelope and designate your gift for the Imagine a Cure campaign. Thank you for caring!

Employees Raise $25,000 for Cancer Care

Compassionate Atrium Medical Center employees already have stepped up to support expanding and enhancing cancer care services at Atrium. The Comfort That Heals employee campaign raised $25,000 over the summer, exceeding the $20,000 goal.

Their personal experiences with cancer inspired Shobha Patel and Lisa Martinez, RN, JD, to co-chair the employee campaign. Martinez reflected, “When the opportunity to help arose, I felt a need to give something back to the program that laid the foundation for my successful treatment.”

They found a sparkling new way to supplement traditional fundraising and remind employees of the campaign: paper stars dedicated to a person touched by cancer. The stars were displayed in the Atrium café, inspiring employees to give generously. “At $1 each, the stars encouraged everyone to be involved in the campaign,” said Patel. “And if you’ve given a dollar, why not a little more?”

As the campaign continues, employees can watch “the stars come out” as more are added to the display. During the holidays, the stars have reappeared on a festive tree in the hospital lobby, joined by stars from generous community donors.

“C is for Cancer, but the word cancer also brings out another C and that is Compassion in others. That compassion becomes part of the Cure.”

– Shobha Patel, cancer survivor
Until you have cancer, you may not think much about how you might fight it. Rest assured that you can count on Atrium Medical Center.

Right here in southwest Ohio, Atrium offers the same advanced imaging and treatment options found at the nation’s leading hospitals. That means you can stay close to home, supported by the people and routines that keep you strong.

We bring together physicians who are cancer specialists and subspecialists, along with nurses and radiation therapists, to diagnose and treat every form of cancer. Adding their expertise to your team are dietitians, pharmacists, social workers, chaplains and others—all on your side every step of the way.

And you might be pleasantly surprised to learn that all of this state-of-the-art care is delivered in a light-filled, spa-like environment that’s worlds apart from that of other cancer centers. It’s designed to bring a sense of wellness rather than illness, promoting a more positive outlook to help families and patients cope. It’s easy to access, too, with parking right outside a convenient entrance.

**Essential to the Battle**

Advanced imaging is critical for accurate diagnosis and treatment planning. At Atrium, you’ll find MRI, PET and high-speed CT scanners, complemented by a variety of other sophisticated imaging techniques that can best target your symptoms.

If chemotherapy is what the doctor orders, know that it’s supported by the most recent research and delivered in our soothing infusion center, affording each patient privacy and comfort.

Wouldn’t you like to have access to the latest and most promising treatments before they’re widely available? At Atrium, you can. Our patients participate in more than 150 clinical trials—the same studies offered at the nation’s leading centers for cancer research.

**Targeted, Precise Radiation**

When radiation therapy is part of your treatment plan, Atrium’s breakthrough technology fights cancer with extremely targeted and precise radiation. IMRT (Intensity Modulated Radiation Therapy) and IGRT (Intensity Guided Radiation Therapy) enable us to locate and pinpoint tough-to-reach tumors, such as those beside a major organ or artery. This makes previously untreatable tumors treatable. HDR (High Dose Rate) brachytherapy is internal radiation therapy that uses a small applicator, surgically implanted, to deliver a tiny, seed-like radiation source directly to the site of the tumor.

For you, this high-tech treatment means you’re getting the strongest possible radiation dose delivered to the cancer site, while healthy tissues are spared from the effects of radiation. More patients are benefiting from Atrium’s advanced technology, too; radiation therapy treatments in 2009 are up 43 percent over the same time period in 2008.

**You Can Count on Us**

I sincerely hope that you and your loved ones never hear the words, “You have cancer.” But if you do, you can count on Atrium Medical Center for powerful and personalized cancer care.
When you wish upon a star, makes no difference who you are...

No matter how many times you hear this iconic Disney tune, the hope and promise it exudes leaves you feeling confident about the future.

A future of hope and possibility—these are the ideals worth celebrating at Atrium Medical Center Foundation’s When You Wish Upon a Star celebration on May 22, 2010. The event will be held at the elegant Savannah Center in West Chester.

“We’ve called it a ‘celebration’ for good reason,” says Pat Dupps of Middletown, who is co-chairing the event with her husband, John.

Pat and John, like many others in the region, attended Atrium’s inaugural gala in 2007, which was held inside the brand new Atrium Medical Center prior to its opening. “We realized that this sort of coming-together was important, not only in terms of fundraising but also to provide our supporters a unique opportunity to get together and celebrate all that we have accomplished—and will continue to accomplish—together,” explains Mike Stautberg, Atrium Medical Center Foundation’s executive director. “A decision was made to continue the tradition in the form of a celebration to be held every three years, beginning in 2010.”

