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Pictured: Karen and Pat Piccioni,
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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.

Reflections from Our Departing Board Chair

After two years as board chair, I’m delighted to be handing over the leadership of our Foundation to our new chair, Jim Papakirk. He’s a caring professional and understands how valuable the Foundation is to Atrium Medical Center and our community. Like me, Jim grew up in the area and I know he’ll continue our efforts to build healthier communities throughout our region.

Years ago, my good friend Joe Bidwell invited me to become a Foundation volunteer to encourage businesses to support the annual campaigns. I discovered that I enjoyed asking people for their support when it was for a good cause! I served as a volunteer for years before joining the board.

These past few years we’ve seen the fruits of nearly a decade of work to transition from Middletown Regional Hospital to the Atrium Medical Center campus. The process required extensive vision and planning, a partnership with the community, and a total investment of nearly $200 million.

The Foundation also raised $5.1 million in a capital campaign that helped to bring new, life-saving heart care services to our region. We’ve seen so much growth, but there’s much more to come with the new Imagine a Cure campaign for enhanced cancer care and other plans to add and expand services at Atrium.

We couldn’t have accomplished so much without the talents and commitment of the Foundation’s many volunteers and staff. They work hard to bring our mission and vision to life every day.

I’d like to thank Doug McNeill, the Foundation staff and the rest of the board members for their faith in me, as well as their support and encouragement. It’s been a great experience. And thanks to all of you, the members of our community, for getting behind our efforts to provide the best health care in southwest Ohio at Atrium Medical Center. We’ve already come a long way—and will continue to reach even higher with your help in the future.

James B. Kleingers, PE, PS
Outgoing Chair

James B. Kleingers
Outgoing Chair,
Atrium Medical Center Foundation Board of Directors
Karen and Pat Piccioni refused to be paralyzed by fear when faced with cancer. Instead, they learned about treatment options and moved on. Now, they’ve become champions of the cause, serving as chairpersons for the Imagine a Cure campaign to enhance and expand cancer care services at Atrium Medical Center.

“The Imagine a Cure campaign fell right into place in our lives,” says Karen. Unfortunately, last year the dreaded word “cancer” became familiar to the couple when Pat faced prostate cancer and Karen’s sister in Pittsburgh confronted ovarian cancer.

Karen’s experiences with her sister in a Pittsburgh hospital gave her a new perspective. She says, “Patients with cancer and their family members are often there for treatments all day in a room with 10 recliners, IV poles and one TV.” She has also seen how important it is for very sick patients to have private rooms for chemotherapy infusion so they can have a quiet, restful place to sleep during treatments that can be very hard on their bodies. That’s why, in addition to chairing the campaign, the Piccions will fund a private infusion room at Atrium.

But this is just the latest episode in the couple’s philanthropic ventures. When the family transferred here with Armco 28 years ago, the company encouraged Pat to get involved with the community. The couple jumped right in, with Pat directing two United Way campaigns for Middletown and Karen leading two Middletown Public Schools levies. In 2002, the couple started the Piccioni Family Foundation, dedicated to supporting important Atrium projects.

With each hospital fundraising campaign, the couple has found personal reasons to be close to the cause. Karen says, “Two of our children and three of our grandchildren live here. So we have a lot of interest in having the best health care near home.”

This year, the Piccions take up the fight against cancer with a campaign that seeks to:

• Keep up with changing technology, including the purchase of a da Vinci Robotic Surgery System that reduces pain, healing time and hospital stays for cancer patients.
• Expand clinical trials and research to help find a cure
• Expand the number of private infusion rooms
• Enhance ‘comfort care’ with recliners, music and movies
• Expand the position of a case navigator to coordinate care
• Provide for the needs of indigent patients who have cancer
• Establish endowments for advanced cancer care for generations to come

Join the Cause

You, too, can make a difference for cancer patients in our region. Please join the Piccions in taking Atrium’s cancer care to the next level. To make a gift, please use the enclosed envelope and designate your support to the Imagine a Cure campaign. Thank you for your generous support.

Funds from the Imagine a Cure campaign will help to purchase a da Vinci Robotic Surgery System. With the da Vinci System, the surgeon uses a three-dimensional computer vision system to manipulate robotic arms and perform complex, major surgeries with greater precision and flexibility than before—and through a much smaller incision.
A Celebration Honoring Heroes

Atrium Medical Center Foundation and Atrium Medical Center are delighted to pay tribute to true heroes in our community at the When You Wish Upon a Star celebration on May 22 (read more about the event below). The Bidwell family was selected by members of the celebration’s recognition committee and representatives from throughout the community. Walter H. Roehl, Jr., MD, was chosen by his peers on the hospital’s Medical Staff to receive this honor.

