Caring

touching lives
improving health

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Pictured: Dr. David and Jayne Floering support the Imagine a Cure campaign.
Embracing Transition

On behalf of Atrium Medical Center Foundation, I offer gratitude and best wishes to Atrium Medical Center’s recently retired president and CEO, Douglas W. McNeill. Doug’s vision and passion made Atrium Medical Center and the surrounding campus a reality. Atrium is surely one of the region’s greatest assets. Its impact will be felt for generations to come. Thank you, Doug.

All of us look forward to working with Doug’s successor, Carol J. Turner. Carol has been with the organization for more than 30 years, most recently as executive vice president and chief operating officer, so we know we could not be in more capable hands. Rest assured, Carol “gets” what Atrium is all about. She will lead us into an ever-brighter future. Welcome, Carol.

Amidst this transition, the Foundation remains committed to building healthier communities here in southwest Ohio. As the medical landscape presents new challenges and new opportunities, we rely on you, our benefactors and volunteers, to help us keep pace and continually improve health care in our region.

Thanks to your support, we have some great stories to tell. The daVinci® robot is one of them, bringing incredible precision, faster recoveries and less pain to Atrium’s patients. With robotic surgery, we are on the front line of innovation in medical technology. If you haven’t already contributed to the Imagine a Cure campaign to help the Foundation meet our $500,000 commitment toward the da Vinci’s purchase, please do so soon. You’ll find more details on page 4.

The Foundation looks forward to a year full of even more success stories. Together, we can make 2011 a time of inspiration for all of us who support Atrium Medical Center. Thank you for your generosity, loyalty and commitment to our shared future.

James Papakirk, JD
Chair
Board of Directors

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.
I was truly humbled, honored and proud to become Atrium Medical Center’s President and CEO on January 1. Over my more than 30 years here, I’ve witnessed the amazing accomplishments of our dedicated physicians and staff in partnership with generous donors and volunteers. Together we’ll continue the momentum as we serve the people of southwest Ohio.

2011 is shaping up as a great year at Atrium. We’re building on our successes and putting our patients first in everything we do. That may sound like an easy task for a hospital, but the complexity of health care today sometimes gets in the way. As we strengthen our team, invest in new technology and expand services, you can count on us to keep our focus on our patients and their loved ones.

Our Goal: Best in Class

Atrium has a great foundation for continuing to broaden comprehensive health care for our region. We’re preparing for enhancements in many areas, such as heart care, surgery, cancer services, our Emergency Trauma Center and more. Some of these enhancements will provide new services never before available locally.

We’re working hard to provide best-in-class quality and service. This journey requires constant focus, assessment and commitment. We’ll continue to build strong working relationships with our medical staff, keeping them involved in decisions about patient care and how that care is delivered. We’ll keep partnering with our staff to continuously hone their skills.

A Place for Great Caregivers

As it has for the majority of Americans, the economy’s high unemployment and large state deficits have been challenging for hospitals across the country. We’ve responded by reducing our costs to produce greater efficiencies while maintaining and improving the quality of patient care. That effort is ongoing as the economy begins to rebound.

Creating a workplace that attracts and retains the best doctors, nurses and other professionals is also a priority. For physicians, our goal is to improve efficiency so they can treat patients in a high quality, cost effective way, with access to the latest technology, such as the da Vinci® robot. For nurses, we’re doing all we can to promote their ability to take great care of patients.

Imagine a Cure

As we enter the final weeks of the Imagine a Cure campaign to expand and enhance our cancer care services (please see page 4), I encourage you to make a gift if you haven’t already. It’s a great way to honor a friend or loved one who has fought cancer. Our goal is to ensure our patients with cancer have the most advanced technologies and treatments for years to come.

There’s a lot going on here at Atrium, all focused on bringing our patients the very best care, close to home. Thank you for everything you do to support our efforts.

Larry Hollingshead, member of the Atrium Medical Center board of directors, checks out the da Vinci robot during a demonstration at the Holiday Dinner with the President on December 8.
Imagine A Cure: The Floerings Support Enhanced Cancer Care

As medical director of Atrium Medical Center laboratory services, pathologist David Floering, MD, knows firsthand how important well-coordinated cancer care is. “I am the one who makes the diagnosis,” he says. “As a member of the cancer care team, I am proud of the care our patients receive.”

