CARING

touching lives & improving health

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Legends Issue 8: The Wilbur Cohen Family
Quality health care is as much about state-of-the-art equipment and procedures as it is about good old-fashioned service: Give customers what they want – when and where they want it. In other words, reach out. Atrium Medical Center Foundation is doing exactly that with support for two initiatives designed to deliver Atrium’s brand of medical excellence in a convenient and accessible package.

Mammography has helped reduce breast cancer mortality by one third since 1990. The Foundation’s Every Woman, Everywhere campaign is putting wheels to the ground to raise funds for a mobile mammography unit that brings the latest in digital screening directly to women where they live and work. On behalf of the Foundation, I extend my sincere thanks to our campaign chair, J. Phillip Holloman, for his leadership and commitment.

Most people would prefer having emergency care and medical testing close to home. The new Atrium Health Center Mason just
began serving our southernmost market with a 24-hour, 12-bed emergency center, an array of medical testing and physician offices. A special Foundation project supports this convenient new community resource.

We also are reaching out to help solve problems that undermine community health and safety. If you’ve been paying attention to local news, you know that Butler and Warren counties and surrounding areas are in the throes of a frightening heroin epidemic. By finding funding sources for planning and treatment, the Foundation is helping to alleviate the epidemic’s impact.

We appreciate your support for Foundation efforts like these. Each of us can make a difference in the health of our communities. Let’s be there together.

Michael J. Schneider, Chair, Board of Directors

Donations for the Every Woman, Everywhere campaign now total $400,000.

“We’re honored that Phillip Holloman is leading this important campaign on behalf of the women we cherish,” says Michael D. Stautberg, president, Atrium Medical Center Foundation. “Some people are giving in the name of a woman in their life who has faced breast cancer. Momentum is building to beat this disease, close to home.”

Michael D. Stautberg
President, Atrium Medical Center Foundation

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

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

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

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.

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Atrium Medical Center Foundation
What good is the best diagnostic equipment if people who need it can’t afford to use it? That’s the challenge Atrium’s Wilbur & Mary Jean Cohen Women’s Center and the Middletown Area Federation of Women’s Clubs decided to address. In 2010, the Federation worked with the Women’s Center and Atrium Medical Center Foundation to create an endowment designed to help uninsured or underinsured women receive important health screenings.

“The Women’s Center’s screening and diagnostic technology demonstrates our commitment to providing what women need to manage their risk for diseases such as cancer,” explains Rhonda Seidenschmidt, director, medical imaging. “Through the Every Woman, Everywhere campaign, we will soon take mammography on the road, so more women can benefit from early detection of breast cancer. Yet we know there will be women in need who can’t afford a mammogram.”

For 94 years, the Federation has donated net proceeds from its annual Charity Ball – more than $1 million to date – to the hospital. In 2010, these stalwart supporters established the Middletown Area Federation of Women’s Clubs Endowment for Women’s Health and Wellness to strengthen the long-term impact of their annual donation.

Interest earned from the Federation’s endowment supports annual mammograms for women who cannot afford to pay on their own. Last year, 24 women benefited. If a mammogram reveals a possible problem, the endowment will also fund additional tests, such as ultrasound and biopsy. “Recently,” Rhonda says, “we were able to leverage the Federation’s support to win a grant from the Greater Cincinnati Affiliate of Susan G. Komen for the Cure to fund even more mammograms for women in need – 48 in 2014.

“To fulfill our mission of building healthier communities, Atrium wants to be sure every woman is screened regularly for breast cancer. Early detection enables treatment to begin when the cancer is most curable,” Rhonda says. “We are grateful to the Federation and all our donors for their tremendous support of women in our area – and their families. But we still have a long way to go.”

