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Pictured: Dr. Jerry Hammond, center, his son, Jeff, and daughter Terri
Farewell … But Not Goodbye

With my term as chair of Atrium Medical Center Foundation drawing to a close, this is my last message in Caring. But I am not going away! I look forward to remaining on the Foundation’s Executive Committee and joining Saundra Pearce, RN, as co-chair of the Annual Fund Committee. I’m turning over board chair duties to a most able successor – Barbara Strait.

Barb has been an active Foundation volunteer for many years. She served on the hospital board in the 1990s and joined the Foundation board in 2005. Barb co-chaired the very successful 2004 campaign to establish the hospital’s Wilbur and Mary Jean Cohen Women’s Center. Her background in hospital administration has been a real asset to the Foundation.

I am not much for dwelling in the past; I much prefer to look toward the future. But I will make an exception to reflect back on two projects I am really proud of. The Imagine a Cure campaign to expand and enhance cancer care is definitely one of them. We set a lofty goal, and through hard work, the effort has surpassed the $1 million mark. Likewise, the Little Blessings campaign has raised significant funds to support newborns in our region (see pages 4 and 5).

Looking forward, we will continue to take on big issues with big vision. That’s the bedrock of what this Foundation does. We strive to be good stewards of the funds we raise by ensuring they directly improve the health and wellness of our region. I am very proud of how our Distribution Committee, chaired by Barb Strait, has allocated support.

Finally, I extend my deep gratitude to my hard-working fellow board members and the dynamic and forward-thinking Foundation staff. They fully understand and support our mission. We could not do this job without them. I will continue to look forward to what I see as a bright future for Atrium Medical Center and its Foundation.

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, president, (513) 420-5144 or (800) 338-4057 ext 5144, or Foundation@AtriumMedCenter.org.
Jean’s volunteer accomplishments are even more impressive because she suffered from scoliosis from birth and, at age 50, was stricken with progressively worsening rheumatoid arthritis. Despite ever-increasing pain and disability from these ailments, “Jean never had a bad day,” says her husband of 54 years, Jerry Hammond, MD, a much beloved family physician who retired in 2004 after 45 years in practice. “Jean was known for always smiling through her pain.”

Dr. Hammond served on the Middletown Regional Hospital Board of Directors and recently completed nine years on the Atrium Medical Center Board. To honor the Hammonds’ lifetimes of service, the board established and members contributed to the Dr. Jerry and Jean Hammond Endowment Fund. It will help support Atrium’s rehabilitation, neurological and rheumatoid arthritis services as well as the hospital’s volunteer program. It will also fund an annual honorarium awarded to a family practice physician for excellent service to patients.

The Hammonds have three children. Terri works at GE Capital in Miamisburg and is a published author; Jeff, a computer technician, lives with his wife, Cindy, and son, Christopher, in Monroe. Chris, his grandmother’s pride and joy, is studying nursing at Miami University Middletown. The Hammonds’ third child, Lori, is developmentally disabled and lives with her father and Terri in Middletown.

“Mom loved being a volunteer at Atrium’s reception desk,” Terri recalls. “As her arthritis progressed and her hands weakened, she’d tell us she had a good day because she dropped the phone only once. That was the kind of self-deprecating sense of humor she had. My mother never gave up.”

Jeff remembers his mother as “the glue that held our family together. She took me to baseball practice and guitar lessons – even to my first concert.”

Sheila Wade, Dr. Hammond’s medical assistant for 40 years, remembers Jean as “a small woman with the strength of Samson and the biggest heart ever. Whatever Dr. Hammond needed, she was there for him. And Jean used to take patient phone calls at home when the office was closed. She kept in touch by CB radio with Dr. Hammond, who was out making house calls.”