Dr. Floering and his wife, Jayne, are among the major contributors to Atrium Medical Center Foundation’s Imagine a Cure campaign to expand and enhance cancer care services.

“Everyone is touched by cancer either personally or through a family member or friend,” Jayne notes. “Having a hospital right here that specializes in cancer care is extremely important to the region. You shouldn’t have to leave your family and friends – your support group – just when you need them the most. That’s why we have supported the Imagine a Cure campaign and have urged others to do so as well.”

Jayne has dedicated many hours to the hospital as a former president of Atrium Auxiliary Middletown and a volunteer for many years. Trained as a microbiologist, she is a board-certified registered technologist who keeps a hand in health care by assisting as an office manager in Atrium’s Infectious Diseases Clinic. The Floerings, who live in Middletown, have four children and three grandchildren.

Technology, Comfort, Research

They join hundreds of others in supporting the Imagine a Cure campaign to help keep Atrium’s cancer services on the leading edge. We’ve passed our first two goals of $550,000 and $750,000. Now, with more than $800,000 raised, we’re striving to reach our stretch goal of $1 million. The campaign is funding:

- $500,000 (one quarter of the cost) for the new da Vinci® Si HD Surgical System that reduces pain, healing time and hospital stays for cancer patients
- Additional private infusion rooms for very sick patients
- Expanded comfort care for patients and their loved ones
- The expanded position of case navigator to coordinate care from all of a patient’s specialists
- Expanded clinical trials and research
- Assistance for indigent patients who have cancer
- Endowments to ensure advanced cancer care for generations to come

To Be the Best

“This is what it takes to be the best,” says Dr. Floering. “Why wouldn’t everyone in our area want to feel secure that Atrium offers exactly what they need if cancer strikes them or a family member?”

Pat and Karen Piccioni, campaign chairs, are encouraged by community support to date. “The results are very encouraging, considering today’s economic conditions. There has been a tremendous outpouring of support from Atrium employees, physicians, local businesses, foundations and the community,” Pat notes. “We are grateful to all the volunteers, donors and the Foundation staff involved in this multi-faceted effort. We want to remind everyone that this battle against cancer is ongoing, so any contribution, no matter how large or small, would be very much appreciated.”

There’s Still Time to Give

It’s not too late to Imagine a Cure. To make a donation, please use the envelope enclosed in this issue or contact Atrium Medical Center Foundation at (513) 420-5144 or Foundation@AtriumMedCenter.org.
Thanks to generous donors to the Imagine a Cure campaign, Atrium Medical Center’s new da Vinci® Si HD Surgical System is helping women with new, precise technology used for hysterectomy, uterine cancer and treatment of endometriosis. Women benefit from quicker healing, less pain and a faster return to their busy lives.

Since the robotic surgical system’s arrival in early 2010, more than 110 patients have chosen it when they needed urology and gynecology surgeries. Soon we’ll be expanding the da Vinci’s use to chest and lung surgery. As chair of Obstetrics and Gynecology, I am most interested in how robotic-assisted surgery creates new options for women.

No More Abdominal Incision

My colleague Heather Hilkowitz, MD, has introduced robotic-assisted gynecologic cancer surgery at Atrium. Traditionally, treating a patient with gynecological disease required a large abdominal incision, narcotic pain management and the potential for significant blood loss. Performing the same procedures using the da Vinci, however, presents a different picture.

The robot’s “arms,” including one carrying a tiny high-definition video camera, are inserted through dime-sized incisions. A physician trained in using the da Vinci system is able to see a highly magnified 3D image of the surgical field on a big-screen console. Using the console’s steering tools, the physician manipulates the robot’s arms, wrists and fingers to perform precise surgical movements.

With robotic-assisted surgery, the surgeon can see the surgical area far better than in traditional open abdominal procedures and remains in control of the robot’s movement at all times. The robot also is a superior tool for dissection and removal of lymph nodes during cancer surgery.

