

Winter 2009

SCANNER

HOAG HOSPITAL FOUNDATION in Support of Hoag Memorial Hospital Presbyterian



This has been a remarkable year for Hoag Hospital and Hoag Hospital Foundation. Thanks to an extraordinarily generous community, we have established a new record of support for the second consecutive year. In the second year of the 10-year Renaissance Hoag campaign, \$42.9 million of private support has been raised, and for this we are most grateful.

Throughout the year, you have been reading about how private support and volunteer leadership has worked together with hospital leadership to help fulfill the promises of Renaissance Hoag. Our goal of bringing you world-class health care services through our Centers of Excellence is becoming a reality. Funding of medical leaders, the latest technology and state-of-the-art facilities are adding up to the vision we have for your hospital.

In the past year, Hoag has developed a partnership with USC Medical School to begin the new USC/Hoag Breast Surgery Fellowship Program. This new academic affiliation is under the direction of Melvin J. Silverstein, M.D., medical director of Hoag Breast Care Center. Hoag also acquired its third da Vinci® surgical robot, and Jeffrey Yoshida, M.D., has joined the Hoag medical staff as the associate medical director, urologic oncology.

In addition, construction is completed on the Donna and John Crean Childcare Center and the Marilyn Herbert Hausman Advanced Technology Pavilion, the home of the Leksell® Gamma Knife Perfexion™ directed by Hoag Brain Tumor Program Medical Director Christopher Duma, M.D. Plans are also underway for the build-out of the Mary and Dick Allen Diabetes Center at Hoag Health Center-Newport Beach.

Whether you are a member of the 552 Club, Circle 1000 or one of 7,000 other supporters of Hoag, your individual gift has a direct impact on patients and families who rely on Hoag for health services. At Hoag Hospital, every “tomorrow” brings us a new challenge.

Throughout our history, Hoag has focused on improving the health of our communities. This grateful community continues to respond with philanthropy that assists us in creating a margin of excellence that cannot be measured in dollars and cents. The true measure of Hoag’s excellence is in the good we accomplish and the lives we transform.

Thank you for being a partner in this important transformational process.



James C. Madden

James Madden
Chair
Hoag Hospital Foundation



Stephen Jones

Stephen Jones
Chair
Hoag Memorial
Hospital Presbyterian



Richard Afable

Richard Afable, M.D.
President & CEO
Hoag Memorial
Hospital Presbyterian



Ronald D. Guziak

Ronald Guziak
Executive Director
Hoag Hospital Foundation

ON THE COVER:

Lindsay (Pavlik) Lawrence. On page 12-13 read how the Pavliks help their daughter Lindsay redirect her strong athletic prowess to fight diabetes.



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Hoag Hospital Plans for a Second Campus in Irvine

Hoag Hospital has provided quality health care to Orange County residents since 1952 and is excited about the opportunity to expand its high quality care to Irvine and South County residents through a second campus in Irvine.

Hoag has signed a long-term lease for the recently vacated hospital facility on Sand Canyon Avenue, just off the 405 freeway in Irvine. The lease becomes effective in mid-February 2009, at which time Hoag will begin extensive interior renovations to the facility to prepare it to deliver 21st century health care needs to the community. Renovations will include adding state-of-the-art operating rooms and preparing space for new and innovative technology. The hospital facility will remain closed during that time.

"The availability of this facility provides Hoag with a tremendous opportunity to improve access to Hoag's services for the residents of Irvine and South Orange County," said Richard Afable, M.D., president and CEO of Hoag Hospital.

Hoag Hospital Irvine will open as an acute care general hospital offering a spectrum of inpatient and outpatient services as well as a fully staffed emergency department. The new facility will be an extension of Hoag's services in Newport Beach and its seven Hoag Health Centers located throughout Orange County.

No date has been set for an opening, however, best estimates project sometime in 2010, subject to local and state agency approvals. Hoag will continue to share details on this exciting development as they become available via www.HoagHospitalIrvine.org.

