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Pictured: Members of the When You Wish Upon a Star celebration steering committee. Please see page 2 for names.
Foundation’s Impact Grows

As the new chair of Atrium Medical Center Foundation, I’m fortunate to step in during this unique time in hospital and Foundation history. The impact of each organization has grown throughout the region. In addition to serving hundreds of thousands of people each year with medical care and education, Atrium Medical Center is one of the region’s largest employers. And the Foundation stands ready to support those medical and educational initiatives.

I grew up in Middletown, so I’ve seen how the Foundation’s growth has broadened the hospital’s reach. Foundation leadership will continue to work closely with Atrium’s caregivers and medical staff to fulfill our mission to build healthier communities in southwest Ohio. Thanks to new gifts and endowments, we were recently able to support many efforts within Atrium and with several partner organizations. This year we’re continuing to sharpen our vision: To be the most respected, responsive and supportive source for health care philanthropy in southwest Ohio.

Throughout our history, the Foundation has grown thanks to generous donors and forward-thinking people such as Robert B. Gardner, Sr., and other Heritage Society members, who include the Foundation in their wills or estate plans.

We want to be good stewards of these thoughtful gifts. While we have short-term aims and solutions for the Foundation and Atrium Medical Center, we want to put in place a long-standing vision to last another 100 years.

I’m grateful for all the generous people who have kept the Foundation vibrant. I appreciate the dedication of our donors, board, staff and many volunteers. I am constantly inspired by their collective effort and commitment to bring this organization to where it is today. We’ll build on their strengths as we carry out the Foundation’s mission and vision into the future.

James Papakirk, JD
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.
On behalf of our patients and the Atrium Medical Center medical staff, we extend our thanks to Atrium Medical Center Foundation and its donors for the addition of the da Vinci® Si HD Surgical System to our cancer-fighting resources.

Early in 2010, the Foundation helped Atrium purchase the da Vinci with a pledge of $500,000 toward the total cost of nearly $2 million, allowing the robot to go into operation sooner than originally planned. A lead gift of $100,000 from Atrium Auxiliary Middletown set the pace for this critical fundraising effort that’s currently underway.

What’s the Big Deal?

As urologic surgeons, we began our robotic training in May 2008 and have been doing robotic-assisted surgery for more than two years. We started using the da Vinci surgical system at Atrium in April for some urological procedures, including prostatectomies to remove a cancerous prostate gland and related structures.

At the same time, obstetricians/gynecologists Heather Hilkowitz, MD, and Juan Reina, MD, introduced robotic-assisted hysterectomy for gynecologic cancer and other gynecologic conditions.

Since then, we’re proud to report that we’ve exceeded projections for the number of patients choosing this surgical option and that we’ve seen great clinical successes because of it.

Why Do We Need a Robot?

Atrium administration and medical staff are committed to staying on top of technological advances including equipment, training and services that ensure we’re providing the best care possible. Specifically, the da Vinci’s technology and hardware help patients recover more quickly and easily.

With minuscule tools rather than the physician’s hands inside the surgical site, patients experience less blood loss and trauma to surrounding tissues than with traditional surgery. Reduced trauma means our patients can return quickly to normal functions, such as urinating without a catheter. In addition, patients often experience less post-operative pain, quicker recovery and a shorter hospital stay.

How Does It Work?

The technology enables the surgeon to see the surgical site magnified, in high definition and in 3D, using a binocular camera and just five small incisions in the patient. The da Vinci translates the surgeon’s finger, wrist and foot movements into robotic tool actions on five “arms.” Although this is a very precise tool, it cannot be programmed to operate independently or without the skill and presence of the surgeon.

With this incredible machine—and the support of generous donors—Atrium is on the front line of cancer-fighting technology. Thank you!
Stars Come Out to Raise Funds for Cancer Care

Nearly 800 of southwest Ohio’s brightest stars came out on May 22 to celebrate local heroes and imagine a cure for cancer.

*When You Wish Upon a Star*, Atrium Medical Center Foundation’s second celebration event, brought together donors, volunteers and friends who raised more than a net of $120,000 for the *Imagine a Cure* campaign to enhance cancer care at Atrium Medical Center. From the young to the young-at-heart, representing every corner of our region, they gathered at the Savannah Center in West Chester to dine, dance and bid on silent auction items.