Faster Recovery

In addition to its precision, the minimally invasive nature of robotic-assisted surgery means our patients recover faster. They may spend an average of a day in the hospital and recover at home for just a couple weeks. Surgery using a traditional open approach requires a longer hospital stay and up to six weeks of recovery at home. Patients who have robotic-assisted surgery also have less scarring, pain and bleeding, require less medication, and have a lower risk of infection and complications.

As revolutionary as robotic-assisted surgery sounds, it is only the beginning of a surge in minimally invasive approaches to surgeries that used to require large incisions and weeks of recovery. At Atrium, we are fortunate to be in on the ground floor of this revolution in medicine. Using the da Vinci system, we can go a long way toward relieving pain, shortening recovery time and helping patients get back to normal much sooner.

Thank You!

Our sincere gratitude goes to Atrium Medical Center Foundation’s donors for their support in acquiring the da Vinci system and to Atrium Auxiliary Middletown for its generous gift and continued support. Together we’re bringing advanced care to every patient who needs it, right here in southwest Ohio.

Foundation supporters enjoyed seeing the da Vinci robot up close in a special presentation at the Holiday Dinner with the President on December 8.
Atrium Medical Center’s president and CEO, Douglas W. McNeill, retired on December 31, 2010, after nearly 20 years of service. His vision and achievements were celebrated at two December events as donors, employees and friends gathered to wish him well.

On December 8, Atrium Medical Center Foundation supporters enjoyed the annual Holiday Dinner with the President. In a program that also featured the da Vinci® robot and urologist David Miller, MD, Doug received a standing ovation as he reflected on Atrium’s past and future. “For our skilled, compassionate physicians and employees, their duties here are not just a job—they are life’s work,” he said. “Our board members, volunteers and donors give selflessly so that others may enjoy a better life. Thanks to them, Atrium’s future is bright.”

Atrium friends, physicians and employees honored Doug at a reception on December 21. They said good-bye and lightened the mood with creative gifts selected especially for him, including some of his favorite snacks and everything needed to detail his car.

“The Foundation is very grateful for all that Doug has done to build healthier communities. Our generous donors valued his vision for this region and supported it with their resources,” says executive director Michael D. Stautberg. “Moving forward, we’re collaborating closely with Atrium’s new CEO, Carol J. Turner, to build on this momentum and take Atrium into an exciting future.”

1. Carole and David Schul with Doug McNeill at the farewell reception.
2. Doug speaks to a crowded room of employees, friends and physicians on December 21.
3. Karen Piccioni, left, and husband Pat, right, with Doug.
4. Left to right, Walter H. Rochill, Jr., MD, Leroy Reshard and Rusty Malcolm, MD, at the Holiday Dinner.
5. Left to right, Michael D. Stautberg, Foundation executive director, Doug and James Papakirk, JD, Foundation chair.
7. Doug McNeill with Carol Turner, incoming President and CEO, and James Akers, chair, Atrium Health System board of directors.
New Health and Wellness Endowment Builds Healthier Communities

Visionary. Leader. Strategist. These are just a few of the words used to describe Douglas W. McNeill, recently retired president and CEO of Atrium Medical Center and its predecessor, Middletown Regional Hospital. Although Doug retired in December 2010 after almost 20 years of service, his impact on regional health care will be felt for years to come.

Many donors chose to celebrate Doug’s service by contributing in his honor to the new Health and Wellness Partnership endowment. The Atrium boards of directors recently created this new fund that helps to build healthier communities, the mission of Atrium Medical Center.

“Health, wellness, partnerships—that’s Doug,” notes James Akers, chair, Atrium Health System board of directors. “Doug championed health and wellness as the building blocks of a strong and vibrant community. He understood that no one organization can accomplish what a strong collaboration among like-minded partners can achieve. Doug’s legacy here is pride, inspiration and a strong foundation for the future.”

The Health and Wellness Partnership endowment will begin funding projects and programs in January 2012. Priorities include:

- Promoting health and wellness initiatives within Atrium
- Promoting health and wellness initiatives between Atrium and partnering organizations
- Increasing Atrium’s access to clinical trials and research
- Promoting healthy lifestyles through health fairs and screening

Initial donors to the endowment fund include Connie and Bill Rathman, longtime friends of Doug and his wife, Anne. “As a matter of fact,” Connie reveals, “we introduced them! Bill and I think a great deal of Doug personally and professionally. He did an incredible job envisioning the Atrium campus and building the hospital.”