“When You Wish Upon a Star is going to be a fantastic evening,” says Dupps, describing the black-tie optional event. Proceeds will benefit cancer care services at Atrium Medical Center as part of the recently announced Imagine a Cure campaign. (See page 3.)

All members of the 2007 gala steering committee are back, along with some energetic new volunteers who share a commitment to make the 2010 celebration event a night to remember, according to Dupps. “We have so much fun together! They are all a joy to work with—and so organized and talented.”

An Elegant Affair
A great party doesn’t happen by accident. It takes planning, creativity and a personal touch. The dedicated steering committee has been meeting since spring to plan every detail.

Guests who prefer not to drive to the Savannah Center can take advantage of free transportation that will be offered from Atrium’s Professional Building. Festivities at the charming Savannah Center will begin with a reception that kicks off at 6 p.m. Guests can enjoy cocktails and stroll into a lovely outdoor area with a charming gazebo and two gardens that overlook a beautiful lake.

A glamorous evening will follow in the Grand Ballroom, beginning with fine dining and a short program, music, dancing and silent auction.

A highlight of the evening will be the presentation of the 2010 Community Hero Award and Physician Hero Award. “These awards give us a unique
opportunity to pay tribute to two true local heroes whose lifetime contributions to the hospital and the region are exceptional,” says Stautberg.

Cincinnati Bengals radio play-by-play announcer and LOCAL 12 Sports Director Brad Johansen will emcee the event. “We’re very excited to have his support and involvement,” says Dupps. She’s equally thrilled about the entertainment—the popular band Platinum from Lexington, Ky., that has appeared with such nationally known acts as The Temptations and Michael Bolton.

A Community Effort

Many individuals and companies have stepped up to make this signature celebration event a reality. The Foundation is grateful to the companies that have already come on board as sponsors as of November 23, including the Barnitz Fund, JPMorgan Chase; Cohen Brothers, Inc.; The Dupps Company; the Arthur Harvey Foundation; Brower Insurance Agency and Bricker & Eckler.

We also thank our dedicated event steering committee: Pat and John Dupps, co-chairs; Neila Barnes and Sharon Flagel, invitations and hosts/hostesses; Tina Breitenbach and Laurie Mitchell, logistics; Patti Gage and Becky Wilber, volunteers; Beth Marchant and Barbara Strait, recognition and program; Saundra Pearce and Sara Mahoney, silent auction; and Sarah Kaup, past chair advisor.

John Dupps, a former Foundation board chair, and Pat are longtime, active supporters of the Foundation. But the opportunity to co-chair the 2010 celebration was particularly meaningful to them.

“Practically every family has been touched by cancer in some way,” explains Pat, who herself recently accompanied a neighbor to Atrium for cancer care. “We know that the dollars raised through the 2010 celebration will be used wisely, and will make a difference for our family and our friends in this region.”

Join the Celebration Fun!

Advance Tickets – Invitations will be mailed in early spring. However, tickets for the $125 per person fundraiser can be reserved now by contacting the Foundation.

Hosts/Hostesses – Are you interested in supporting the 2010 celebration in a broader capacity? Consider being a host/hostess. It’s easy to do, and a great opportunity to gather a group of family and friends to join you for an amazing night.

Silent Auction Donations – Celebration volunteers are rounding the pavement to gather an impressive array of items for the silent auction. If you would like to donate tickets, products or services, we would love to hear from you.

Contact us at (513) 420-5144 or Foundation@AtriumMedCenter.org for more information.
Outstanding Care for Broken Hearts

by Saeb F. Khoury, MD, Medical Director of Interventional Cardiology

Heart care in southwest Ohio took a giant leap forward last summer. Now, area residents can stay close to home for open heart surgery, angioplasty, stent placement and other interventional procedures at the new Heart Center at Atrium Medical Center.

More than a year after startup in August 2008, our interventional cardiology program is busy and successful. Most of our patients come for a scheduled catheterization either as an inpatient or outpatient. Diagnostic imaging enables physicians to see if any arteries are blocked. We can perform balloon angioplasty and stent placement, if needed, right away, without moving the patient to another hospital.

Heart attack patients also find all the help they need right here at Atrium, 24 hours a day, seven days a week. If an EKG taken in the Emergency Trauma Center or faxed in by an emergency medical services squad indicates an acute heart attack in progress, the catheterization lab is activated immediately. The interventional cardiologist and staff gather quickly to minimize any treatment delays. I’m proud to report that Atrium meets the national benchmark of 90 minutes from “door to balloon”—time from the initial diagnosis of a heart attack to the opening of the vessel.