A highlight of this stellar evening was paying tribute to dedicated individuals who make our community great. The Foundation recognized Walter H. Roehll, Jr., MD, as physician hero and the Bidwell family as community heroes for their lifelong contributions to the hospital and other organizations in southwest Ohio.

Our sincere thanks to steering committee members and all the volunteers who made this evening sparkle with special details! The Foundation also deeply appreciates the generosity of our sponsors for making this incredible event possible, including Baker Concrete Construction, presenting sponsor; Chase Bank and Freund, Freeze & Arnold, galaxy sponsors; and our many other kind sponsors whose support was invaluable.
“The celebration was a first-class operation. I’m glad the Bidwell family was honored, because Art and his family have been generous to the community but have quietly taken a back seat. Dr. Roehll is also a close personal friend. It was nice to see that his efforts were recognized. It couldn’t have happened to a nicer guy!”

— Richard Slagle, Middletown

“The Atrium Medical Center Foundation celebration was very well done. There were so many people to talk to! My husband and I, along with many friends, had just as much fun this year as we did at the first gala for the new hospital a few years ago. The friends of the hospital can be very proud of their efforts.”

— Kathy Rambo, West Chester

“I enjoyed seeing the two-step platform for early stress tests that Dr. Roehll used for his patients. It’s amazing how far heart care has come! The whole evening felt so warm and inviting, as if everyone was part of a big family.”

— David Gully, Lebanon

“The evening was great! It was an opportunity for me to talk with some people involved in the Atrium mission I had not met before. It is always a joy to honor people like the Bidwells and Dr. Roehll who have made such a difference in our community.”

— Jonathan D. McCann, Mason

“As a sponsor, I was delighted to be part of such an exciting event that brought together hospital supporters of all ages, backgrounds and interests. I’m glad we could help to bring even better cancer care to Atrium.”

— Michael S. Karaman, President, James Free Jewelers, Dayton

“As chair of Atrium’s board, I was gratified to see so many members of our communities supporting cancer care services at Atrium. It was a great night for a great cause.”

— Jeffrey S. Zollett, MD, Middletown

“I have always respected the Bidwell family and their commitment to community service. It was a blessing to see their family together at the celebration receiving the recognition they deserve.”

— Irene Valen Zalants, Middletown

1. Paulette and Jim Keys with Dr. Percy Mitchell.
2. Honored as community heroes at the celebration were the Bidwell family. Arthur Bidwell is fourth from the left, surrounded by his seven children and their spouses.
4. Walter H. Roehll, Jr., MD, (third from left) was honored as physician hero. Helping him celebrate are his wife, Mary Lou, fourth from the left, his four children and their spouses.
5. Ken and Janet Cohen with Congressman John Boehner.
Members of the Middletown Area Federation of Women’s Clubs are leaders from other women’s organizations in the region who unite in thought, energy and action to help the community, with the hospital as their primary beneficiary. This year the Federation marks its 90th anniversary and celebrates 90 years of generous support for Atrium Medical Center and the former Middletown Regional Hospital.

In addition, in 2010 the Federation presents its 90th Charity Ball on Friday, December 3, at the Manchester Inn in Middletown. This year’s honorees are Dan and Frances Sack. Each year, the Federation brings the community together in a holiday tradition to raise funds for a hospital program.

Nearly $1 Million Donated

Over the years, the Federation has contributed nearly $1 million to fund equipment, education programs and new services that would have been delayed or not available without their support.

The group expects to exceed the $1 million mark with fundraising efforts at this year’s ball. Proceeds will fund the new Middletown Area Federation of Women’s Clubs Endowment to pay for women’s health screenings and tests, including mammograms, for those who do not have health coverage or can’t afford necessary treatment.

The demand for mammograms is high for the uninsured and underinsured at Atrium’s Wilbur and Mary Jean Cohen Women’s Center. “Atrium Medical Center Foundation is pleased to partner with the Federation so women can start benefiting as soon as possible,” says Barbara Strait, Foundation board secretary. “The Federation’s gift will make a big difference to women who are worried about their health but can’t afford the tests to get more information.”

90 Years of Tradition

The first Charity Ball in 1920 provided a way for the community to pull together to support critically needed local health care. Held at the Elks Temple on Main Street, the inaugural celebration netted $678.95. For many years, students from the hospital’s nursing school were named Charity Ball princesses. It has always been an anticipated event on Middletown’s social calendar.