For general information on Hoag Hospital Irvine, contact Deborah Legan at 949/764-5921.

For more information on Hoag Hospital Irvine donations, contact Floyd Harmon, vice president, Hoag Hospital Foundation, at 949/764-7213.

Hoag Heart and Vascular Institute Continues to Raise the Bar for Heart Care

The road to Hoag's highly recognized cardiac surgical program began in the late 1980s with the arrival of Aidan A. Raney, M.D., and Douglas Zusman, M.D. In 1990, a third highly skilled surgeon, Colin Joyo, M.D., joined the program to assist with the increased volume of cases.

Today, the cardiac program has grown into one of the most respected and comprehensive centers in the nation. And, it continues to assemble the finest surgical team, consistently raising the bar for heart care throughout the country.

The Society of Thoracic Surgeons (STS) ranks Hoag's cardiac surgical program within the top 10% in the country for quality and successful outcomes. The STS designated Hoag's cardiac surgical program a three-star, the highest possible rating awarded, making Hoag one of the elite heart programs in the country.

"The distinction in surgical performance and outcomes at Hoag is at a level of care currently superior to 90% of hospitals performing cardiac surgery in the country," said Dr. Raney, Hoag's medical director of cardiac surgery.

Cardiac surgery is an evolving specialty intended to meet the current needs of the patient population by including techniques such as minimally invasive, robotic-assisted, mini-maze for re-correction of atrial fibrillation and mitral valve repair. To further enhance Hoag's 21 years of superior cardiac surgical performance and capabilities, it has not only brought on these new surgical techniques, but welcomes the addition of a hybrid cardiac surgeon, Jacques Kpodonu, M.D., who joined the Raney-Zusman group, as well as the staff of Hoag Heart and Vascular Institute in September 2008.

Originally from France, he is an internationally educated and trained surgeon who is board certified in general and cardiothoracic surgery



Pictured left to right: Drs. Aidan A. Raney, Douglas Zusman, Colin Joyo, and Jacques Kpodonu.

and board eligible in endovascular therapies.

Dr. Kpodonu completed a cardiovascular surgery fellowship at Toronto General Hospital in Ontario, Canada. Additionally, he served as resident and chief resident in cardiothoracic surgery at the University of Illinois Hospital and Clinics. More recently, he completed a fellowship in vascular and endovascular surgery at the Arizona Heart Institute in Phoenix and an advanced cardiovascular surgery fellowship at Northwestern Memorial Hospital in Chicago.

A pioneer in hybrid cardiovascular surgical techniques, Dr. Kpodonu specializes in a unique approach to cardiac surgery that combines percutaneous interventions and open surgical procedures (conventional or minimally invasive).

"The addition of Dr. Kpodonu marks another first in Hoag's cardiac surgical program," said Richard Afable, M.D., president and CEO of Hoag Hospital. "Hoag Heart and Vascular Institute is taking on yet another leadership position and adapting to new trends in patient care technology and positioning Hoag as a world-class facility."

Technology Firsts in Heart and Cardiology

Patients experiencing a major blockage in their arteries have traditionally received a coronary angiography from their physician, a two-dimensional X-ray to examine the inside or lumen of a patient's blood vessels or chambers of the heart.

Recently, Hoag became the first hospital in Orange County to utilize the latest in Intravascular Ultrasound (IVUS) technology, which improves the detection of vessel blockage and provides a quicker course of action taken on behalf of the patient.

With IVUS, physicians are able to take a 360-degree, cross-sectional view from inside the artery. A tiny ultrasound device is threaded into the coronary arteries and high frequency sound waves are used to reflect off tissues in the vessel wall so physicians can get a better view of any plaque build-up or blockage in a vessel, as well as precise measurement of the vessel's dimensions.

Consequently, IVUS facilitates the proper deployment and guidance of stents. Hoag is one of the first hospitals in the nation to offer the latest generation of everolimus-eluting coronary stent system, a new and improved second generation of drug-eluting stents.