If you would like to make a donation to the endowment in support of the women in your family, among your friends and in your community, please contact the Foundation. And mark your calendars: The 95th Annual Charity Ball will be held Saturday, December 5. Stay tuned for details.
Oh, the Big Hearts
AND WISDOM OF OUR DONORS

By Hugh Hawkins, MD, Medical Director, Atrium Women’s Center

It probably comes as no surprise that I think the people who support our Wilbur & Mary Jean Cohen Women’s Center through Atrium Medical Center Foundation have very big hearts. These are the kind of people I want to live next door to, or have dinner with. Good people, all!

But our donors are also very smart. They realize that advances in women’s health care have far-reaching effects in this region. Donors understand that detecting and overcoming breast cancer helps not only their mothers, daughters, sisters, friends and co-workers, but also women throughout our entire service area. Women are able to stay healthier longer, keep working, care for their families and be vital parts of our communities.

Donors are also smart enough to know that many technologies aren’t cheap, so they dig a little deeper.

I have been a radiologist at Atrium Medical Center and Middletown Regional Hospital for 10 years. From Day One I was impressed with the high priority that our administration and donors, including the Cohen family, have put on breast health.

As new technologies for women’s breast health became available, our imaging department kept pace with the advancements. Donors stepped forward for the Women We Love campaign in 2004 to bring us new equipment and imaging technology. I am proud to say that the Women’s Center at Atrium is second to none.

Speaking of technology, I hope you’ve been hearing about a revolutionary new technology called 3-dimensional mammography. A 3D mammogram gives us a keener, sharper view of breast tissue resulting in more accurate readings. This giant step in breast health is being introduced at all of Atrium’s locations.

And 3D mammography will be part of the new mobile mammography unit we hope to buy through the Every Woman, Everywhere campaign going on now. Again, donors stepping forward to help this campaign are big-hearted – and smart. This mobile unit will make sure women who are putting off mammograms will find it easier to have one. What a significant way we can reduce breast cancer deaths in this region!

To our wise and wonderful donors, thank you for all you do.

Fight Back Against Breast Cancer

HOW MANY WOMEN DO YOU KNOW WHO HAVE BRAVELY Fought BREAST CANCER?
HOW MANY OF THEIR LOVED ONES HAVE SHARED THEIR BURDEN?

Honor your mother – or another woman you cherish – with a gift to the Every Woman, Everywhere campaign. You’ll help to put a mammography van on the road to make it easier for every woman in our region to get a lifesaving annual mammogram, close to home or work.

It’s easy to give! Use the enclosed envelope or visit AtriumMedCenter.org/FightBreastCancer to make a gift online. With online gifts, we’ll even send a card to your honoree to let her know of your thoughtfulness. Thank you!
21ST ANNUAL JAMES A. COMBS MEMORIAL GOLF TOURNAMENT

“Foooooi!” For a good cause, that is. Golfers enjoyed the 2015 James A. Combs Memorial Golf Tournament held at Weatherwax Golf Course in Middletown on Friday, May 15, 2015.

Atrium Medical Center Foundation and the Middletown Kiwanis were happy to partner again for this tournament. Proceeds were split equally and stay local to help people in Middletown and surrounding communities. Kiwanis proceeds will help fund the James A. Combs and O.K. Klafter nursing scholarships. The Foundation’s funds will support the Dr. E. Ronald Oches Endowment for Children’s Health at Atrium Medical Center.

Thank you to the tournament’s father-son organizers, Steve Dobrozsi and Daniel Dobrozsi, and to all the volunteers and golfers who made it a great day for golf – and health care – in southwest Ohio.

5TH ANNUAL HEAL FAMILY FUN FESTIVAL AND 2ND ANNUAL 5K RUN/WALK

The HEAL (Help Endure a Loss) program at Atrium Medical Center helps families who have known one of life’s greatest tragedies – the death of a child. Mark your calendars now for HEAL events on Saturday, June 20, 2015, at the Niederman Family Farm on LeSourdsville-West Chester Road in Hamilton.

- The HEAL Family Fun Festival is an afternoon of good old-fashioned fun open to all. Enjoy carnival games, pony rides, petting zoo, giant bounce pad, rock climbing wall, crafts and other favorites – plus food and refreshments! Hours are 11 a.m. to 2 p.m. Donations accepted at the door.