Our physicians also perform peripheral angiography, balloon and stent placement in the legs, kidneys and vessels of the arms and neck. They remove plaque in some of these vessels using a “roto-rooter” in a procedure called atherectomy.

With the opening of the new Heart Center, patients now can come to Atrium for nearly all of today’s cardiology procedures. When time is muscle, the earlier that a blocked vessel is opened, the fewer complications there are. Excellent heart care close to home definitely saves time and heart muscle. It allows the same cardiologist who performed the procedure to follow up on a patient’s care, building understanding and trust. With the patient nearby, family and friends can easily help in the healing process.

Thank you to every donor who made the new Heart Center possible. Together, we’re making a real difference in heart care in our region.

Thank You from Healing Hearts

What a difference generous donors can make! Since the new Heart Center at Atrium Medical Center opened in 2008, hundreds of lives have been touched by new services funded by the capital campaign. Here’s an update through August 2009.

Open heart surgeries: 120 since inception in June 2008

Angioplasty, stent placement and other interventional procedures: 462 since inception in August 2008

Other cardiac procedures (pacemakers, etc.): Up 36% since 2007
Help Pave the Road to the Future

New Pathway Honors Our History

Atrium Medical Center has a deeply rooted legacy of dedicated service that reaches back to 1917, when Middletown’s first 28-bed hospital opened to ensure that area residents could receive care close to home. For 90 years, the facility that became Middletown Regional Hospital welcomed generations of our newest citizens, introduced breakthroughs in technology and offered compassionate healing.

Now we’re celebrating this great legacy of caring with a new pathway on the east side of the campus, along the existing walking trail. Serving as a bridge from a proud past at Middletown Regional Hospital to a proud future at Atrium Medical Center, the pathway is funded by gifts of nearly $25,000 from generous donors.

To join the past to the future, hundreds of bricks were removed from the now-closed Middletown Regional Hospital’s 1938 Building, the oldest structure on the site. They were cleaned and then purchased by donors for inscription and placement on the pathway. Others were sold to be taken home as historical mementoes.

A generous gift from Atrium Auxiliary Middletown is funding a garden vignette and helping to preserve an historic cornerstone from the 1938 Building. Converted into a bench along the pathway, this cornerstone will stand as a lasting testament to the countless men and women whose lives were touched by Middletown Regional Hospital.

In addition to bricks from the old hospital, newer pavers in three sizes can still be purchased and inscribed according to donors’ wishes. Already, historic bricks and new pavers bear the names of donors and employees, their loved ones, hospital departments and others.

All funds raised will be used to maintain the pathway and the landscaping that surrounds it. The pathway is scheduled to be completed by the end of the year. Once it opens, be sure to take a stroll to enjoy the beauty—and the memories.

Become a Part of History

Add your name—or that of a friend or loved one—to the new pathway at Atrium Medical Center that honors the 90-year legacy of Middletown Regional Hospital. You may select:

- Middletown Regional Hospital (MRH) brick: $30
- MRH brick PLUS engraved MRH 4” x 8” brick within Atrium Medical Center trail: $90
- 4” x 8” paver with three lines of type: $75
- 8” x 8” paver with five lines of type: $150
- 12” x 12” paver with 8 lines of type: $250
- Tree: $1,500
- Garden vignette: $500 – $5,000

To become part of history in this unique way, contact us soon at (513) 420-5144, (800) 338-4057, ext. 5144, or email us at Foundation@AtriumMedCenter.org.
Save Taxes and Secure Health Care With Your Planned Gift

By Joshua A. Shapiro, JD

Mr. Shapiro is vice president/trust officer at First Financial Bank in West Chester. He helps clients establish, refine and implement their tax and estate planning by working with them and their advisors to properly fund and manage trusts. He also assists non-profit organizations in developing and managing their endowments. Mr. Shapiro is on the steering committee for Atrium Medical Center Foundation’s annual Estate and Tax Planning Professional Advisors Seminar.

As many of you know through personal experience, Atrium Medical Center provides much needed, extraordinary health care close to your home so you and your loved ones can live longer and healthier lives. This incredible benefit to our community, however, cannot be taken for granted.

The medical center’s future depends upon special gifts to its charitable partner, Atrium Medical Center Foundation. These types of gifts are called planned gifts.

Planned gifts are not fully paid to the Foundation until some future period, such as at death or expiration of time, and they typically address the Foundation’s future needs. Planned gifts also provide you and your family with great tax savings. In essence, planned gifts may allow you to redirect your hard-earned wealth to the Foundation, instead of to the IRS.