Jean spent time in Atrium’s Rehabilitation Center to recover from various surgeries. “The staff was always

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Sarah and Randy McKenzie seemed to have the life every young couple dreams about. High school sweethearts, now married for 11 years. Two beautiful sons, 3-year-old Parker and 3-month-old Pierce. A lovely home in Germantown, close to family. Sarah, a second-grade teacher at Bloomfield Elementary in Trenton; Randy, a med tech sergeant at Wright Patterson Air Force Base (WPAFB), deployed five times, now stateside for the time being. They were the perfect American family.

Until the unthinkable happened.

"On the morning of October 12, 2011, a Butler County sheriff appeared at my classroom door," Sarah recalls. "He drove me to Atrium Medical Center, where our son Pierce had been taken after he was found unresponsive in his crib by his babysitter." Meanwhile, Randy was rushing to Atrium from WPAFB. "When I got there, the first person I saw was Kevin Collins, pastor of Yankee Road Church of God. His wife, who works with Sarah, called him and he came to the ER. He told me Pierce was gone, a victim of sudden infant death syndrome (SIDS).

"I've seen the horrors of war firsthand," Randy continues, "but I never, never thought I would come home and have my baby die. Half my heart is gone."

Sheree Young, RNC, director of Atrium’s HEAL (Help Endure a Loss) program, reached out to Sarah and Randy immediately. Although she was out of town at the time, Sheree called the McKenzies and told them she and the HEAL program were there for them.

A few weeks later, Sarah and Randy attended their first HEAL support group meeting. "It's not a group you ever want to be in," Randy says, "but thank God it exists." "The other families in the group made our tragedy seem survivable," adds Sarah.

More than 700 people attended Pierce’s funeral. Despite their overwhelming grief, it didn’t take Sarah and Randy long to decide they must do something to bring meaning to their baby’s untimely death. The universe was about to make a powerful connection.

In addition to the 2,500 infants who die of SIDS each year in this country, just as many, if not more, die due to unsafe sleep practices that result in accidental suffocation, entrapment or asphyxia. Last year, Butler and Warren counties experienced 11 infant deaths, including four during a three-month period. Seeing a critical need for education on safe sleep, Sheree enlisted the McKenzies’ help. "I needed a parental point of view," Sheree says. Thus, the P.I.E.R.C.E. (Protecting Infants Early Reduces Catastrophic Events) Project was born.

An integral part of Atrium’s HEAL program, the project includes staff education, a “safe sleep” contract with new parents, and a future video featuring Sarah and Randy. In addition, babies in Atrium’s nursery are now given SleepSack swaddle wraps instead of loose blankets. "If we can save even one baby, our effort is worth it," says Sarah.

And this is just the beginning. Randy is working hard to have P.I.E.R.C.E. Project-sponsored safe sleep education introduced at WPAFB. "In fact," he says, "we would like to see an awareness program across all the services.”

Baby Pierce was loved more during his few months on earth than many people are in a lifetime. The McKenzies are making sure this love lights the way for all infants. "Although we can’t prevent the SIDS that took Pierce," says Sheree, "we can reduce the risk factors that jeopardize every baby’s safe sleep.”

In loving memory of baby Pierce, his family, left to right, Parker, Randy and Sarah McKenzie, are spreading the word about safe sleep practices for infants.

Top: Pierce McKenzie

HEAL Program Promotes Safe Sleep for Babies
Joy, love, laughter and the promise of a better tomorrow… newborns are a celebration of life and hope. To ensure that all infants in our region have the chance to fulfill their potential for healthy, productive lives, Atrium Medical Center Foundation’s Little Blessings campaign is raising funds to support newborns and their families.

The Foundation is grateful for approximately $110,000 in donations to date from Atrium employees and physicians, Atrium Auxiliary Middletown, businesses, foundations and citizens of our region. Fundraising continues to meet the campaign goal of $150,000 and the stretch goal of $250,000.

"With our community’s support, we can help the Family Birth Center and the Maternal Child Health Center meet a broad spectrum of needs in equipment, staff education and compassionate care," notes Michael D. Stautberg, Foundation president. For example:

• In the Family Birth Center, mothers are encouraged to choose breastfeeding and now have access to a lactation consultant to answer questions and lend support.