- The Steps 4 HEALing 5K run/walk lets kids and adults enjoy scenic trails as they proceed at their own pace, paying tribute to the children who left us far too soon. Start time: 10 a.m. at the entrance to Niederman Farm. Online registration and payment ($10 children; $25 adults) is at www.runningtime.net/Races/Heal5K/home.htm.
Foundation Welcomes New Board Member Jon McCann

Atrium Medical Center Foundation is proud to announce the appointment of Jonathan D. McCann to our board of directors.

Jon, who holds the Chartered Financial Analyst (CFA) designation, serves as director of Wealth Advisory Services and is a principal for Johnson Investment Counsel, Ohio’s largest independent investment advisory firm. Since 2007, Johnson Investment Counsel has supported the Foundation’s annual Estate and Tax Planning Professional Seminar.

Originally from Colorado, Jon came to the area to earn a bachelor’s degree in ministry from Cincinnati Christian University and an MBA from University of Cincinnati. He worked as a pastor before joining Johnson Investment Counsel in 1987.

This well-respected businessman and active member of Christ’s Church in Mason has served on the board of directors for many organizations, including Cincinnati Opera, Cincinnati Symphony Orchestra, Ohio Valley Goodwill and the Warren County Foundation, where he is chair.

Jon and his wife, Kathy, reside in Lebanon. They have three children and three grandchildren. Welcome, Jon!

FIFTH ANNUAL CHARITY NIGHT AT THE TABLES

We’re announcing big changes for the Charity Night at the Tables – starting with a summer date! We’ve moved the event from spring-break time (when so many friends were traveling) to a lazy, hazy, crazy day of summer: Friday, July 17, 2015, starting at 7 p.m.

Another big change: the fun evening will now be held in Middletown! The Fifth Annual Charity Night at the Tables will take place on the lovely campus of Miami University Middletown.

“Important things about this terrific evening are not changing,” points out Michael Pratt, PhD, who’s chairing the event with his wife, Patty. “This is a great chance to party with friends, dance and play with ‘funny money’ at the blackjack, Texas hold ’em, roulette and craps tables. Plus, people love the auctions and the raffle baskets and, of course, plenty of food and drink. Best of all, every person who attends is supporting two worthy causes.”

Proceeds from the evening are split between two organizations, benefiting patient care items at Atrium’s Emergency Trauma Center and Atrium Family YMCA youth programs. Since the event was established in 2011, nearly $70,000 has been raised.

Purchase tickets by calling Atrium Medical Center Foundation at (513) 420-5144. Or visit us online at AtriumMedCenter.org/CharityNight to buy tickets and Split the Pot tickets. Last year’s big Split the Pot winner received a cash payout of $2,340!
We’re More Than Your Hospital

By Carol Turner, FACHE, President and CEO, Atrium Medical Center

Stop me if you’ve heard this before. You know good health is a priority, and you have every intention of doing what it takes to be sure you and your family get the care you need. But sometimes life interferes, testing even your best intentions. Sound familiar?

That’s why we’re putting the outstanding resources of Atrium Medical Center to work in new ways for you and your family. Today, we’re more than your hospital – we’re also proud to be your:

COMPANION IN GOOD HEALTH

Because more women nationwide, ages 40 and up, are getting annual mammograms, deaths from breast cancer are dropping. That’s good news. The bad news is that here in southwest Ohio, up to 40 percent of women – our friends, family members, co-workers – don’t get a mammogram. That concerns me deeply. Thanks to the support of generous donors, Atrium will put a mobile mammography unit on the road this summer, making it convenient for women everywhere to get this essential screening close to home or work.

