In 2001, one of the country’s major cell phone carriers got everyone asking a question that has since become part of the American vernacular: “Can you hear me now?” Today, there’s an even more pressing question: “Are you listening now?” I’m proud to say that Premier Health, as well as Atrium Medical Center and the Foundation, are listening to people and institutions throughout our region to understand what our communities need to be healthier – and figure out how to make change happen.

Every three years, non-profit hospitals conduct a community health assessment. This fall, Atrium Medical Center held listening sessions across our region to bring life to what we already know statistically. We wanted to know what real-life impact health and health-related issues have on the people and families of our communities.

The process doesn’t end with a needs assessment. It’s everyone’s responsibility to remain engaged in driving progress. In 2017, the hospital will celebrate its 100th anniversary. Just look how far we have come.

MICHAEL J. SCHNEIDER
Chair, Atrium Medical Center Foundation Board of Directors

Hear and Now

Gifts That ‘Keep on Giving’

ENDOWMENTS ENHANCE LOCAL HEALTH CARE

Giving to Atrium Medical Center Foundation can be more than a one-time event.

When generous donors choose to establish an endowment – or contribute to an existing one – their gift “keeps on giving” for generations to come. The result is better health care for all of us today, and for our children, grandchildren and great-grandchildren in the years ahead.

Today, thanks to the foresight and philanthropy of donors who established endowments over the years, the Foundation can invest an average of nearly $250,000 each year in building healthier communities. That’s in addition to funds raised annually through campaigns, events, tribute and memorial gifts and estate gifts. As the number and size of endowments grow, so does the benefit to our neighbors in southwest Ohio.

For example, when Atrium’s caregivers have the latest training, patient care improves. Today, 50 to 75 nurses each year receive scholarships to help them further their education and careers, thanks to the Nadine and Beryl Orr Nursing Excellence Endowment established by two Middletown sisters in the mid-1990s.

More than 35 other Atrium endowments support causes near and dear to donors’ hearts, such as patient care in targeted areas, specialized care for women and children, assistance for patients of limited financial means, improvements to create a healing environment (see story on page 4), health and wellness initiatives for our communities, and more.

An endowment gift to the Foundation creates a fund with principal that remains invested. Annual income generated by the fund is used only for the specific purpose designated by the donor. An endowment fund usually generates about 4 to 5 percent of its principal as income each year. For example, an endowment fund of $25,000 could provide annual income of $1,250 in the early years – and more as the assets grow – to be used to support the donor’s intent at Atrium now and for countless years ahead.

“Endowments are the ultimate form of philanthropy because they take care of health care needs in our community permanently rather than temporarily,” says James B. Kleingers, PE, PS, LEED AP, development committee chair for the Foundation’s board of directors. “Endowments create a perpetual
come from the hospital on the hill to a vast campus integrating high-tech diagnostics and treatment with preventive health, education and fitness for all ages.

Our hospital was brought into being by passionate people who cared and gave of their time and treasure. This tradition has gone on since the day forward-thinking citizens decided to build a hospital, and it will be essential to take us into the next century.

As 2016 begins and we look to the future, we’re grateful for all that you do to build healthier communities. We wish you a healthy, happy new year. And remember, we’re listening!

Michael J. Schneider, Chair, Board of Directors

legacy for the donor, making a lasting difference in a way that matters most to the individual or family. They also offer a unique opportunity to honor a loved one, if the donor so chooses.”

You can touch the future with an endowment at Atrium Medical Center Foundation! Contact us to learn more.

**35+ ENDOWMENTS NOW TOTAL OVER $4 MILLION**

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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.

**SUPPORT GRIEVING FAMILIES WHEN YOU SHOP AT KROGER**
It’s easy to support Atrium’s HEAL (Help Endure a Loss) program for families coping with the loss of a child. When you register your Kroger Plus Card with the Kroger Community Rewards Program, Kroger makes a donation each time you shop. To register or learn more, visit KrogerCommunityRewards.com and select Atrium Medical Center Foundation (NPO #83577). Thank you!