In addition to their fundraising efforts, the Federation does service projects for the community, including wrapping and delivering sugar maple seedlings to fifth grade children in the area to celebrate Arbor Day.

“The new endowment is a fantastic way for the Federation to celebrate its 90th anniversary,” says Michael D. Stautberg, Foundation executive director. “It enables the Federation’s generosity to live on. We’re grateful that this legacy of enhancing health services will be far reaching, way beyond the efforts of current volunteers.”

Be Part of the 90th Charity Ball!

To purchase tickets for the historic event on December 3, please contact Tammi Thompson at 513-539-9922 or TammiThompson@picardlawfirm.com.
Fall is a great time to review our healthy list of accomplishments—and to thank you for helping us achieve them. Your generous gifts to Atrium Medical Center Foundation have purchased new technology, funded scholarships and begun to enhance cancer care services.

In March, Foundation funds helped Atrium acquire the da Vinci® surgical system. This groundbreaking robotic technology allows patients to get back to their lives after surgery faster than ever before. (See the story on page 3.) It’s one tangible way we’re bringing you new and better care close to home. The Foundation still needs your help to meet this critical obligation to our patients.

Recently the Foundation and Atrium enhanced emergency heart care on the way to the hospital. We gave grants of more than $27,000 to regional emergency medical service squads for a new system that transmits a patient’s heart monitor readings directly to Atrium’s Emergency Trauma Center to speed heart attack care when the patient arrives.

Accreditations Confirm Excellence
I’m delighted to report that Atrium’s Level III trauma center recently received its third consecutive accreditation by the American College of Surgeons. Surveyors noted it as a “model program” for other trauma centers across the nation! In fact, Atrium’s trauma program was established with the help of a Foundation campaign in 2001. Today the trauma center treats more than 700 patients annually as a critical part of our busy Emergency Trauma Center that assists more than 60,000 patients each year.

Demonstrating our commitment to excellence, Atrium Medical Center received four more important accreditations:

• The stroke program was recertified as a Primary Stroke Center by the Joint Commission, keeping its Gold Seal of Approval™ for stroke care.

• The cancer program once again received accreditation with commendation from the American College of Surgeons’ Commission on Cancer.

• The Nuclear Cardiology Department earned its third consecutive, three-year accreditation from the Intersocietal Commission for the Accreditation of Nuclear Medicine Laboratories (ICAEL).

• The Echocardiography Department also earned a third consecutive, three-year accreditation from ICAEL for transthoracic echocardiography, and its first ICAEL three-year accreditation for transesophageal echocardiography.

Educating Professionals
Thanks to generous donors, several new scholarships and endowments have been established this year. From new and existing scholarship funds, the Foundation awarded more than $15,500 to nurses and other Atrium employees who are continuing their educations.

To train a new generation of health care workers, Greentree Health Science Academy is scheduled to open a new building on our campus in fall 2011. This innovative partnership among Atrium and our educational partners prepares high school students and adults for in-demand health care careers.

Imagine a Cure
Let’s not forget the current Imagine a Cure campaign to expand and enhance cancer care, which has raised more than $500,000. Dedicated volunteers and staff are working hard to reach the next milestone of $750,000, with $1 million as the ultimate goal before the campaign ends mid-2011. Every gift makes a difference!

Let’s finish out the year and the campaign with the goal of taking cancer care at Atrium to the next level.

As you can see, your donations to the Foundation directly improve care for you and your loved ones. We’re very grateful for your continued support.
With great generosity and spirit of friendship, Atrium employees have again stepped up to contribute funds to the Friends in Need (FIN) Endowment Fund. That’s only one way employees’ gifts help to make Atrium Medical Center a better place for patients, visitors and all who work here.

The recently completed employee campaign raised more than $23,000 for the FIN Endowment Fund. Since its inception in 1982, the FIN Fund has helped more than 300 Atrium employees face some of life’s unforeseen crises. Each year an average of $3,500 is distributed to assist employees with urgent problems such as a house fire, serious illness or spouse’s layoff.

“We can’t thank our generous Atrium employees enough for helping to establish a much-needed base to endow the FIN Fund,” says Donna L. Banks, FIN Fund chair and Atrium vice president of operations. “It’s a lasting way to help coworkers now and in the future.”