To help prevent constriction or narrowing of the artery, this new generation of drug-eluting stents has been developed to limit the overgrowth of normal tissue within the stent.

"IVUS gives us the ability to truly see whether or not the stent is optimally deployed against the artery wall which will decrease the risk of patients having to undergo additional procedures," said Richard Haskell, M.D., director of cardiology for Hoag Heart and Vascular Institute. "Optimal deployment of stents provides a tremendous benefit for our patients in the long run."

Hoag Partners to Establish Breast Fellowship Program



Melvin J. Silverstein, M.D. is leading Hoag's breast fellowship program.

Hoag Hospital has partnered with the University of Southern California (USC) Keck School of Medicine to establish a breast fellowship program at Hoag Breast Care Center.

Under the direction and leadership of Melvin J. Silverstein, M.D., medical director of Hoag Breast Care Center and renowned expert in oncoplastic surgery, fellows gain experience in innovative oncoplastic surgical techniques and the new, leading-edge breast technologies utilized at Hoag.

Hoag joins one of just 33 breast fellowship programs in the nation recognized by the Society of Surgical Oncology (SSO). Dr. Silverstein explained, "By providing the breast fellowship program, our goal is to elevate Hoag's breast program to become one that is recognized for its expertise in training new surgeons in the techniques and technologies that are at the forefront of breast care and are improving the patient experience."

All fellows are residency trained in general surgery and are selected for this highly competitive program to gain specialized knowledge of advanced techniques in breast surgery and care.

Hoag Brings 3D Mammography to Southern California

Early detection of breast cancer has proven to make a critical difference in the outcome of anyone affected by this disease. In addition to regular clinical breast examinations and monthly breast self-examinations, mammography is one of the most effective tools in the early detection of breast cancer, which is why Hoag Breast Care Center and Hoag Cancer Center recommend that all women age 40 and older receive annual mammograms.

As a leader in innovative breast care, Hoag is committed to providing the latest advances in breast imaging. That is why it's the only hospital in Southern California and one of only 11 test sites in the nation to participate in a multicenter clinical trial studying the latest generation of breast imaging technology – digital tomosynthesis.

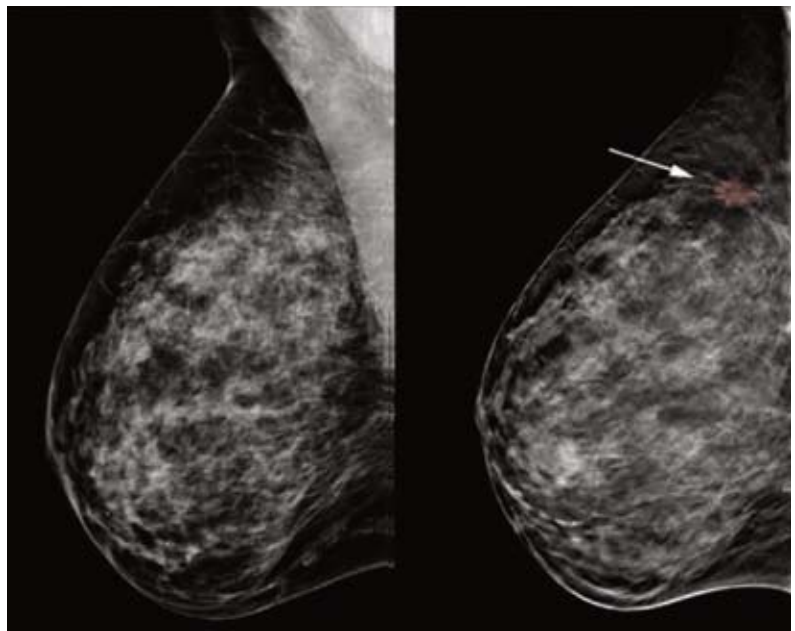
Digital tomosynthesis is a three dimensional breast imaging modality which captures multiple angles of the breast during a short scan, much like a CT. These images are then reconstructed into a series of high-resolution slices that can be displayed individually or played back in a ciné loop, providing a 3D view of the breast. Digital tomosynthesis can potentially provide a more comprehensive screening, overcoming some of the critical limitations of 2D mammography imaging.