**CONTACT INFORMATION**
Phone: (513) 420-5144
Toll Free: (800) 338-4057 ext. 5144
Email: Foundation@AtriumMedCenter.org
Endowment Focuses on the Healing Power of Beauty

With a combined 90 years in practice, retired internist Thomas Scott, MD, and retired orthopedic surgeon Raymond Kiefhaber, MD, understand that the art of medicine extends far beyond hospital walls. The physicians believe that true health and wellness require engaging the spirit with the healing powers of art and the great outdoors.

That’s why Dr. Scott and his wife Bonnie, who taught nursing at Miami University, along with Dr. Kiefhaber and his wife Jean Anne, a long-time Auxiliary patron, created the Outdoor Artwork and Landscape Feature Endowment through Atrium Medical Center Foundation. They’re helping to ensure that Atrium patients, staff and visitors experience the beauty of fine art and the natural world.

The majestic blue spruce at Atrium’s front door is the centerpiece of the Scotts’ gift. Dr. Scott explains, “The old hospital always had a star on its façade that softened the imposing, red-brick structure. Bonnie and I thought it would be nice for the new hospital to do something similar.” Every day, the Scotts’ blue spruce lifts the spirits of all who enter Atrium’s front door. Over the holidays, it’s adorned with lights and a new tree topper.

Established with a charitable gift annuity, the Scotts’ gift also provides for maintenance of the spruce tree and upkeep of the hospital’s walking trail and adjacent gardens. “The trail and gardens provide everyone an opportunity to walk and enjoy the fresh air and beauty of the natural world around them,” says Dr. Scott, a long-time Foundation supporter. “It’s a good dose of preventive medicine, and that’s important.”

The Kiefhabers gifted the hospital with two bronze sculptures by internationally known sculptor Tom Corbin: Girl with a Dove, which graces the hospital’s main entrance, and Young Dancer at Rest, which is the focal point of an interior courtyard.

“Hospitals can be foreboding, stressful places. Jean Anne and I believe in a holistic approach to health. The Corbin sculptures radiate inspiration and serenity that are important to wellness,” explains Dr. Kiefhaber, who served on both the hospital and Foundation boards and as medical staff president. The Kiefhabers also have provided for sculpture and landscape maintenance and future acquisition of additional art.

“Research shows that visual art and landscape are more than decoration,” notes Michael Stautberg, Foundation president. “They have a strong positive psychological effect, too. We are grateful for the legacy of healing beauty the Scotts and Kiefhabers have given our patients.”

Above left: Donors Jean Anne and Raymond Kiefhaber, MD. Above center: Girl with a Dove, one of two hospital campus sculptures donated by the Kiefhabers. Above right: Dr. Tom and Bonnie Scott stand next to the blue spruce their gift made possible at Atrium’s entrance.

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. If you would like to add to this endowment—or create your own—please contact the Foundation.
MEMORIES ARE MADE OF THIS
Celebrating 100 Years

Planning begins for 2016 gala

In 2007, gala goers sparkled in all that glitters. In 2010, we wished upon a star. And in 2013, we captured some very magic moments. Now, with the hospital’s centennial year fast approaching, we’re looking back at the 100 years that saw Middletown Hospital established in 1917, grow into Middletown Regional Hospital and evolve into today’s Atrium Medical Center, a major force in health and wellness in southwest Ohio.

And we’re looking ahead with excitement. The Memories Are Made of This – Celebrating 100 Years gala will raise funds for health and wellness initiatives to enrich lives in our communities now and for generations to come. Gala proceeds will enhance hospital services, with a focus on expanded care for seniors.

Joseph Bidwell, executive vice president of Magnode Corporation, and his wife, Carol, Premier Health physician recruiter based at Atrium Medical Center, are serving as gala co-chairs. They are working with a corps of enthusiastic community volunteers and Foundation staffers.

The Bidwell family has a long history in Middletown. Joe’s parents moved here 63 years ago. “We lived in the shadow of the old hospital,” Joe recalls. “My six siblings and I went to school with people who became doctors and nurses there.” His father, Art, served on the hospital board for 25 years. Joe was a board member for 12 years and chair for six years during the planning and building of the Atrium campus.

Carol’s roots go back even further. Her parents and her grandparents are Middletown natives.