Here are some simple ways you can make a planned gift to the Foundation:

• Testamentary Bequest in a Will or Trust. You may leave a specific amount, a percentage or the residue of your estate in your will or trust to the Foundation.

• Remainder Interests in Property. You may title your real estate to utilize it for life, and then pass the property to the Foundation upon your death.

• Beneficiary Designations. With beneficiary designation forms and/or transfer on death designations, you may name the Foundation to receive your retirement assets, life insurance, financial accounts and CDs upon your death.

• Charitable Remainder Trusts. You may make an irrevocable gift to a trust, retain the income from the trust for life or for a term of years, and then pass the remainder to the Foundation.

• Charitable Lead Trusts. You may make an irrevocable gift to a trust, provide the Foundation with income payments a specific period of years, and then pass the trust to your children.

• Charitable Gift Annuities. You make a gift to the Foundation, receive an annuity for life, and then after your death the remainder is paid to the Foundation.

As you can see, there are many ways to make a planned gift to Atrium Medical Center Foundation to help secure the future of health care in our region. And these techniques will help you minimize or possibly eliminate income, capital gains and estate taxes.

If you desire more information or would like to discuss the details of a planned gift, please contact Mike Stautberg, executive director of Atrium Medical Center Foundation, at 513-420-5144 or Foundation@AtriumMedCenter.org.
A generous gift to Atrium Medical Center’s Healthy Kids Campaign will help to ensure that the youngest lives in our communities get the best possible start.

The Marianne Dorenbusch Fund for Severely Ill Children of Middletown Community Foundation will boost efforts at Atrium’s Maternal Child Health Center to decrease preterm births, the leading cause of infant death and long-term disability. The grant will promote healthy, full-term deliveries by funding medication that prevents early births and ultrasound testing to identify women at risk of preterm delivery.

Donations to the Healthy Kids Campaign total nearly $250,000 to help children from low-income families get the care they need, even without insurance. Contributions also are funding child-sized medical equipment, prescription medications for families that can’t afford them, and additional Wednesday afternoon hours at the Maternal Child Health Center to meet a rising demand for services.

We are grateful to campaign co-chairs Judge Anthony and Carol Valen and Dr. E. Ronald and Martha Oches for their enthusiastic leadership, and to every donor whose generosity will improve the lives of children. Although this campaign has concluded, the need for services doesn’t end. To help secure the Maternal Child Health Center, future efforts will focus on building an endowment. For more information, please contact the Foundation at (513) 420-5144 or Foundation@AtriumMedCenter.org.

Healthy Kids Campaign Raises Nearly $250,000

Heritage Society Members

Members have included Atrium Medical Center Foundation in their wills or estate plans. Members are as of November 2009. New members are noted in bold type.

Anonymous
Dr. and Mrs. Bruce Barnes
Dr. and Mrs. Jack Barnes
William O. Barnitz
Mr. and Mrs. Charles Beck
Catherine Cottle
Evelyn Day
Helen S. Deutemeier
Mr. and Mrs. Walter B. Evans
Della B. Gardner
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Stuart Ives
Carrie Jacoby
Loyal R. and Anita Juengling
Arlie and Mary Rose Kemplin
Edna M. Kinsinger
Senator Barry and Marilee Levey
Dr. and Mrs. Lawrence Linder
Nellie Losh
Marcia Jean MacClellan
Jim and Sarah Martindale
Louis McCallay
Dr. and Mrs. Dick M. Nisbet
Beryl Orr
Nadine Orr
Mr. and Mrs. Don Pelfrey
Claire Porter
Louise Pratt
Bill and Connie Rathman
Mr. and Mrs. William Sandston
Lucille Shafor
David and Carole Schul
Dr. Tom and Bonnie Scott
Dick and Patricia Slagle
Ernest and Wilda Streifthau

Atrium Medical Center Foundation
Year-End Giving
Benefits You and
Atrium Medical Center

As 2009 draws to a close, you may be able
to reduce your tax liability by making a
year-end gift to Atrium Medical Center
Foundation. Consider a gift of:
• Cash
• Stock
• Unneeded, paid-up life insurance policies
• Real estate
• Planned gifts that provide financial
  support to the Foundation while
  providing income to you and a loved one
Consult your tax advisor about the best
year-end giving options for you. You’ll help
yourself—and strengthen health care in our
communities for you and your loved ones.
Thank you!

To Learn More
Please contact us at (513) 420-5144, (800)
338-4057 ext. 5144, or Foundation@AtriumMedCenter.org.

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