CARING

touching lives & improving health

WINTER 2017 – IN THIS ISSUE

2 A Magnificent Night to Remember

6 Support Fulfilling a Promise to Our Elders

8 President and CEO Carol Turner Retires

L Legends Issue 13: Dr. and Mrs. Raymond Klethaber
Looking Back... Looking Ahead

I find it incredible that my three-year term as chair of Atrium Medical Center Foundation’s Board of Directors is coming to an end. Does time seem to be going by faster for you, too?

Transition moments are a good time to look back, as more than 1,000 Foundation supporters did at the September 24 gala, Memories Are Made of This – Celebrating 100 Years. What a tremendous event! Big thanks to co-chairs Carol and Joseph Bidwell, the many volunteers and the friends of Atrium who gathered not only to reminisce, but also to continue supporting the hospital.

A transition happened in December for President and CEO Carol Turner as she retired, ending an extraordinary career. Personally and professionally, I’ve enjoyed working with Carol as the Foundation helped achieve her amazing vision for improving health care for our neighbors right here in southwest Ohio. I extend a warm welcome to Michael R. Uhl in his new role as president.

A MAGNIFICENT Night to Remember

Time stopped for a few hours on the evening of September 24, 2016, as the past met the future at Atrium Medical Center Foundation’s fourth triennial gala, Memories Are Made of This – Celebrating 100 Years.

“We came together to launch a year-long celebration of our hospital’s first century and to unite behind a bold vision for our next 100 years,” explains Joseph Bidwell, executive vice president of Magnode Corp., who along with his wife, Carol, a senior physician recruiter for Premier Health, co-chaired the festivities.

“They say ‘Everything old is new again.’ Now it’s up to us to capture the spirit and recast the dream of our founders to meet 21st century challenges,” Carol notes.

“This grand event boosted our energy and fueled our enthusiasm to do just that.”

Gala sponsors (page 5) and more than 1,000 attendees – the most ever for an Atrium event – raised nearly $290,000 to help establish a new geriatric emergency unit at the hospital, part of the Fulfilling a Promise to Our Elders campaign.

“What an absolutely amazing event, filled with amazing people, recognizing amazing community history, all for an amazing cause.”

– CHRISTOPHER GOFORTH, SUMMIT ACADEMY

Continued on page 4...
Reflecting on my term, I am proud to have worked with you to improve care through projects such as the daVinci® surgical robot, the mobile mammography unit, patient simulators and other advances. I am also delighted that the number of Heritage Society members has increased to a record 80 people who have included the Foundation in their will or estate plan.

Looking back should be coupled with looking ahead, as I turn over the reins to Michael D. Long, your new Foundation chair. Mike is an energetic, enthusiastic and very caring man who will serve the Foundation well.

Thank you for your support over the years. I am always bragging about the wonderful friends of Atrium Medical Center Foundation. More caring people I have never met.

Michael J. Schneider, Chair, Board of Directors

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.

PLEASE NOTE NEW FOUNDATION PHONE NUMBERS
Atrium Medical Center is changing the first three digits of all Foundation and most hospital phone numbers to 974. Here are the new numbers for Foundation staff:

Main number ............... (513) 974-5144
M. Stautberg ...............(513) 974-5125
D. Hensley ................. (513) 974-5144
S. Lobar ..................... (513) 974-5149
V. Peters ..................... (513) 974-5028
J. Woodard ................. (513) 974-4509
Fax .............................. (513) 974-4165

Exception: The main hospital number will not change and remains (513) 424-2111.

CONTACT INFORMATION
Phone: ...........................(513) 974-5144
Toll Free: ....(800) 338-4057 ext. 5144
Email: Foundation@AtriumMedCenter.org
A STROLL THROUGH TIME

Upon their arrival at the Sharonville Convention Center, gala-goers took a step back in time as they strolled through the reception area flanked by banners celebrating the hospital – its founders, key moments in its history and legendary individuals and families, past and present, who have helped sustain and advance it. Found along the way: an exhibit of historical items sponsored by the Middletown Historical Society, and a classic 1917 Oldsmobile, courtesy of Borcherding Buick GMC, where guests could slip into a top hat or flapper beads for an old-timey photo.

Next stop: the silent auction, which netted a record $40,000 under the leadership of Sara Mahoney. The advent of online bidding for the auction and a new feature, text-to-give, introduced new technology to the mix. All told, the auction and text-to-give – as well as a dice game and wine wall – added more than $65,000 to the evening’s proceeds.

“My wife and I were honored to represent Cornerstone Companies at the gala. We very much enjoyed learning more about how Atrium Medical Center has contributed to the Middletown community over the past 100 years.”

- ROB WHITACRE, CORNERSTONE COMPANIES

HONORING OUR HEROES

W. Thomas Scott, MD, was recognized by his peers as 2016 Contemporary Physician Hero. The Foundation also honored hospital founders George M. Verity, George Harvey and Colin Gardner Sr., as well as pioneering physicians Dr. Mabel E. Gardner, Dr. David F. Gerber and Dr. E.O. Bauer, and their families (shown below). To learn more about our heroes, visit AtriumMedCenter.org/Gala.