“Joe and I are privileged to be involved in this celebration of a century of caring,” says Carol. “The Bidwell family believes in the hospital’s mission and values. And even though the hospital will soon be 100 years old, it feels like we’re just starting. There is so much to do; so many opportunities await us.”

“The hospital’s leaders have tremendous vision for the future,” adds Joe, “but with everything in flux around them, it’s like working in the eye of a hurricane. We have an opportunity to make a difference, to make tomorrow’s memories. That’s why Carol and I are so happy to be part of the gala and the important funds it will raise.”

The 2016 gala co-chairs are Joseph and Carol Bidwell, seated. Their energetic gala committee includes, left to right, Frances Sack, Beth Marchant, Gina Pennington, Linda Barnes, Lyndsey Pittman, Barbara Strait, Karen Harrison, Ellen Block and Jacquie Pearce. Not pictured are Barb Chappell, Patricia M. Gage, Sarah Kaup, Sara Mahoney, Jennifer Ridge, MD, Carole Schul and Rebecca Wilber.

Save the Date

Mark your calendars for the Memories Are Made of This – Celebrating 100 Years gala on Saturday, September 24, 2016, at the Sharonville Convention Center.

Join us to honor community and physician heroes, celebrate a century of caring with cocktails, dinner, dancing and a stroll down memory lane – and catch a glimpse of an exciting future!
Throughout Atrium Medical Center’s service area, more people than ever are taking ownership of their health care, an interesting phenomenon known as “patient engagement.” You’re being proactive, asking questions, finding ways to stay healthy, and collaborating in medical decisions about your health care.

This trend is a result of many factors. There’s easy access to information on the Internet and, frankly, people have become more involved as they share more of the burden of health care costs.

Engaged patients have better medical outcomes, so I heartily recommend becoming engaged in your own care. Even if you’re a grandparent like me, it’s never too late to learn new ways of doing things.

As a supporter of Atrium Medical Center Foundation (and maybe an occasional patient yourself), you should know that patient engagement is encouraged throughout Atrium and the entire Premier Health system in these ways:

- Our physicians and nurses make sure the patient understands procedures, tests, medications, and their health care plan.
- Engaged patients find that the vast number of our physicians and health care team members truly welcome their increased involvement.
- Our website (atriummedcenter.org) serves as a trusted resource for medical information. We help you get educated!

At Atrium, we’re also committed to a great patient experience. Patients who participate in surveys tell us what we’re doing right – and ways we can improve. Today, in many ways, health care is a commodity.

People have choices and, because we want their first choice to be Atrium, we study the surveys and look for opportunities to improve.

One example: we learned that patients wanted more communication with the nursing staff, so we looked at how quickly nurses were responding to call lights. We found ways to improve, including instituting what we call “hourly rounding.” Now, once an hour, a nurse or supervisor will visit a patient’s room just to see how he or she is doing. It is no surprise that hourly rounding has resulted in fewer nursing call requests because patients are getting their needs taken care of more routinely. Therefore, this benefits both the patient and nurse.

I have enjoyed sharing these insights with you, the supporters of Atrium Medical Center Foundation. We consider you part of our team! I want to take this opportunity to thank you for your generosity, for the services, programs, equipment and other efforts that make a real difference, including better patient outcomes. I see the results every day, and I thank you.
When unit educators, clinical nurse specialists and others involved in employee education at Atrium Medical Center saw the capabilities of SimMan 3G in Atrium’s new Patient Simulation Lab, the reaction was overwhelming.

“They were amazed,” says Cyndi Mapp, RN, BSN, CCRN, MSN, clinical educator for the Premier Health Learning Institute, about staff reactions at open houses in the new lab on the fifth floor of Atrium’s Professional Building. “But who can blame them? I’ve been out of nursing school for 21 years, and I cannot believe how this simulator mimics the conditions a human body may have.”

Patient simulators act just like people. They’re completely wireless, self-contained, rugged and reliable. They can breathe, manifest vital signs, cry, blink, vomit and become critically ill with an endless number of conditions, injuries and diseases. They can be resuscitated, intubated, defibrillated and catheterized—and they react to what a staff person is doing. “The pupils on the simulator even can be programmed to dilate,” Cyndi points out.