Over the past five years, caring employees have given more than $400,000 to support Atrium Medical Center Foundation’s efforts. This year alone, they’ve contributed nearly $60,000 to the Daisy Award for Nursing Recognition, the Imagine a Cure campaign for cancer care services, the spring celebration event and other ongoing projects, as well as the FIN Endowment Fund campaign.

Celebrating the success of the FIN Endowment Fund campaign, employee volunteers serve cake to their coworkers who donated to the fund.

Foundation, Kiwanis Co-Sponsor Golf Tournament

For the first time, Atrium Medical Center Foundation partnered with Kiwanis Club Middletown for a great day of golf that benefited young people in our community. On May 21, the 16th Annual James A. Combs Memorial Golf Tournament was held at Weatherwax Golf Course in Middletown.

We’re grateful to the more than 120 enthusiastic golfers and volunteers who raised more than $12,000. Half of the proceeds benefited Atrium’s Maternal Child Health Center, which provides health care to the community’s neediest children. Kiwanis used the remaining $6,000 to help fund scholarships in the region.

Kudos to our planning committee and all the volunteers who spent many hours to make this fundraiser a success! Special thanks to Dan Dobrozsi and the late Dr. Ron Oches, who served as co-chairs, as well as to the volunteers who executed the event so well including Steve Dobrozsi, Don Johnson, Donna Kramer, Mike Long, Bill McCall, Bill Parnell, Donna Parson, Don Pelfrey, Don Perander and Mike Scorti.

Mark your calendar for the 17th annual tournament on May 20, 2011. For more information, contact the Foundation at Foundation@AtriumMedCenter.org or (513) 420-5144.

Enjoying a day of golfing for a good cause are, left to right, Loren Curless, Ted Karchner, Larry Curless and the late Dr. Ron Oches.
Welcome to Our New Board Members

The Atrium Medical Center Foundation directors thank Jayne Floering, past president of Atrium Auxiliary Middletown, for her service as a Foundation board member. We’re pleased to welcome new board members Carole Schul and Pat Dupps, who were approved by the board earlier this year.

Carole Schul

Originally from Canton, Ohio, Carole Schul embraced her parents’ tradition of giving back to the community. Carole is president of Atrium Auxiliary Middletown and the Middletown Symphony Women’s Association. She also serves on the board of the Middletown Symphony Orchestra. A Miami University graduate, Carole taught for Middletown City Schools for 30 years. She then directed the nursery school at First Presbyterian Church in Middletown for 15 years, retiring in June 2010.

Pat Dupps

Pat Dupps moved to Middletown with her husband, John, in 1984. She grew up in Oakwood, Ohio. Pat’s strong history of volunteering includes assisting with school fundraisers, participating in the Middletown Symphony Women’s Association and recently serving as president of WHIMS, which raises money to help women access health care. In 2007 Pat was part of the steering committee for the Foundation’s inaugural gala. This year she and John co-chaired the Foundation’s When You Wish Upon a Star celebration.

Remembering

Dr. E. Ronald Oches

Pediatrician E. Ronald Oches, MD, an advocate for children and friend of Atrium Medical Center Foundation, passed away on September 30. Dr. Oches was a much loved member of the Children’s Medical Center pediatric group for more than 40 years. He was chosen by his peers for Atrium’s first Physician Hero Award in 2007. Dr. Oches and his wife, Martha, recently co-chaired the Healthy Kids campaign, which raised more than $300,000 for Atrium’s Maternal Child Health Center. His dedication to children, Kiwanis and Atrium will live on through the many lives he touched.
A gift of nearly $2.4 million earlier this year from the trust of former Middletown business leader Robert B. Gardner, Sr., is the single largest gift received in Atrium Medical Center Foundation’s history. The Foundation is one of 14 organizations that benefited from an $11 million trust Gardner established in 1965, shortly before his death.

“The Foundation is extremely grateful for this transformational gift,” says James Papakirk, chair of the Foundation board of directors. “The board will be thoughtful stewards, taking some time to make wise decisions about the best use of the funds. During this process, thought will be given to an appropriate naming opportunity.”

Born in Middletown in 1890, Gardner was one of three sons of Colin and Elizabeth (Tytus) Gardner. He rose through the ranks of several family-owned paper businesses, including the Gardner-Harvey Paper Company, that continue today in the Temple-Inland and Smurfit-Stone companies in Middletown.