NEIGHBORHOOD HEALTH RESOURCE

With our busy lives, we’re more likely to get the care we need when it’s convenient. That’s why Atrium is expanding our network of outpatient facilities to your neighborhood. Atrium Health Center Mason just opened, with a full-service emergency center, extensive imaging and testing capabilities, and physician offices. Atrium Health Center Trenton offers a variety of testing and care on the campus of Edgewood City Schools. And our network of outpatient centers (see map) makes it easy to stay healthy – close to where you live or work.

COMMUNITY PARTNER

Our mission of building healthier communities motivates us to work for the good of all of our neighbors, both on our campuses and beyond. We’re taking a leadership role in fighting the frightening heroin epidemic because at Atrium, people who are addicted, their families, law enforcement, first responders, medical practitioners, social workers and spiritual care providers all intersect, giving us invaluable insights. Our dedicated staff is involved in many other outreach initiatives – such as promoting full-term births, educating about safe sleep practices for infants, serving families who suffer the loss of a child, teaching safe driving habits for teens and preventing falls among the elderly – that make a real difference not only for families, but also for the larger community.

As your life gets busier, Atrium is innovating to help you stay healthy, wherever you are! Thank you for choosing Atrium for care – and for your generosity that makes this innovation possible.
"I am the mother of a young adult female who was literally dropped off at your emergency room door. She was as close to death as she could have been from a heroin overdose. You saved her. Thank you."

Every day in our communities, our neighbors – like this grateful mother – suffer from the effects of the opioid epidemic that’s ravaging southwest Ohio. Addiction to heroin and prescription pain relievers harms users and those who love them, and strains community budgets for first responders, law enforcement, health care, social services and more. **On just one day in early January, 14 patients with heroin overdoses came to Atrium Medical Center’s Emergency Trauma Center. Fortunately, all survived.**

In the face of unprecedented numbers of unintentional drug overdoses and deaths, Atrium Medical Center and Atrium Medical Center Foundation are responding on many fronts. Working as a catalyst for change, the hospital hosts and co-leads an ongoing heroin task force summit that brings together approximately 60 community leaders to fight the epidemic in Middletown and Butler County. In October 2014, Atrium planned and hosted the well-attended Community Call to Action Prayer Vigil.

In Warren County, Atrium is leading a process for key stakeholders to create a coordinated plan to fight the opioid epidemic. Interact for Health recently awarded the Foundation a major grant to fund this effort.

Giving the drug Naloxone (also known as Narcan) as quickly as possible after an opioid overdose saves lives. It blocks the opioid’s effects on the brain and rapidly restores breathing. Through the Ohio Department of Health’s Project DAWN (Deaths Avoided With Naloxone), Atrium patients and their family members are educated on the signs and symptoms of an overdose and how to administer intranasal Naloxone. They leave the hospital with a Naloxone kit to use if an overdose occurs. Atrium is the only Project DAWN site serving Butler County patients.

Thanks to generous grants from the Foundation, Atrium Auxiliary Middletown and Mental Health Recovery Services of Warren and Clinton Counties, Atrium is able to offer lifesaving Naloxone kits to many emergency patients. As the drug’s cost rises, additional funding is needed to ensure more people get help.

"No matter the circumstances, Atrium is here to care for all patients who need us – without judgment," says Percy Mitchell, MD, senior psychiatrist and vice president of Atrium’s medical staff. “Together with our partners throughout southwest Ohio, we are committed to changing the lives of addicted individuals and stopping abuse before it starts.”
HERITAGE SOCIETY
Creating Our Future

Heritage Society members have included Atrium Medical Center Foundation in their wills or estate plans. Members are as of April 1, 2015. New members are noted in bold type. If you’ve included the Foundation in your estate plans, please notify us so we may recognize your generosity. Thank you!

Atrium Medical Center Foundation welcomes contributions to this endowment – or your interest in establishing an endowment that can improve care for generations to come. Please contact us to learn more.

Touching the Future is a regular feature showcasing donors who set up endowments to provide for the future needs of Atrium Medical Center’s patients and caregivers. The full list of current endowments is available in the Foundation’s 2015 annual report.