Used in health care for more than 10 years, patient simulators are a better way to train, especially as patients come to the hospital with increasingly complex conditions and multiple medications.

Donors to the High-Tech Training for the Safest Care appeal from Atrium Medical Center Foundation are bringing this incredible technology to Atrium. SimMan 3G is already in use, and SimNewB, an infant, will arrive soon. To ensure Atrium’s caregivers benefit from training for nearly every patient situation, the campaign is working to provide two additional simulators: SimMom, who gives birth and is built to suffer bad outcomes, and SimJunior, a child who helps staff learn pediatric care, much different than adult care.

“Atrium’s medical staff can ‘learn by doing’ in a safe, no-risk environment right here on campus,” says Don Pelfrey, a Foundation board member instrumental in the campaign. “This high-tech training is a big plus and certainly benefits our patients.”

Atrium departments are already conducting classes—and planning more sessions—to help nurses, respiratory therapists, technicians and other health care professionals learn new procedures—and retain essential but seldom-used techniques.

“Fourteen recent nursing school graduates had ‘Mock Code Blue’ training right here in our lab, using SimMan 3G,” Cyndi says. “It’s a brilliant idea to perfect your compression skills using a simulator, getting immediate feedback from a simulation facilitator.”

Will you help us bring high-tech training for the safest care to Atrium? Your gift will help caregivers link knowing and doing at the most critical moments. Please use the enclosed envelope or make your donation online. Thank you!
New Campus Partners Expand Atrium’s Services for You

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

When Atrium Medical Center opened in 2007, we celebrated our vision to become the health care hub for our region, with a wide array of care easily accessible on our spacious, convenient campus. I’m proud to report that we continue to achieve our vision with new services and partnerships targeted to support you.

NEW WOUND CENTER

For people with chronic wounds, Atrium opened the Wound Care Center and Hyperbaric Services in August. Located in the Professional Building, the center offers individualized treatment plans for patients with wounds that don’t improve in four weeks or heal completely in six weeks. Some patients may have chronic conditions, such as diabetes or circulatory issues, that complicate the healing process, while others may have experienced traumatic injury or severe burns.

The Wound Care Center offers a variety of specialized treatments from physicians, nurses and other staff members trained to manage complex wounds. Hyperbaric oxygen chambers are available for the approximately 10 percent of patients whose wounds lack appropriate blood flow, and subsequently oxygen, necessary for healing. I was impressed to learn that oxygen acts like a drug at certain pressures possible in the hyperbaric chamber.

To bring this much-needed specialty care to Atrium, we partnered with Healogics, a wound care management company that works with more than 800 hospitals across the country.

CINCINNATI EYE INSTITUTE COMING

Through another exciting partnership with Cincinnati Eye Institute (CEI), their comprehensive eye care services are moving to the Atrium campus next summer.

Construction has begun on CEI’s $4.5 million, 17,000-square-foot office building, doubling the size of the practice’s current Middletown office. CEI’s new office will offer comprehensive ophthalmology, ocular plastics, cataract evaluation and surgery, glaucoma, retina and LASIK surgery. In addition to making eye care more convenient, the new office also will create new jobs in our community. We’ve collaborated with CEI for years for the good of our mutual patients, so we’re delighted to welcome them to our campus.

GOOD STEWARDS FOR YOU

Essential to fulfilling our original vision for Atrium is ensuring that we have a strong hospital at the core of our campus. As good stewards of the philanthropic and health care dollars entrusted to us, we constantly monitor the hospital’s financial health. I can report to you with great confidence that Atrium is financially sound. We carefully evaluate areas where growth can make life better for patients while also protecting the bottom line.

With your support, Atrium will continue to evolve to serve you and your family. Thank you for inspiring us with new ways to bring you advanced care, close to home.
ON THE ROAD TO
Fight Breast Cancer

New mobile mammography coach brings early detection to area women

When you see Atrium’s new mobile mammography coach on the road, give it a big thumbs-up! Since September, this 37-foot-long coach has been visiting businesses and public venues like schools, churches and events in Butler and Warren counties and throughout southwest Ohio, making it easier for busy women to get their annual screening mammogram.