The Bidwell Family

Sharing their time, talents and resources with our community for nearly a century, three generations of the Bidwell family shine as heroes in the Middletown area. Their success at the Magnode Corporation, a third-generation, family-owned aluminum fabrication and finishing company, has inspired them to give back generously and make our community a better place to live and work.

Arthur and Ann Bidwell invested themselves in the community by spending countless volunteer hours. Ann engaged her passion for classical music as a board member for Middletown Fine Arts and the Middletown Symphony. She was also actively involved in the family’s parish, serving as parish council chairperson, Sunday school teacher and choir member. Inspired by her mother’s community service, daughter Kathy Gramke has served on the Middletown Community Foundation board.

The Bidwells raised their seven children around the corner from Middletown Regional Hospital. Always a good neighbor, Arthur served on the hospital’s board of directors for 25 years and was a member of every board committee. Furthering his father’s leadership, Joseph Bidwell served on the hospital board for 12 years; during his six years as chair, he served simultaneously on the board of Premier Health Partners.

Joseph notes, “We grew up around the hospital and know many of the doctors and nurses there. It feels good to contribute to an organization that you feel is your home.” The next generation of Bidwells, the grandchildren of Arthur and Ann, are already actively supporting the hospital by volunteering.

In 1999, the Bidwells filled a community need by creating the Ann and Arthur W. Bidwell Surgery Center at MRH. Today the outpatient surgery center at Atrium Medical Center carries their name.

In addition to being long-time stewards for the hospital, the Bidwell family supports Holy Family Parish, its John XXIII Catholic School and Fenwick High School. The Rev. John Civille, Holy Family pastor, notes, “The Bidwells serve as good role models for the community by sharing their blessings with others. When Martin (Ann and Arthur’s son) served on the school board, he got the school on sound financial footing. And of course the family has always responded to any requests, including in-kind donations such as aluminum railings, stairs and even signage.”

Although Ann passed away in 2009, it’s clear that the Bidwells’ legacy of vision, kindness and dedication to improving the region will impact our community for generations to come.

Prepare to be dazzled on May 22 when the Savannah Center in West Chester is transformed for the When You Wish Upon a Star celebration. Proceeds from the stellar event and silent auction will benefit cancer care services at Atrium Medical Center as part of the Imagine a Cure campaign. Tickets for the fundraiser can be purchased for $125 per person by contacting the Foundation staff at (513) 420-5144 or at Foundation@AtriumMedCenter.org.
With his first 50 years of practicing medicine behind him, Walter H. Roehll, Jr., MD, is highly valued by his patients and the Middletown community as a respected physician and community leader.

Dr. Roehll has cared for the hearts of thousands of patients with his cardiac expertise and the compassionate attention that has become his trademark. His listening and caring has earned him the admiration and affection of his own patients—and many of his father’s former patients. “I have no intention of retiring,” he says. “Why give up something you enjoy? I’m proud to say that I’ve had a hand in my patients’ health, some of whom are more than 100 years of age.”

Growing up in Middletown, the young Walter Roehll saw how his father’s medical practice touched so many lives. So he decided to follow in his father’s footsteps, earning his medical degree at the University of Cincinnati, then serving his internship and residency in internal medicine at Cincinnati General Hospital. Afterward, he served two years as captain at Moody Air Force Base in Georgia. Dr. Roehll returned home to complete his training and pursued the fledgling specialty of cardiology during his fellowship at Duke University Medical Center.

In 1962, he joined his father’s internal medicine practice, working there until 1986, when he started a solo cardiology practice. Prior to starting his own practice, he was instrumental in bringing stress testing, nuclear cardiology and cardiac rehabilitation services to Middletown Regional Hospital (MRH).

Dr. Roehll was named medical director of cardiology at MRH in 1986, serving in that capacity until 2009 when he became medical director emeritus at Atrium Medical Center.

Fellow cardiologist William T. Abraham, MD, FACP, FACC, FAHA, says, “Dr. Roehll exemplifies everything that a doctor should be. He is skilled at his craft, cares passionately about patients, is committed to Atrium Medical Center and the Middletown community, and takes pride in his family. He remains one of the most innovative cardiologists I have known.”