The 3D images produced using digital tomosynthesis are acquired through numerous images taken from different source angles. Therefore, some pathologies that may be obscured in traditional mammography are expected to be visible using tomosynthesis because of the reduction of structure noise and the elimination of the tissue

overlap effect. During the clinical trial period, which began in January 2009, Hoag Breast Care Center will employ the digital tomosynthesis system to screen women at high risk for breast cancer who also meet specific research criteria.

“In this FDA trial, our goal is to compare and contrast the quality of digital tomosynthesis alongside that of digital mammography,” said Gary Levine, M.D., director of breast imaging at Hoag Breast Care Center and lead clinical researcher for the trial. “This new development in imaging may provide a more accurate tool in the early diagnosis of breast disease.”

In addition to the national multicenter clinical trial, Hoag Breast Care Center will also conduct its own separate study of contrast-enhanced digital tomography of patients newly diagnosed with breast cancer and contrast-enhanced MRI in order to compare the efficacy of these technologies and further determine other potential applications for digital tomosynthesis.



Breast pathology obscured in traditional digital mammography (left) is visible using digital tomosynthesis (right).

The New Penumbra System: Extending the Window for Treatment of Acute Ischemic Stroke

For anyone experiencing stroke symptoms, the key to surviving is immediately seeking emergency treatment at a medical center experienced in acute stroke management. Hoag not only has experienced staff, but also offers its patients the latest technology to help reduce the damaging effects of stroke.

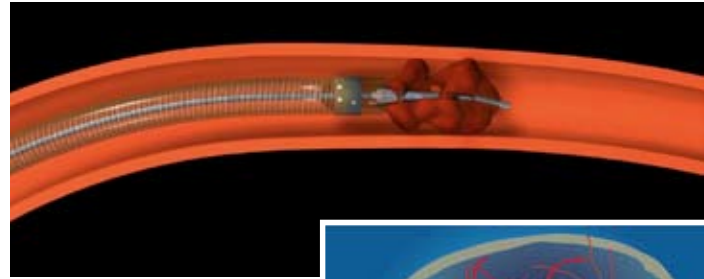
A stroke is a potentially fatal condition that occurs when a blood clot, or ruptured blood vessel, interferes with blood flow to the brain. More than 80% of all acute strokes are caused by blood clots – referred to as ischemic stroke.

One treatment option for ischemic stroke is Tissue Plasminogen Activator (tPA), a medication that helps dissolve blood clots. To be effective, tPA must be administered within three hours from the onset of symptoms. And since the average patient is brought to the emergency room between three and six hours after the onset of symptoms, intravenous tPA is administered to approximately 2% of patients nationwide. Physicians are therefore often limited in treatment options.

The recently FDA-approved Penumbra device provides an effective treatment option which can be used up to eight hours after the onset of symptoms to open blocked vessels. Armed with the new Penumbra System and an extended treatment window, Hoag's neuro interventionalists are successfully helping a broadened patient population to improve neurologic recovery and reduce the incidence of disability resulting from acute ischemic stroke.

Improving Patient Outcomes

"In our experience, the Penumbra System opens blocked vessels more successfully than any other device," commented interventional neuroradiologist



Michael Brant-Zawadzki, M.D., F.A.C.R., executive medical director of neurosciences at Hoag. "and the faster we remove the clot, the better the outcome."



Patients arriving at the emergency department with stroke symptoms are quickly evaluated by Hoag's rapid response stroke team utilizing advanced diagnostic imaging.