“I was born at Middletown Regional Hospital in 1927,” says Bill, “so you might say I have a lifelong interest in the hospital’s progress. What is truly unique about Doug is the combination of vision and pragmatism he brings to the table. It’s one thing to dream what could be. It’s another thing to dream and act strategically to make it happen.”

“We were sorry to see Doug go,” says Connie, “but here’s the good news: Bill and I haven’t been patients at Atrium since it opened! However, if and when we do need the hospital, we are confident we will receive excellent care, due in large part to Doug McNeill’s legacy.”

If you would like to make a donation to the Health and Wellness Partnership endowment, please contact Atrium Medical Center Foundation at (513) 420-5144 or Foundation@AtriumMedCenter.org.
Earlier this year, the Auxiliary generously funded five projects identified by Atrium Medical Center Foundation. “We try to provide as much as we can,” says Carole Schul, Auxiliary president. “This year, we were able to give $58,000 to five deserving projects.”

On the high-tech end of the spectrum, the Auxiliary is purchasing an additional piece of equipment for the daVinci® surgical robot to expand its use to chest and lung surgery. This support is in addition to the three-year pledge of $100,000 the Auxiliary made in 2009 to help purchase the robotic surgery system.

Bringing comfort to seriously ill cancer patients, the Auxiliary is funding an additional private infusion room for the cancer center as part of the Imagine a Cure campaign. This gift brings the number of private infusion rooms to three. “Very sick cancer patients who must remain in bed to receive chemotherapy use these rooms,” Carole explains. “Their family can be with them in a private and peaceful setting.”

Translating for Better Care

To bridge the communications gap when patients don’t speak English, the Auxiliary is supporting the MARTTI interpretation on demand system, which allows immediate access via video to translators who can assist health care providers in communicating with patients. In a time of increasing diversity in the patient population, this tool is vital to provide timely, quality care.

On the high-touch end of the spectrum, the new Friend Program, created by hospital volunteers to bring companionship to hospitalized patients, has won Auxiliary support. The group will help to buy supplies now and pledged additional support when the program is off the ground and specific needs are identified. “Much of the Friend Program is an investment of volunteer time, not money,” Carole says. “Some patients may simply need someone to spend time with them and do small things like assist with making a phone call.”

Scholarship Promotes Health Careers

Finally, the Auxiliary is supporting education for young people with a two-year commitment to the Joan Davies Endowment Fund that will be matched by the Foundation board of directors. This new endowment will provide $1,000 annually to a student who is planning a health care career. The award honors the late Joan Davies, a dedicated member of Atrium Auxiliary Middletown and a former member of the Middletown Regional Hospital board of trustees.

With more than 330 volunteers, the Auxiliary raises funds for hospital projects through flower, book and jewelry sales and by operating the Hilltop Gift Shop. In addition, volunteers give the hospital many hours of service worth hundreds of thousands of dollars – $800,000 in 2010 alone. “These tasks are often jobs the hospital simply could not otherwise afford to fund,” Carole explains.

“I’m always so inspired by the commitment and enthusiasm of our Auxiliary members,” says Jessica Woodard, Foundation development coordinator. “We thank them for working tirelessly to make possible so many projects that benefit our patients.”

Volunteers like Joanne Lickliter save the hospital thousands of dollars by donating their time and talents.
Employees Launch **Little Blessings** Campaign

Making every birth day special is the focus at Atrium’s Family Birth Center. This year, Atrium Medical Center Foundation’s annual fundraising campaign, **Little Blessings**, supports newborns and their families with innovative birthing options, more breastfeeding education and other enhancements to the birth experience. The campaign kicks off in May with an employee drive and continues over the next year.