• Family Birth Center staff receive ongoing clinical education with the help of Noelle®, an interactive labor and birth simulator.

• Low-income mothers at risk for preterm birth receive specialized care at the Maternal Child Health Center, helping to prevent infant death and disability.

• The recently launched P.I.E.R.C.E. (Protecting Infants Early Reduces Catastrophic Events) Project educates parents and caregivers on the ABCs of Safe Sleep for infants.

• Donors also assist families who lose an infant by helping to furnish the HEAL (Help Endure a Loss) program’s private bereavement room, where families can spend precious last moments with their baby.

"As we have said from the beginning of this campaign, every child born at Atrium Medical Center is a ‘little blessing.’ We have a tremendous responsibility to the nearly 1,000 babies each year who take their first breath under our care – and to their families," says Mike.

"Your generosity helps us keep newborns healthy and makes our Family Birth Center the preferred choice for mothers-to-be across our region – two more great reasons to take pride in Atrium Medical Center."

We welcome your support if you haven’t yet made a gift to the Little Blessings campaign. Please use the enclosed envelope, visit AtriumMedCenter.org/Foundation, or call (513) 420-5144 to make a difference for newborns and their families. Thank you!

Baby’s Safe Sleep Basics

A tragic infant death caused by unsafe sleep practices can happen in any family. Parents and caregivers can lower risk and rest a little easier, however, if they follow the ABCs of Safe Sleep.

A Alone
A baby should sleep alone at night and for naps. Never let a baby sleep with another child, adult or pet. There should be no pillows, bumper pads, quilts, blankets or stuffed toys in the baby’s crib.

B Back
A baby should sleep on his or her back and should wear a one-piece sleeper or sleep sack to lower the risk of suffocation or strangulation.

C Crib
Do not allow a baby to sleep on any surface other than in a safe, empty crib with a firm mattress that fits the headboard and footboard tightly – no gaps. The mattress sheet should fit snugly. Slats along the sides of the crib should not be more than 2-3/8 inches apart (about the width of a soda pop can). The headboard and footboard should be solid – no cutouts.

Babies should sleep in a smoke-free environment with the temperature between 68° and 72° F. Caregivers should always be nearby.

Everyone who cares for an infant should know the ABCs of Safe Sleep and follow them. If they don’t, it could be a matter of life and death.

For more information please visit www.AtriumMedCenter.org/SafeSleep.
The luck of the Irish was in the air March 16 as nearly 300 people gathered for the second annual Charity Night at the Tables celebration, jointly sponsored by Atrium Medical Center Foundation and the Atrium Family YMCA. The festivities were held at the Cincinnati Marriott North at Union Centre.

Co-chaired by Fred and Amy DeBiasi and organized by a corps of hard-working volunteers, the event raised more than $25,000. Proceeds were split between the two sponsoring organizations. The YMCA will use its share to fund memberships for families who cannot afford to pay full dues; Atrium is using its portion to help purchase new transport beds that will significantly improve the transition from ambulance to emergency treatment room, especially for older patients.

“Charity Night at the Tables is fast becoming a premier event in our region,” says Fred DeBiasi, president of American Savings Bank in Middletown. “We are very fortunate to have Atrium Medical Center and the Atrium Family YMCA in our community. Both improve the quality of our lives. I believe we should do all we can to keep these institutions viable and growing. Our support has a meaningful, enduring impact right in our own neighborhood.”

1. Left to right, Christie Gray, Beth Steele and Lisa Gossett
2. Mike and Pam Sora

With this issue of Caring, Atrium Center Medical Foundation begins a series of articles about the ordinary citizens and community leaders who have made this hospital the regional leader it is today. After a tragic train collision in 1910 and a devastating flood in 1913, the need for a hospital in Middletown became apparent. In 1917, after years of fundraising, the 28-bed, seven-employee Middletown Hospital opened “on the hill.” Through the years it grew, first into Middletown Regional Hospital and then into today’s 279-bed, 1,825-employee Atrium Medical Center.