"Based on the patient's brain scans, we'll determine if they are a good candidate for Penumbra," noted Hoag neurohospitalist and stroke specialist David Brown, M.D., medical director of Hoag's Stroke Program, a program of Hoag Neurosciences Center. "If we're within the three hour window for tPA, we'll often administer this drug first to soften the clot, then employ Penumbra if needed as an adjunct to remove the clot and restore flow to the blocked vessel."

The Penumbra system is comprised of a catheter, separator and aspiration device. In the treatment of acute ischemic stroke, a catheter is guided to the site of the blood clot while the separator, fed through the catheter, continuously breaks up the clot while the aspiration pump vacuums the clot debris from the blocked vessel.

The first center in Orange County to employ Penumbra, Hoag has utilized the device to effectively aspirate clots and restore blood flow to ischemic vessels in a number of patients. After this successful experience, Hoag has incorporated the Penumbra System into its best practice stroke protocol to continually provide the best possible patient outcomes.

Announcing Hoag Health Center-Newport Beach



Hoag Hospital is pleased to announce the addition of a new Hoag Health Center, located just blocks from the main hospital on Superior Avenue.

Now open, Hoag Health Center-Newport Beach is a state-of-the-art, 350,000 square-foot outpatient facility that will serve as the main outpatient sub-specialty center for Hoag Hospital.

Hoag Outpatient Imaging Services

One of the primary services that will be available at the new health center is Hoag Imaging Center. By moving the hospital's outpatient imaging services to the new health center, Hoag brings a higher level of convenience and ease of access to patients and their families.

The first phase of imaging services to be available at the imaging center include: computerized tomography (CT) scan, magnetic resonance imaging (MRI) and diagnostic radiology. And by June 2009, outpatient ultrasound and nuclear medicine services will also be available.

It's also important to note that Hoag will

continue to provide state-of-the-art imaging services at each of the other six Hoag Health Centers throughout Orange County, as well as at the hospital's new Hausman Advanced Technology Pavilion. (For details, please see sidebar on page 9.)

"By moving many of the hospital's outpatient imaging services to Hoag Health Center-Newport Beach, patients will be receiving state-of-the-art care more efficiently, and will no longer be inconvenienced by appointments being delayed due to emergency room and critical care emergencies," explained Marcy Brown, director of radiology operations. "The new center provides convenient parking, registration and an expanded facility, enabling Hoag to deliver the same high quality care with the latest technological advances that the hospital is known for, while minimizing access issues."

Hoag Imaging Center at Hoag Health Center-Newport Beach will be open Monday through Friday, from 7 a.m. to 7 p.m. and Saturday from 8 a.m. to 5 p.m. Shuttle services between Hoag Hospital and the health center will be available



during that time. For more information about Hoag Imaging Services, please call 800/309-9729, or visit www.hoaghospital.org/radiology/contact for detailed maps and directions.

CHOC Pediatric Subspecialty Center and Urgikids

In addition to providing the latest in state-of-the-art imaging, Hoag has partnered with Orange County's premier children's hospital, CHOC, to offer a convenient location and reduced wait times for children in need of specialized outpatient care. Beginning this summer, families will have access to advanced pediatric care that was previously only available by traveling to the CHOC campus in Orange.

The CHOC subspecialty clinic and urgent care center at Hoag Health Center-Newport Beach will provide children's specialists in diabetes, endocrinology, hematology, cardiology, neurology, gastroenterology and urology. The CHOC subspecialty center will be open Monday through Friday from 8 a.m. to 5 p.m.

In addition, during after-hours and weekends, pediatric urgent care services will be delivered in the CHOC subspecialty clinic through UrgiKids. UrgiKids is open from 5 p.m. to 10 p.m. Monday through Friday and from 9 a.m. to 9 p.m. on Saturdays, Sundays and holidays.

Building the Future of HHC-NB

During the next three years, the health center will continue to expand its programs and services to better meet the growing health care needs of our community.