Charity Night at the Tables

**Friday, July 29 at Shaker Run Golf Course**

You won’t have to travel far this summer to try your luck with games of chance. Atrium Medical Center and Atrium YMCA will host a fun-filled Charity Night at the Tables at Shaker Run Golf Course on Friday, July 29. This year’s event will raise funds to purchase a new EKG machine for the hospital’s Emergency Trauma Center and to assist local families who cannot afford a YMCA membership.

So hold ‘em or fold ‘em—but plan to be at the table to support continued state-of-the-art emergency care at Atrium. For more information, visit AtriumMedCenter.org/Foundation or contact the Foundation at Foundation@AtriumMedCenter.org or (513) 420-5144.

David and Karen Harrison are co-chairs for Charity Night at the Tables.

17th Annual James A. Combs Memorial Golf Tournament

**Friday, May 20 at Weatherwax Golf Course**

Join us on Friday, May 20, for the 17th annual James A. Combs Memorial Golf Tournament at Weatherwax Golf Course in Middletown. This is the second year Atrium Medical Center Foundation has teamed up with Kiwanis Club of Middletown for a day of fun that supports children and scholarships in our community.

Proceeds benefit a new endowment established in memory of Dr. E. Ronald Oches, longtime Middletown pediatrician and Kiwanis member. The endowment supports children’s health at Atrium’s Family Birth Center (shown below) and Maternal Child Health Center. Funds raised also will help fund scholarships supported by Kiwanis in the region.

For more information, contact the Foundation at (513) 420-5144 or Foundation@AtriumMedCenter.org, or visit AtriumMedCenter.org/Foundation.
Radiologist John Ritan, MD, a Middletown physician and friend of Atrium Medical Center Foundation for many years, passed away on December 18, 2010. A member of Middletown Radiology Associates, he was director of the Radiology Department at Middletown Regional Hospital until his retirement in 1998. A man of many talents, Dr. Ritan not only served as president of the Middletown Symphony, he also was a Guest Conductor for two years. He served on the Foundation board as well as on numerous hospital committees. The community, Atrium Medical Center and the Foundation are grateful to Dr. Ritan for his invaluable contributions to health care in southwest Ohio.
Avoid Probate Court

The second way is to avoid probate court altogether by having a private estate settlement plan in place, allowing the family to handle matters privately. Even estates valued as low as $150,000 would benefit from a probate avoidance plan.

Rather than having only a “last will,” you set up a living trust to settle your estate and transfer assets to beneficiaries within your family. Like a small corporation, the living trust is a separate legal entity that holds your assets but is still under your complete control while you’re alive. You name yourself as managing trustee and also name who the successor trustee will be after your death. You then transfer ownership of your assets into the name of your living trust, which holds your assets for you.

Living Trust Benefits

Thus, at the time of death, you own no assets in your own name, and so your family is not required to turn anything over to probate court for final estate settlement and asset transfer. A living trust offers these benefits:

- Your family has ongoing, uninterrupted access and control over the assets.
- Your family’s privacy remains intact.
- The only cost is the original, one-time fee (usually $1,250-$1,850) to set up the living trust and transfer asset ownership into the name of the living trust.

- The living trust becomes “creditor and predator proof” upon your death, protecting assets for your loved ones.
- If your spouse remarries, the trust’s assets are protected from becoming blended with the new marital assets and are therefore preserved for the children of your marriage.
- Blended families can provide for the children of different marriages as they see fit, without probate court involvement or hard feelings.
- Domestic partners can assure that their partner will receive the intended distribution of assets and avoid legal challenges.
- You may leave legacy contributions to a charity, such as Atrium Medical Center Foundation, with the assurance that your wishes will be carried out by your trustee.

I always advise my clients, young or old, to overcome their natural procrastination toward planning for their death and to get their planning done now! The peace of mind that follows for you and your family is priceless!

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.
Add Your Name to Atrium’s Chimes

You can make a lasting contribution to the quality of life in this community—and have your name etched in hospital history. Donors who make accumulated gifts of $5,000 or more to Atrium Medical Center Foundation become members of the Beacon Society. Those who include the Foundation in their estate plans are recognized as members of the Heritage Society. Members of both societies have their names permanently inscribed on a beautiful glass chime in the donor recognition feature at Atrium Medical Center.

To Learn More

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