Dr. Roehll’s leadership skills have built a better Middletown. He created the Middletown Area Survival Heartbeat (MASH) CPR training initiative and served on the boards of the Middletown Symphony Orchestra, Middletown Civic Association, American Heart Association, Middletown Rotary and Brown’s Run Country Club.

He has worked to strengthen the hospital, too, by serving 11 years on the board of directors. Dr. Roehll also was a member of the Foundation’s executive committee for the capital campaign to create Atrium’s new Heart Center and joined the Foundation board in 2007.

With characteristic foresight, Dr. Roehll currently is creating a scholarship endowment for cardiology technicians at Atrium. Read more about it on page 7. Dr. Roehll and his wife, Mary Lou, have four grown children.
I’m proud to report that advanced cancer care is reaching new levels at Atrium Medical Center. Patients and others in the community shouldn’t be surprised to find the best imaging and treatment options available right here, close to home.

At Atrium, we treat the whole patient. We offer medical oncology and radiation oncology services and a full array of diagnostic services, inpatient and outpatient care, alternative therapies and pastoral care.

Targeted Radiation Therapy
In radiation oncology, we have new equipment, new treatment techniques and a certified staff that make treatments more effective for patients who have cancer. When we moved to Atrium, we completely upgraded our equipment, including the purchase of a linear accelerator with onboard CT imaging. This permits us to do targeted radiation therapy with Image Guided Radiation Therapy (IGRT). The onboard CT provides images on a daily basis while the patient is in treatment position. It also allows us to make on-the-spot alignment adjustments, however minuscule, to ensure the delivery of radiation to the cancer while sparing healthy tissue.

Precise Treatment Planning
There’s also a separate CT scan unit onsite used for treatment planning. After the CT scan is done, we export the digital file to our treatment planner. An onsite dosimetrist, with guidance from the attending radiation oncologist, will review the images and design treatment options for our plan of attack. Once the physician approves the final plan, our medical physicist provides another check verifying the details of the intended treatment.

Internal Radiation Treatment
The department also has a High Dose Rate (HDR) brachytherapy unit to provide internal radiation treatment on an outpatient basis. This provides the patient with a less cumbersome and easier method of treatment. The HDR unit has been used primarily in the management of gynecologic malignancies and for partial breast radiation with a MammoSite® balloon catheter.

In less than two years at Atrium, we’ve completed 135 HDR brachytherapy procedures; nearly 2,000 Intensity Modulated Radiation Therapy (IMRT) treatments; and more than 6,000 scans for Image Guided Radiation Therapy (IGRT).

Thanks for Your Support
On behalf of our patients with cancer and all the physicians and staff who care for them, thank you for supporting the Imagine a Cure campaign. Your contributions will help to ensure the most advanced cancer care is always available close to home.
When Atrium Medical Center staff are at the top of their game, patients across southwest Ohio benefit from excellent care. Thanks to generous donors, scholarships help Atrium strengthen today’s workforce and prepare tomorrow’s health care professionals.

Scholarship for Health Professionals
The G. Robert Gage Memorial Scholarship Fund helps any Atrium allied health professionals (such as physical therapists, lab technicians, radiologic technologists and more) further their education. The scholarship memorializes a long-time friend of the hospital and former health system board chairman. Doug McNeill, Atrium president and CEO, says, “Bob Gage knew that people are the greatest resource we have. This scholarship helps keep our staff at their best and helps develop our next generation of caregivers.”

Scholarships for Nurses
Several scholarships are dedicated to ensuring that nurses advance through education. The Nadine and Beryl Orr Nursing Excellence Fund has made possible equipment, scholarships, onsite nursing classes and medical missionary trips for nurses. Nadine Orr was a nursing director at Middletown Regional Hospital; Beryl, her sister, was a former principal and teacher in the Middletown School District.

Making it easier for registered nurses to earn a bachelor’s degree, which ultimately translates to better patient care, also is one of the Orrs’ legacies. “The program was phenomenal,” says Jennifer White, RN, CEN, BSN, a nurse who completed the course on the hospital campus. “The scholarship covered costs for books and tuition. In turn we pledged two years of service to the hospital after graduation.”

The Nellie Losh Endowment, funded through a partnership with the Middletown Community Foundation, has been advancing nurses’ careers since her passing in 1999. Although Nellie aspired to be a nurse, she instead taught English and geography in the Middletown School System for 42 years. Because Nellie’s family highly valued education, she created this fund to assist nurses who aspire to the next level of education.