The Foundation thanks the gala committee and all the volunteers who worked so hard to make this year’s event stunningly successful. Thanks also to gala sponsors for their time and treasure, regional and community leaders who attended the event, Atrium employees who supported the campaign, the Middletown Historical Society for its expertise, and our guests whose record-breaking attendance and support proves the dream lives.

“The gala was a fantastic, lovely event. My brother, John, and I were so proud that our grandfather, Dr. E. O. Bauer, was honored. Thank you!”

- PEGGY BAUER DOBROZSI
“The gala was truly fabulous – well planned out and lots of fun. Everything seemed to flow, from the auction items to the dinner presentations and dancing afterwards.”

- LAURIE AND PERCY DAVID MITCHELL, MD

“Karen and I had a wonderful evening at the Atrium gala. It was humbling to reflect on the hospital’s rich 100-year history and the vision its founders had for the community.”

- DAVID PEARCE, FIFTH THIRD BANK

Thanks to Our Sponsors

Visionary Sponsor:
Baker Concrete Construction

Legacy Sponsors:
AK Steel
Akers Packaging Group
Cohen Recycling Magnode

And to all of the businesses and individuals who generously supported the gala.
JOIN US TO FULFILL A Promise to Our Elders

Our parents and grandparents were our first teachers, our first hugs, our first experiences. Because we owe much of what we are today to them, many of us tend to their daily needs, trying to make their senior years as safe and happy as possible.

Now it’s within our power to ensure that a trip to the emergency room is less frightening, more productive and more comfortable.

Atrium Medical Center is planning to open an eight-bed, senior-friendly geriatric emergency unit within Atrium’s Emergency Trauma Center in the spring. Our Foundation is in the midst of the Fulfilling a Promise to Our Elders campaign to make this vision come true.

For adults ages 65 and up, this unit will give patients more time to be triaged, diagnosed and treated. The unit will have:

- Soothing colors and lighting
- Reduced noise levels
- Eight beds with fall monitors and additional railings
- Other safety features such as non-skid floors, senior-friendly call buttons and hearing assistance

Best of all, physicians, nurses, social workers and other staff in this unit will have training in assessing and addressing the needs of older patients. They’ll know how to get information – and how to convey directions.

“Recently, the elderly services levies on local ballots passed with very high percentages. Obviously, people around here hold their seniors in high regard,” points out campaign chair Bill Thornton, former owner of Thornton Landscape and a member of the Council on Aging of Southwest Ohio since 2005. “The Fulfilling a Promise to Our Elders campaign is a way to ensure that seniors have a better experience at a very trying time.”

The reaction to the launch of this campaign has been extremely positive. The employee campaign wrapped up last summer and exceeded its $30,000 goal. A special thank you goes to employee campaign chair Marquita Turner, chief operating officer and chief nursing officer at Atrium.

Proceeds from the Memories Are Made of This – Celebrating 100 Years gala in September raised nearly $290,000 to enhance geriatric services at Atrium.

With a campaign goal of $400,000 (and a stretch goal of $500,000), the Fulfilling a Promise effort needs you. In this issue of Caring is an envelope for Foundation friends to become involved in this important initiative.

“Our region’s population of seniors is growing rapidly. In fact, we have 16 long-term care facilities within 10 miles of Atrium!” says Foundation President Michael D. Stautberg. “With your help, this senior-friendly geriatric unit can change the experience of every senior who comes to our emergency department.”

“This is a chance to show our elders that their well-being is a priority with us.”

BILL THORNTON
FULFILLING A PROMISE TO OUR ELDERS CAMPAIGN CHAIR
Tackling Behavioral Health Challenges

By Percy D. Mitchell Jr., MD, Psychiatrist

Nothing can harm or destroy a person – or their family – faster and stronger than a brain-changing illness. Opioid addiction is one of the worst. Once a person has experienced the high of having heroin in their system, of having their brain changed because of it, they’ll do almost anything to repeat the experience.

I wish I had better news to report, but this epidemic is hitting hard around this area, and we’re feeling the ravages of this horrible drug. Interstate 75 is becoming known as “heroin highway,” a major pipeline for drug dealers and a path to enter smaller communities like ours.

Law enforcement is hard at work to lessen the tide of drugs – but successes are few and far between. Summits and tasks forces are mobilizing communities to decrease the horrendous numbers of overdoses and deaths – but no one is overly optimistic.

Trying to stop this epidemic by changing the root causes offers some hope for the future. Eighty percent of people who try heroin first used prescription pain killers, so strict regulations now monitor when physicians can issue such prescriptions.

As a result of the epidemic, the role of the hospital is changing. Around 60 percent of people coming to Atrium’s Behavioral Health Unit are suffering from a dual diagnosis of drug addiction and depression.