Other services planned for the new health center include: an urgent care center, the Mary and Dick Allen Diabetes Center, endoscopy center, laboratory, pharmacy, physician medical offices, wellness center, voice and swallowing center, patient education and rehabilitation services. Additionally, several hospital administrative and support services will also relocate to the new center.

With each addition to its existing line of services, Hoag Health Center-Newport Beach will continue to evolve into an invaluable resource to the community by providing the latest in state-of-the-art care in a convenient, patient-centered environment.

Now Open: Marilyn Herbert Hausman Advanced Technology Pavilion

Hoag now offers some of the most advanced imaging services at the new outpatient imaging facility located on the lower campus of the hospital. Hausman Advanced Technology Pavilion (ATP) offers high-technology imaging services including PET/CT, the most advanced large-bore 3T MRI and the Leksell® Gamma Knife *Perfexion*™. There will be a featured article of the new ATP facility and dedication in next quarter's issue.

The new pavilion is easily accessed from Pacific Coast Highway, with dedicated parking next to the entrance. The Advanced Technology Pavilion is open from 7:30 a.m. to 5 p.m. For more information about the ATP, please visit www.HoagHospital.org.

Alta Newkirk Inspires Her Son and Daughter to Create a Generous Legacy



Jim Newkirk and his late sister Patricia Wilcut established the Alta Newkirk Nursing Scholarship Fund.

To Hoag Memorial Hospital Presbyterian, Jim Newkirk is family. So was his sister, Patricia Wilcut, who shared her brother's deep affection for the hospital, as did their mother, Alta Newkirk, a dedicated member of the Hoag clan since its earliest days.

Alta was a nurse's aide when Hoag first opened in 1952. She spent the next decade working tirelessly in the hospital nursery and on the "Grace Wing," named for Hoag founder Grace E. Hoag.

"When they started building Hoag Hospital, my mother saw that they would

need to hire some help," Jim said. "She was part of that founding group of employees."

To celebrate their mother's long association with the hospital, Jim and Patricia generously established the Alta Newkirk Nursing Scholarship Fund. Their gift, presented as part of the *Choose Nursing, Choose Hoag* campaign to support enhanced education for nurses, will be used to fund nursing scholarships each year—in perpetuity. Patricia passed away shortly after she and her brother finalized their gift. However, the fund allows both Alta and Patricia to live on in a lasting way.

"It makes me so proud to be associated with a hospital that just keeps getting better," said Jim. "Hoag continues to attract the best doctors and nurses and acquire the latest technology, and that is very important for the community."

Memories of Hoag

As his mother did, Jim has fond memories of Hoag. As a student, he was treated at Hoag for a football injury—with his mother as his nurse. "The staff at Hoag took special care of me," he said. "My friends have been treated here too. So over the years, I've gotten to know some of the people at Hoag."

One such person was Marjorie Ludwig, known as Nurse Kelley. The Prayer Room on the first floor of the North Building is dedicated to the beloved Nurse Kelley.

"I had a wonderful impression of Hoag, even as a boy," Jim added. "My mother's friends at the hospital were all good people."

He smiled when talking about his football coach, Al Irwin, who at age 90, credits Alta with devotedly caring for him in 1957.



Alta Newkirk (2nd from left) with fellow nurses and friends.

“She was the most outstanding, friendly individual I’ve ever had as a nurse,” Al said.

It is stories such as these that Alta, who passed away in 2001, would doubtless say arose out of her sense of duty. Others would say she went far beyond that call.

The Early Years

Born in Wilmington, CA, Jim and Patricia both graduated from Newport Harbor High School. Jim received a baseball scholarship to attend California Polytechnic State University, San Luis Obispo, while his sister Patricia married a police officer, Walt Willcut. Patricia and Walt moved to Northern California, where they had four children—but they were all born at Hoag.

Jim also helped raise a family: Joe, who is a teacher, and Maria, an attorney. From 1964-82 he worked as a social studies teacher at his alma mater, Newport Harbor High School—where his children, one of whom was born at Hoag, also graduated.