"Without a doubt, each supporter of Atrium Medical Center Foundation who donated to the Every Woman, Everywhere campaign has improved health care in our region and saved lives," says Carol Turner, president and CEO of Atrium Medical Center. "By bringing our new mobile mammography coach into our communities, more women locally will get this essential screening."

The fundraising campaign is still underway, but once the coach arrived, Atrium sent it on the road to help in the battle against breast cancer.

Staffed by an all-female team, the comfortable, self-contained mobile coach has a reception area, private dressing rooms and mammography suite. Equipped with advanced imaging technology, the coach offers traditional 2-dimensional and new 3-dimensional mammography to detect breast cancer.

Women make an appointment and visit the coach at a location near them. No doctor’s order is needed for a screening mammogram for women age 40 and older. To schedule a mammogram on the mobile coach, call (844) 453-4199.

Sarah Kaup, Foundation board member, has strong reasons why she gave generously to the campaign. “My mother died of breast cancer at age 43, in 1964,” Sarah says. “My doctor said a mammogram would have saved her life. I absolutely wanted to help get this coach. Early detection saves lives.”

Bring the Mammography Coach to Your Parking Lot!

Make it easy for your employees, visitors, members, event participants and other women to get their annual mammogram. Contact Anna Meiners, Atrium’s manager of breast imaging, at (513) 705-4794 or ALMeiners@PremierHealth.com to find out more about bringing the coach to your location. Atrium provides turnkey setup information and marketing materials to help you publicize the coach’s availability.

We want to reach every woman, everywhere in our community with mammography services. Won’t you join us in this important effort? Please use the enclosed envelope or make your donation online. Thank you!
Creating Our Future

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

By Candice DeClark Peace, JD, CPA
Atrium Medical Foundation board member Candice DeClark Peace chairs the Foundation’s Investment and Planned Giving committees. She is a shareholder at Clark Schaeffer Hackett.

As a CPA, I work as a trusted advisor to individuals and businesses in the Miami Valley region. Many of these clients are area natives with deep roots in the communities where they live and work. Over the years I have found that the majority of our clients want to better the community in some way – to create a legacy that will stand for decades. This goal often springs from personal, life-changing experiences with a common thread: a helping hand, a healing hand, the opening of a door. At a key moment, many of our clients had needs they could not facilitate alone. Their needs were answered, many times by an organization, with no strings attached. The recipients’ gratitude is overwhelming and creates a strong desire to give back.

HOW DO YOU CREATE A LEGACY?
The first step is to identify your passion. Some common examples are to provide educational assistance, to enable medical research or medical services, or to assist in the basic needs of individuals who are struggling in life. The next step is to select the organization that is best able to efficiently and effectively bring about your desired results. Finally, what resources do you want to commit to attaining the goal? Are these resources available today? What of your needs, if any, must be met by these resources?

CREATING AN ENDOWMENT
Atrium Medical Center Foundation has more than 35 funds established by individuals, families or...
Atrium Medical Center Foundation Heritage Society members and special guests have some tall tales to tell after getting to know the wild animals of Africa, close to home. On October 1, the Foundation held an appreciation dinner, hosted by the Heritage Society’s founding co-chairs Dr. Bruce and Neila Barnes, at the Cincinnati Zoo and Botanical Gardens. Forty five guests enjoyed cocktails and dinner at Tree Tops in the heart of the zoo’s new Africa Exhibit. “I think it’s safe to say our guests had a ‘wild’ time,” says Neila.

The Heritage Society was created in 2002 as a way to recognize donors who include the Foundation in their estate planning. The group has grown from a handful of supporters to more than 70 today.

“Neila and I agree that Atrium Medical Center is one of our region’s greatest assets,” Dr. Barnes says. “Remembering the Foundation in our estate planning has given us – and others who share our belief in excellent health care – an opportunity to support Atrium’s long-range goals beyond our lifetime.”

The Foundation invites you to join the Heritage Society and to leave a legacy that will foster medical excellence today, tomorrow and for many years to come. For more information, please contact the 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.