The newest nursing scholarship is the Patricia Ann Slagle Nursing Scholarship, initiated by Richard Slagle in memory of his wife. The first scholarship to help a nurse pursue a bachelor’s or master’s degree in nursing will be awarded in 2010.

Scholarships for Cardiology
Cardiology technicians now also can receive financial assistance to enhance their skills through two new educational advancement funds. Walter H. Roehll, Jr., MD, medical director emeritus of cardiology at Atrium Medical Center, led the effort to create the Atrium Cardiology Ancillary Services Endowment. Similarly, William L. Sandston funded the Jeanne R. Sandston Atrium Cardiology Ancillary Services Endowment in memory of his wife of 57 years. Both scholarships will be first awarded in 2010.

You, too, can help to ensure excellent patient care by creating a scholarship for Atrium employees. To learn more, contact Atrium Medical Center Foundation at (513) 420-5144.
It’s hard to imagine that 2010 will mark our third anniversary at Atrium Medical Center and the hospital’s 93rd year serving the region. Our milestones give us perspective about where we’ve been and where we’re going. It’s clear that the generosity of donors and volunteers will be the key to moving us through economic uncertainties to a brighter future.

Even with health care reform underway, the need for philanthropy is greater than ever. Three variables greatly affect health care and any planned reform:

- First is the general economy. Not only are more people out of work, but also individuals pay more out of pocket for health services. And now, many people cannot pay for health care services.
- Second is Ohio’s economy. For the first time, Ohio hospitals are paying a substantial new tax and also are getting less from state coffers. So, again, hospitals have to offer more with fewer resources.
- Third is uncertainty about health reform. The trend is that hospitals get paid less from both commercial insurance and government payers. It’s also likely that to finance health reform, insurers will pay health care providers less. Commercial insurers may also raise fees to the consumer to cover costs of reform.

Philanthropy fills the gaps. It’s more important now than ever to contribute your valuable resources and time to the hospital and Atrium Medical Center Foundation.

Planned giving is one way you can help to ensure excellent health care for years to come while providing you and your family with great tax savings. With your planned gift, you become a member of the Heritage Society, receiving valuable benefits and recognition during your lifetime. Of course, we’re also very grateful for gifts to our annual campaigns that enable us to meet our region’s health care needs today.

Volunteers are invaluable in helping us make the most of our limited resources. Outgoing Foundation board chair Jim Kleingers is the epitome of a community volunteer. Jim has been generous with his personal resources and also with his time and commitment. He’s served faithfully on our Foundation board and put in many years of community service throughout the region. We’re grateful that Jim Papakirk will share his talents as the new Foundation board chair. We’re also thankful to Pat and Karen Piccioni for volunteering their time and energy to chair the Imagine a Cure campaign.

Spring holds the promise of the Foundation’s second celebration event, When You Wish Upon a Star. I think the Imagine a Cure campaign resonates with everyone because we all know someone who has been affected by cancer. I hope you’ll join me in supporting our efforts to provide expanded cancer care. On May 22, we’ll experience an unforgettable evening of dining, dancing and raising funds to enhance cancer care at Atrium. See you there!
Atrium Auxiliary Middletown, celebrating its 75th anniversary, was honored at the Butler County National Philanthropy Day luncheon on November 13. Atrium Medical Center Foundation thanked the Auxiliary for the countless ways members strengthen care at the hospital. Pictured at the Hamilton Courtyard by Marriott are, left to right, Michael D. Stautberg, Foundation executive director; Carole Schul, Auxiliary president; Marilyn Heiger, Auxiliary past president; Jayne Floering, Auxiliary past president; Jessica Woodard, Foundation development coordinator; and Nancy Karchner, Auxiliary past president.

Since its founding, the Auxiliary has donated nearly $2 million to the hospital. Recent generous gifts have supported the Imagine a Cure cancer campaign as well as the capital campaign for the Heart Center. Through the years, the Auxiliary has helped to ensure the best care for patients by funding a variety of capital needs—everything from infant warmers to equipment for the Emergency Trauma Center.

More than 200 members strong, the Auxiliary raises funds for hospital projects through flower, book and jewelry sales and through the Hilltop Gift Shop, a hospital tradition for more than 50 years. Health care scholarships awarded by the Auxiliary are training the next generation of health care professionals.