These visionary people are the southwest Ohio legends whose civic-mindedness and genuine regard for the well-being of others inspired them to work diligently to bring leading-edge health care to a relatively small steel and paper mill town along the Great Miami River.

In 2017, the community will celebrate the hospital’s 100th anniversary. As the centennial festivities approach, we hope you enjoy reading about the men and women who strove to build a healthier community by creating a first-class medical facility and innovative health care campus in your midst. Look for Legends: From the Hill to the Atrium in this and upcoming Foundation publications between now and 2017.

Legends: From the Hill to the Atrium
A Tribute to the Men and Women Who Made It Happen
3. Diane Bihl, left, and Katie Conley
4. Lady Luck was smiling on, left to right, Marilyn Noll, Jason Gray, Doug Koenig and Rhonda Koenig

5. Linda Martin, left, and Brittany Terry
6. A great selection of door prizes awaited the lucky winners of the prize drawings.

7. Enjoying the evening are, left to right, Ted Ripperger, director of human resources, Atrium Medical Center, and board member, Great Miami Valley YMCA; Amy and Fred DeBiasi, event co-chairs; Vaden “Woody” Fitton, president and CEO, Great Miami Valley YMCA; and Mike Stautberg, president, Atrium Medical Center Foundation.
Of all the things that you expect from your hospital, high quality care no doubt tops the list. You may measure quality based on your experience, such as the responsiveness and courtesy of our staff or the cleanliness of our facilities. As a patient or family member, you can easily assess how you’re treated and how you feel about it. Each of us has our own expectations about what makes a good hospital experience.

You may be interested to know that the medical side of hospital care – harder for many patients to evaluate – also is measured objectively and reported publicly by the federal government and others. The nationwide goal, set for all hospitals, is to improve the quality of care by focusing on the results of actual care.

I’m proud to report that Atrium is performing quite well on these quality measures. In March, we delivered perfect care (based on national standards) 98.7 percent of the time on 33 quality measures proven to reduce the risk of complications and prevent recurrences for most hospital patients. That quality score was the best for the four hospitals in our system, Premier Health Partners, and puts us in the top tier of 20 hospitals in southwest Ohio. Of course, we won’t rest until we achieve a score of 100 percent every time.

I’m also proud of how quickly patients with heart attacks get the care they need at Atrium. In 2011, we averaged 58 minutes from the time patients entered our Emergency Trauma Center until they received artery-opening balloon angioplasty. When every minute matters, 95 percent received the “balloon” within 90 minutes of arrival.

**Giving Back in a Big Way**

Atrium measures up admirably on another scale important to our region: charity care and community benefit. In 2010, Atrium provided nearly $13 million in charity care to patients without insurance – 5.8 percent of total hospital expenses – ranking us among the top three southwest Ohio hospitals when charity care is measured as a percentage of hospital expenses.

When you add in other unreimbursed costs – such as government payments that are less than our cost to care for Medicaid patients, and services and programs we provide to help people stay healthy – the total benefit to our community is more than $24.6 million, or 11.1 percent of total hospital expenses.