Some small victories occur because of efforts such as Project DAWN (Deaths Avoided With Naloxone), supported in part by Atrium Medical Center Foundation. Project DAWN makes the drug naloxone (also called Narcan) available to first responders and trained families of addicts, to block the opioid’s effects on the brain and rapidly restore breathing. While some question whether an addict should be saved, others realize that there is no hope if someone dies.

Because of this dramatically changing landscape, those of us in the behavioral health field know expansion is needed in the inpatient, outpatient and after-hospital care we can offer to addicts and others with behavioral health issues.

If you know Atrium’s Foundation as well as I do, it comes as no surprise that the Foundation is willing to tackle this tough project. In 2017, the Foundation will launch the Promise of Hope campaign to strengthen our offerings in behavioral health. The campaign will help to meet high demand and get patients into care more quickly, create a better experience for patients with behavioral health issues and support community members facing mental health and emotional challenges.

From where I sit as a psychiatrist, with all the dismal news we’re hearing every day, this campaign from the Foundation offers one of the few encouraging points of light.
The Next 100 Years: Bring It On!

By Carol Turner, FACHE, Retired President, and Michael R. Uhl, President, Atrium Medical Center

When our founding families and pioneering physicians created our hospital in 1917, they focused on our community’s urgent need for excellent health care, close to home. It’s a good bet they didn’t worry about what changes would come 100 years later. Instead, they concentrated on the challenge before them: creating the best ways to help their families, friends and neighbors get well and stay well.
Today we can look back with pride at a century of challenges overcome, innovations introduced, and most importantly, lives changed for the better. It’s truly awe-inspiring to consider the thousands of babies born, emergencies tended to, and illnesses treated through the years by our caring physicians and dedicated staff. We began celebrating our 100th anniversary at the Memories Are Made of This – Celebrating 100 Years gala, and will continue throughout the year. Look for more information to come on how you can participate.

Although just about everything has changed in health care since our first hospital was built, one thing remains constant at Atrium: our personal and caring connection to our patients and their loved ones. The remarkable dedication of all who have served at the hospital over the last century forms the essence of what makes Atrium a special place to receive – and give – care.

We understand what makes Atrium tick because both of us have roots that run deep here. Carol graduated from the hospital’s School of Laboratory Technology, a great start to a long career that included overseeing the creation and opening of Atrium in December 2009. Mike is now leading the hospital where his career began nearly 20 years ago as a registered nurse. In fact, Carol hired Mike for his first management role.

With a history that makes our hospital proud, we now look ahead as we begin our next 100 years of caring. Like our founders, we, too, have a single mission: to build healthier communities for our families, friends and neighbors. No doubt it will be challenging – and rewarding. With a strong commitment and a singular focus, Atrium will thrive in the years ahead. We’re ready for our second century!
Many of us engage in “checkbook” charity, which happens when we respond to a specific solicitation that typically arrives in the mail or by an individual from an organization knocking on our door. These types of charitable gifts certainly are valuable. They’re usually made on the spur of the moment, involve smaller dollar amounts and may not be part of a broader charitable strategy.

With some thoughtful planning, however, the gifts you make can have a big impact on the causes that matter most to you. As part of your financial and estate planning, you could establish a charitable remainder trust, a charitable gift annuity or an endowment to perpetuate your legacy.

For those thinking about how to elevate their impact, there are important issues to take into consideration. So, like any good mystery novel, we point out a few of these issues by asking the five Ws and one H.

What are you going to give?
Cash? Appreciated marketable securities? Artwork? Real estate? IRA distributions? A legacy gift, such as a charitable gift annuity (a charitable donation and an investment)?

Why are you making the gift?
Is there a specific charity you want to support, such as Atrium Medical Center
No one thinks much about their kidneys — until they stop functioning. The trouble is that most of the 26 million Americans who have kidney disease don’t know it. Because kidney disease often has no symptoms, it can go undetected until it’s very advanced.

Thanks to help from Atrium Medical Center Foundation’s Kidney Care Endowment Fund, Atrium’s Diabetes Wellness Center held free kidney care screenings in May 2016 at the Robert “Sonny” Hill Jr. Community Center in Middletown.

“This event, in conjunction with the National Kidney Foundation, enabled people to have a simple screening, learn more about the risk factors for kidney disease and speak with physicians and dietitians right on the spot,” says Carolyn Fogarty, RD, LD, CDE, manager of the Diabetes Wellness Center.

The Kidney Care Endowment Fund, started three years ago by generous donors, has helped with other community outreach programs and with the purchase of two inpatient dialysis machines. Patients who cannot afford their treatment for kidney disease also find help through the endowment.

“Every year, kidney disease kills more people than breast or prostate cancer,” says kidney care specialist Sharad Goel, MD. “The risk for kidney disease increases substantially past the age of 60. As our country’s population ages, the work of the Kidney Care Endowment Fund will be more critical than ever before.”

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.