“Because Mr. Gardner was so forward-thinking, his generosity will benefit patients and their families in ways not possible otherwise,” says Michael D. Stautberg, Foundation executive director. “He truly has touched the future through his estate.”

Thanks to generous donors, Atrium Medical Center Foundation awarded more than $15,500 in 2010 to 16 Atrium nurses and technicians pursuing higher degrees or continuing education courses. The Foundation works with Education Services at Atrium to identify appropriate candidates. Each scholarship winner is an outstanding Atrium employee who takes the hospital’s mission and vision to heart and serves as an ambassador to patients and the community.

“Visionary donors have created several new endowments in the past couple of years with the specific intent to build scholarship funds for nurses, technicians and even non-clinical employees,” says Jessica Woodard, Foundation development coordinator.

Current scholarship funds and endowments include:

- G. Robert Gage Memorial Scholarship
- Nellie Losh Scholarship
- Patricia Ann Slagle Nursing Scholarship
- Nadine & Beryl Orr Nursing Excellence Fund
- Stuart Ives Fund
- Jeanne R. Sandston Memorial Endowment Fund
- Atrium Cardiology Ancillary Services Endowment

To learn more about how you can create a scholarship, contact Atrium Medical Center Foundation at (513) 420-5144 or Foundation@AtriumMedCenter.org.
From 2009 to 2010

Many of the tax law changes from 2009 carry over to 2010, including:

• Making Work Pay Credit, which could result in an extra $400 for working individuals and $800 for married couples.

• Modified Hope Credit, renamed the American Opportunity Credit, which provides up to $2,500 for the first four years of post secondary education—an increase of two years and $700 over the original.

• Maximum contribution limits for retirement, including an IRA contribution limit of $5,000 with an extra $1,000 “catch-up” for those over age 50, as well as the 401(k) deferral contribution limit of $16,500 with an extra $5,500 “catch-up” deferral contribution for those over age 50.

• Remaining the same are standard deduction amounts (except head of household, increasing $50), personal exemption amounts, the “kiddie” deduction, the gift tax exclusion and tax rates.

Most of this is good for taxpayers. Unfortunately, some of the American Recovery and Reinvestment Act tax relief provisions from last year expired, including the increased alternative minimum tax (AMT) exemption.

No Estate Tax in 2010

Don’t hold your breath. It’s possible a law could be passed and made retroactive. If Congress does nothing, the 2011 estate tax will return to 55 percent and include a $1 million exemption.

Looking Ahead to 2011…and Beyond

The child tax credit will be cut in half to $500, and these changes occur when the Bush tax cuts expire:

• The top two individual income tax rates will rise to 2001 levels—from 33 and 35 percent to 36 and 39.6 percent.

• The long-term capital gains rate will increase to 20 percent and the dividends tax rate maximum will rise from 15 percent up to ordinary income tax rates.

In 2013, a 3.8 percent Medicare surtax will be applied to the lesser of the Modified Adjusted Gross Income (MAGI) over a threshold amount ($250,000 for couples, $200,000 for individuals) or net investment income. This may entice you to convert to a Roth IRA. If you convert $100,000 in 2010, you can include $50,000 on your 2011 tax return and $50,000 on your 2012 return to split tax payments. After 2012, that income will be included all in one year and be part of your MAGI. Also, distributions from a Roth IRA are discretionary and not included in MAGI.

Plan Today, Adapt Tomorrow

President Obama’s fiscal year 2011 budget proposal would make permanent certain tax cuts enacted in 2001 and 2003, such as extending the capital gains and dividends rates for taxpayers in tax brackets less than 36 percent, extending the $1,000 child tax credit, education incentives and AMT rules. To review the 2011 budget proposal, visit www.jct.gov.

Don’t wait for 2011 to plan. Your advisors will be able to make the best estimates for your unique situation. Charitable investment vehicles also can provide some strong tax advantages. Your advisors can help you plan for your own future while creating a lasting legacy for health care in our region. For more information about making a charitable gift to Atrium Medical Center Foundation, please contact Michael D. Stautberg, executive director, at Foundation@AtriumMedCenter.org or (513) 420-5144.
Year-End Giving Benefits You and Atrium Medical Center

As 2010 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 or Foundation@AtriumMedCenter.org.