**Please Support Little Blessings**

We take seriously our role to care for all who need us, regardless of their ability to pay. We’re equally committed to bringing you high quality, advanced care, close to home. That’s why your support is so vital. I urge you to make a difference for newborns in our region by supporting the Little Blessings campaign. (Please see pages 4 and 5.) Together we can help to ensure the youngest among us get the best chance for a healthy, productive life. Thank you!
Although Atrium Medical Center boasts an impressive main lobby, the hospital’s real “front door” is around back – at the Emergency Trauma Center (ETC). On any given day, about 75 percent of hospital patients are typically admitted through the ETC. We’re a busy place, providing care to as many as 200 patients daily with everything from minor burns and broken bones, to heart attacks and severe trauma. With about 45 rooms, we strive not to keep patients in the waiting area. Our average “door-to-bed” time is only 13 minutes – five minutes faster than the national benchmark. Patients see a doctor in an average of 23 minutes, also faster than the national standard. If a patient needs to be admitted to the hospital, we try to make that decision within just 180 minutes. Today’s emergency rooms are high-powered diagnostic centers. We work to keep quality and safety up and length of stay down. Our nurses immediately start blood work and other diagnostic services, and patients with minor complaints (about a third of our volume) are quickly channeled to Select Care, a highly efficient fast-track, mid-level care area where the average door-to-discharge time is only 90 minutes. With dedicated x-ray, CT scan and portable ultrasound machines within the ETC, we do critical diagnostic tests as quickly as possible. We also have fast access to the Heart Center’s interventional catheterization laboratory. Thanks to dedicated teamwork among our EMS squad members, emergency physicians and cardiologists, 95 percent of our heart attack patients receive angioplasty – artery-opening balloon treatment – within the recommended 90 minutes upon arrival at the ETC. In fact, our “door-to-balloon” time averages just under 60 minutes. Thanks to the Foundation’s generosity, the ETC has equipped area EMS squads with life-saving PALS bags to treat children and with EKG transponders to send vital information to us while en route with a heart attack victim. Two Charity Night at the Tables events raised funds for new equipment, just the latest example of the Foundation’s support for enhanced emergency trauma care over the past 15 years. It’s our job to treat the sickest of the sick, manage acute pain and reassure fearful patients. This region is very fortunate to have an Emergency Trauma Center of Atrium’s caliber. I call it “Southwest Ohio’s best-kept secret” because I am not sure the communities we serve fully understand what a tremendous resource they have. We deeply appreciate your generosity and will continue to do our best to be here when you need us.
Foundation Board Welcomes Patricia Miller Gage

From candy条per in the 1960s to the Atrium Medical Center Foundation Board in 2012, Patricia Miller Gage (“Patti” to her friends) has made a lot of stops along her journey as a volunteer. A member of the hospital’s auxiliary since 1971, she has volunteered in infant hearing screening, the Emergency Department, the Gift Shop and as a patient representative. She even had a short stint in valet parking!

Patti currently is president of the Atrium Auxiliary Middletown. Previously she has served as vice president, treasurer, financial secretary and chair of various committees. Her late husband, Bob, served on the Boards of Middletown Regional Hospital and Middletown Regional Health System. Together they volunteered in the community with Meals on Wheels.

Patti has two adult children. When she is not playing with her four grandchildren or busy with volunteer projects, she is an avid gardener.

Do you believe in magic? Saundra and Rick Pearce, co-chairs of the 2013 Atrium Medical Center Foundation gala, and a dedicated group of volunteers are doing everything they can to ensure that the evening of May 18, 2013, is full of magic moments. That’s when the Foundation will host its triennial celebration, the third since the inaugural event in 2007.

The black-tie-optional evening will be held at the Sharonville Convention Center. “Our theme, Magic Moments, captures the wonder that happens at Atrium Medical Center every day,” explains Saundra, a longtime Atrium employee who, as a nursing director, currently oversees Atrium’s Family Birth Center, the Maternal Child Health Center and the hospital’s dialysis program. Saundra has been a member of the Foundation board since the early 1990s.

Husband Rick, also a prolific community volunteer, develops curriculum for the computer application and training firm OmniCom Solutions Group. Together, the Pearces are well suited for the planning task ahead: They have co-chaired Middletown’s Charity Ball twice.

“Atrium does a lot ‘on the inside,’ diagnosing and treating patients,” says Saundra, “but it also does a lot ‘on the outside,’ promoting health and well-being community-wide. I have seen firsthand the difference people’s generosity can make, and I want everyone who supports the 2013 gala to know that every dollar we earn goes to support our patients and our community.”

Saundra and Rick and their committee of energetic volunteers are hoping that as many as 1,000 people attend next year’s event. Mark your calendar now for Magic Moments, May 18, 2013.