“As a young man, I began coaching for youth sports programs,” said Jim, whose four grandchildren also entered the world at Hoag. “With my love for sports and

my interest in scholarship and making the past relevant to the future, teaching seemed a natural profession to pursue.”

Although Jim treasured his many teaching experiences, he retired after nearly two decades.

Memorializing Alta Newkirk

While he was teaching, Jim became successful in business. It was that success, and a lunch he had with Jon R. Wampler, a *Choose Nursing, Choose Hoag* committee member, that paved the way for him to support nursing education.

The Newkirk family’s generosity also helped establish the Newkirk Center for Science and Society at the University of California, Irvine (UCI). Additionally, the Newkirk family proudly supported the Newkirk Family Pavilion at UCI’s Anteater Ballpark.

“It makes me feel good to give back, whether it involves medicine, athletics or science,” Jim said.

Choose Nursing, Choose Hoag

Choose Nursing, Choose Hoag is a Hoag Hospital Foundation task force raising funds for Hoag’s various nursing education initiatives. This exclusive team is dedicated to spreading the word that nursing education is largely the answer to the current nursing shortage.

Jim is encouraged that Hoag and the UCI School of Nursing are like-minded in their efforts to influence the education of trained nurses. At Hoag, a key component of that approach is the Marion Knott Nursing Education Center, which offers numerous educational features designed to create better educated nurses, who in turn will provide better care for patients at Hoag.

One such prospect is Camille Danciulescu, who was recently awarded the 2008 scholarship bearing the Newkirk name.

“I received a very nice thank-you note from her, and I’ve met other nurses in the program,” Jim said. “I am pleased that the scholarship fund can play such a role in the nursing education process.”

Pavliks Help Daughter Lindsay Redirect Her Strong Athletic Prowess to Fight Diabetes

*A*s a student athlete, Lindsay (Pavlik) Lawrence was spectacular. Not only was she class valedictorian, but she was twice named to the All-California Interscholastic Federation (CIF) first team as a middle blocker for the Mater Dei High girls' volleyball team. She also received All-CIF basketball honors, as well as Mater Dei's "Athlete of the Year" award in 2000, and accepted a scholarship to Northwestern University, where she was starting outside hitter as a freshman. Off the court, she was named an Academic All-Big 10 Conference student.

Still, it was something less conspicuous that the Laguna Hills woman spoke of with an even greater sense of accomplishment: her willingness to take Type 1 diabetes by the horns and live life to the fullest.

Today, Lindsay, her husband, Chris, and her parents, Tom and Debi Pavlik of Laguna Beach, have joined the Hoag Hospital Foundation campaign to expand the care that the Mary and Dick Allen Diabetes Center at Hoag Hospital



provides to include children, adolescents, young adults and the underserved.

"When my mom said that Hoag was expanding its Diabetes Center to include a new program for young adults, I told her, 'That's exactly what I want to become involved with!'" Lindsay recalled.

The Diabetes Diagnosis

Born at Hoag, Lindsay learned she had diabetes at age 10. Thus began an odyssey of ups and downs, highs and lows. "I didn't know much about the disease—just that I could never have sugar again and I had to have insulin shots," said Lindsay, now vice president/relationship manager for a bank. "I thought it would be over in a couple of years."

It wasn't. Although told by doctors at Children's Hospital Orange County (CHOC) that the Pavliks could control their daughter's diabetes, there were challenges.

Injections had to be given no matter what happened. At times, Lindsay needed to excuse herself from activities that her teammates had to endure to keep her blood sugar level steady. Teammates occasionally rolled their eyes. So did her opponents, who wondered why one of Mater Dei's top athletes was injecting herself courtside.

Lindsay's parents faced difficulties, too—hoping when they went to wake her in the morning that they wouldn't find her in a diabetic coma.

"Many nights when she went to bed, we wondered whether this might be the last time we'd say goodnight to her," Debi said.