Honoring the Auxiliary on National Philanthropy Day

Members have included Atrium Medical Center Foundation in their wills or estate plans. Members are as of March 2010. 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

Wilbur and Mary Jean Cohen
Catherine Cottle
Evelyn Day
Helen S. Deutemeier
Mr. and Mrs. Walter B. Evans
Della B. Gardner
Robert B. Gardner
Gary and Nancy Gross
Imogene Harmon
Stuart Ives
Carrie Jacoby
Loyal R. and Anita Juengling
Artie 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

Heritage Society Members

Members have included Atrium Medical Center Foundation in their wills or estate plans. Members are as of March 2010. New members are noted in bold type.
Smart Planning Can Help Your Gift Give Even More

By Peter D. McColgan

Peter D. McColgan (left in photo), is senior vice president-investments at UBS Financial. An investment advisor for 23 years, he specializes in the areas of investment guidance for small institutions, philanthropic trusts, and high net worth families. Mr. McColgan partners with Kenneth R. Wenzel (right in photo), UBS Financial senior vice president-investments, to provide personal wealth management solutions to clients.

It’s official—giving money can make you happier. Spending Money on Others Promotes Happiness, a study published in Science (March 21, 2008), demonstrates that giving to charities and others boosts happiness while personal spending does not.

The study may appear to reflect the obvious. What may not be as clear is that with some planning, you can have the satisfaction of both the giving and the potential tax advantages.

How Will You Make the Greatest Impact?

A philanthropic plan can help to clarify giving goals and to determine what giving plan will be the most tax-efficient for you. If you’re interested in improving health care here in southwest Ohio, Atrium Medical Center Foundation offers you many giving options.

For example, while donating cash is simple and straightforward, it doesn’t always provide optimal tax advantages. Donating appreciated stock could be a better alternative. In this scenario, the Foundation sells the stock but, as a tax-exempt organization, does not pay tax on the capital gains triggered by the sale of the appreciated stock.

The tax advantage to you could be worth the extra effort. Working with financial advisors and the Foundation can help facilitate the process.

Why You Give is Just as Important as How You Give

Some ways of giving may be better suited to your goals than others. Private foundations honor your legacy while encouraging the next generation of philanthropists.

Donor advised funds, in which you can recommend the charities that ultimately receive grants, are the fastest growing form of giving. Other types of gifts can provide income to you while eventually benefiting the Foundation. Professional advisors should be consulted, as each of these giving strategies has different rules and tax deductions.

Begin with a Plan

Strategic philanthropy, where you see your gifts as a philanthropic investment and expect a certain level of return, is distinct from the more traditional approach to philanthropy, where you give without the expectation of specific results.

Strategic philanthropy is best achieved with the help of professional advisors who can help you design an appropriate plan for giving. With the right planning, your gift to Atrium Medical Center Foundation can be the gift that keeps on giving on multiple levels—and generates the greatest “bang” for your charitable buck.

Atrium Medical Center Foundation is pleased to partner with many financial advisors throughout southwest Ohio. If you would like more information on planned giving options or would like to discuss how the Foundation can help you achieve your strategic philanthropy goals, please contact Michael D. Stautberg, executive director of Atrium Medical Center Foundation, at 513-420-5144 or Foundation@AtriumMedCenter.org.
Remembering Dana Shafer

You may have been enchanted by her lyrical harp playing or impressed by her remarkable way with words. Dana Shafer shared both talents with Atrium Medical Center Foundation for many years, contributing greatly to our mission of building healthier communities in southwest Ohio.

Dana passed away on December 23, 2009, after battling cancer ferociously for a number of years. Most recently, she created the Imagine a Cure theme and the case for support for the Foundation’s current campaign for enhanced cancer care services. Over the years Dana wrote extensively for Foundation publications and campaigns, as well as for the hospital’s marketing department. She also enlivened many Foundation events with her harp music.

“Dana touched countless lives with her diverse talents, creativity, courage and faith,” says Michael D. Stautberg, Foundation executive director. “Your life was made better by knowing her. We are deeply grateful for all the ways she helped the Foundation improve health care in our region.”

Calling All Golfers!

Mark your calendar now for the next Atrium Medical Center Foundation Golf Tournament on Friday, May 21, at Weatherwax Golf Course. Sponsored jointly with the Middletown Kiwanis Club, the event will benefit Atrium’s Maternal Child Health Center and Kiwanis scholarships. For more information, contact the Foundation at (513) 420-5144 or Foundation@AtriumMedCenter.org.
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, or Foundation@AtriumMedCenter.org.

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