Looking Forward to Magic Moments, Next Foundation Gala on May 18, 2013

Heritage Society

Heritage Society members have included Atrium Medical Center Foundation in their will or estate plans. Members are as of May 2012. 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!

Anonymous (3)
Dr. and Mrs. Bruce Barnes
Dr. and Mrs. Jack Barnes
William O. Barnitz
Mr. and Mrs. Charles Beck
Mr. and Mrs. Wilbur Cohen
Catherine Cottie
Evelyn Day
Helen S. Deutemeier
Roger and Ginny Dillman
Mr. and Mrs. Russell Donahue
Jim and Jane Elder
Mr. and Mrs. Walter B. Evans
Della B. Gardner
Robert B. Gardner, Sr.
Gary and Nancy Gross
Imogene Harmon
Stuart Ives
Carrie Jacoby
Loyal R. and Anita Juengling
Alie 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
Lucy Nelson
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
David and Carole Schul
Dr. Tom and Bonnie Scott
Lucille Shafer
Dick and Patricia Slagle
Ernest and Wilda Streithau
Perry D. Thatcher
Heath and Mary Valentine

Saundra and Rick Pearce, co-chairs of the 2013 gala.

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Looking Forward to Magic Moments, Next Foundation Gala on May 18, 2013
The Five Building Blocks for an Effective Estate Plan

By David M. Kilgo, JD

Building an effective estate plan is vital for your family’s security. Just as when you build your home, your estate plan should rest on a strong foundation with five important building blocks.

The first building block is your last will and testament. This document distributes the assets held in your name to the individuals or charities you have chosen to benefit upon your passing. Certainly these include the relatives, friends and charities close to your heart. As an approved charitable organization dedicated to improving the health of southwest Ohio residents, Atrium Medical Center may well be one of the worthy charitable institutions you would like to support in your estate plan.

The second and third building blocks are a power of attorney for health care and a living will. These state your preferences for health care treatment and designate the person(s) you have chosen to make medical decisions for you if you’re unable to make these decisions yourself. These two documents provide a critical outline for your loved ones about how you wish medical procedures and end-of-life decisions to be handled.

The fourth building block, a trust, will provide ongoing financial support to your loved ones or to those charitable organizations you enjoyed supporting while you were living. Because many different types of trusts can provide these benefits, it’s very important to discuss with your attorney which will work best for you. Not only do some trusts provide tax benefits, but they also can give you the peace of mind of knowing that your wishes will be followed even after you have departed this life.

The fifth and last building block is the durable power of attorney for financial affairs. Although not strictly an estate planning item, this is an invaluable tool to accomplish financial transactions if you are incapacitated or, for whatever reason, unavailable to transact necessary financial business.

Once you have all five of these estate planning items in place, you can feel comfortable that your wishes for your family, friends and favorite charities will become reality, despite illness and death. And remember, just like the foundation for your home, it’s important to review your estate building blocks every five years or so to be sure they’re still structurally sound in our ever-changing environment.

For more information about making a charitable gift to Atrium Medical Center Foundation, please contact Michael D. Stautberg, president, at (513) 420-5144 or Foundation@AtriumMedCenter.org.

Dr. Jerry and Jean Hammond Endowment (continued from page 3)

great to her,” Terri recalls. “They adapted equipment to suit her small stature and even took her and my father in the center’s van to Christopher’s senior night football game at Monroe High School. That really lifted her spirits.”

Dr. Hammond believes this kind of personal attention is the heart and soul of health care. “It’s our responsibility to help people who can’t help themselves,” he says. “I don’t want this to disappear because of time and money constraints. When you see such a tremendous hospital and everything else on this campus, you have to do what you can to make sure as many people as possible benefit from these resources.” No doubt, Jean Hammond would smile that famous smile and wholeheartedly agree.

If you would like to contribute to the Dr. Jerry and Jean Hammond Endowment Fund, please contact Atrium Medical Center Foundation at (513) 420-5144, Foundation@AtriumMedCenter.org, or visit AtriumMedCenter.org/Foundation.
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.

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.