Dana Buchanan Shafer

Endowment Creates Better Experiences for Patients

Many say there is no instrument as lovely as a harp. Its strings resonate with a special “gives-me-goosebumps” sound not heard every day.

Patients, visitors and employees at Atrium Medical Center were treated to a harpist performing holiday tunes on a day when perhaps they needed an extra reason to smile. On Christmas Day, thanks to the Dana Buchanan Shafer Memorial Endowment Fund, local harpist Andrea Speros provided live music in Atrium’s lobby.

Dana passed away in December 2009 after battling cancer ferociously for a number of years. Her extraordinary talent with the harp and with the written word, including articles in Caring, was appreciated by Atrium Medical Center Foundation donors for many years.

The Christmas performance in our lobby was made possible by the first distribution of funds from the endowment, established by family and friends to remember Dana by creating better experiences for our patients.

Dana Buchanan Shafer
Ohio Legacy Trusts
CAN THEY BENEFIT YOU?

By J. Christine Warren, Esq.

Christine Warren is trust counsel with Johnson Trust Company, a division of Johnson Investment Counsel. She is a graduate of Northern Kentucky University, Salmon P. Chase College of Law.

It seems too good to be true — a trust created by you, for your benefit, that is outside the reach of most of your creditors. With the passage of the Ohio Asset Management Modernization Act of 2012, such a trust, called a Legacy Trust, is now an option available for asset protection planning in Ohio.

WHAT IS A LEGACY TRUST?
A Legacy Trust is an irrevocable spendthrift trust created by a settlor (the person who creates a trust), where the settlor is a beneficiary of the trust. The settlor’s creditors cannot take the trust assets or compel a distribution to satisfy their claims.

HOW DO YOU CREATE A LEGACY TRUST?
Certain elements need to be met to create a Legacy Trust. These include:

• The trust must be irrevocable (non-changeable) once it is established and must contain a spendthrift provision that prevents the voluntary or involuntary transfer of a beneficiary’s interest in a trust to pay a creditor.

• The trust must designate Ohio law as the applicable law.

• The trust must appoint at least one trustee who is an individual Ohio resident or an Ohio trust company or bank.

• An affidavit documenting the settlor’s solvency is required.

WHO SHOULD ESTABLISH A LEGACY TRUST AND WHY?
Individuals who wish to set aside a protected “nest egg” might consider a Legacy Trust. For example, individuals with job-specific liability concerns might consider a Legacy Trust to shield assets from potential future professional malpractice suits. Physicians and lawyers might be perfect candidates. Legacy Trusts can also be established to benefit a charitable institution like Atrium Medical Center Foundation after the settlor’s lifetime, or to protect inheritances, lottery winnings and personal injury settlements from potential future creditor claims. A Legacy Trust can function as a substitute for a prenuptial agreement to protect assets in the event of a future divorce from a future spouse.

WHEN SHOULD LEGACY TRUST PLANNING BE IMPLEMENTED?
Care must be taken when creating a Legacy Trust to avoid a “fraudulent transfer.” If a fraudulent transfer occurs, a creditor can generally take the assets transferred, and the transferor and his or her advisors might be subject to liability. A Legacy Trust should be created well before a lawsuit or creditor claim is anticipated or expected. These trusts are only appropriate to defend against future claims – not those claims already on the horizon.

If you’re considering making a charitable gift to Atrium Medical Center Foundation, your estate and tax planning advisor can help you decide if a Legacy Trust or other planning vehicle can best accomplish your goals. For more information, please contact Michael D. Stautberg, Foundation president, or Samuel R. Lobar, director of major gifts.
You have the right to request that we not send you any future fundraising materials, and we will use our best efforts to honor your request. Please write to Atrium Medical Center Foundation at Foundation@AtriumMedCenter.org or at One Medical Center Drive, Middletown, OH 45005, if you would like us to remove your name from our mailing list. Please contact us if you have a change of address, if you’re receiving multiple copies or if you would like to add someone to our mailing list.