Help from Others

After Lindsay left for college, others pitched in. "That was the most difficult thing," Tom said. "We talked with her roommate, her coaches and her trainers, and fortunately Lindsay developed a good group of friends who helped look out for her. Today, she has Chris."

In early 2008, Chris awoke at 4 a.m. to find Lindsay catatonic and sitting in a chair with a dangerously low blood sugar level. He gave her



Tom and Debi Pavlik with daughter Lindsay and husband Chris Lawrence.

nourishment and stayed awake to make sure she didn't relapse.

Clearly, keeping Lindsay healthy has been a team effort. So when the "team" learned about efforts to expand the Mary and Dick Allen Diabetes Center, they got on board. Tom, Debi, Lindsay and Chris joined the Campaign Committee, and the group recently hosted an event at the Pavliks' Laguna Beach home. Lindsay and Debi are also involved with Limbo, a Hoag organization that assists young adults with diabetes.

The Allen Diabetes Center, which will open in 2009, is committed to providing the best care possible for people of all ages. It focuses on improving the lives of those at risk for developing

diabetes and those who already have the disease by facilitating prevention, early detection, prompt care, education and support.

"What I really like is the ongoing education that will be provided through the center, as well as the support that will be available for everyone," Lindsay shared. "This will be a one-stop center where anyone from childhood on up can come to receive care, education and support."

The Best of All Worlds

For Lindsay, the expansion of the Allen Diabetes Center creates an environment where the finest doctors, advanced technology, up-to-date diabetes information and comprehensive support all come together—with a focus on children, adolescents and young adults. Tom asserted, "The Allen Diabetes Center will tie a ribbon around the best programmatic elements now available."

Tom and Lindsay's excitement stems from the fact that the expanded center is in keeping with Hoag's commitment to provide the best care to everyone.

"I always thought Hoag was a wonderful community hospital, but because I was treated at CHOC I never thought of it in the context of my diabetes," Lindsay explained. "Helping this campaign to make the center a model for diabetes centers everywhere is a perfect way for me to give back for the wonderful care and support that I've received through the years."

Fundraising for a Brighter Future

Hoag Hospital's mission has always been to provide the highest quality health care services to the surrounding communities, and Hoag has been fortunate to fulfill that mission ever since its inception in 1952. One of the primary reasons Hoag is so successful is the altruism our community of donors has shown year after year. As the philanthropic arm of the hospital, the Foundation's goal is to inspire philanthropy that will help transform the hospital and the community. Every year the Foundation has worked tirelessly to exceed expectations.

Under the direction of a volunteer Board of Directors, the Foundation develops programs and campaigns in partnership with the community that generate approximately \$30 to

\$40 million each year in new gifts and pledges. Foundation funds are transferred directly to Hoag Hospital and represent the community's interest and support in improving health care for the community. Funds may be earmarked for capital projects, equipment purchases, innovative program development, clinical education and staff development, and research.

"Fundraising is a critical and major part of what allows Hoag to thrive as a leading hospital and remain at the forefront of health care," stressed Jim Madden, chairman of the Board of Directors for Hoag Hospital Foundation. "It enables new technologies, the latest medical equipment and some of the world's best physicians to be put to use for the benefit of the community."



This past year, the hospital purchased its third da Vinci® robot for minimally invasive surgery. This technology is made possible through the generosity of the community.

Hoag Ranks in Top Five Hospitals in Southern California by Nurses

Generous gifts and endowments have also greatly assisted the hospital in its strategic expansion efforts. In addition to the Sue and Bill Gross Women's Pavilion in 2005, there have been several other recent wonderful additions, including the new Mary and Dick Allen Diabetes Center.

In 2006, the Foundation initiated the "Renaissance Hoag" campaign, which is aimed at propelling Hoag even further beyond the medical excellence that exists today: to a future desired state of world-class distinction through the expansion of facilities, state-of-the-art technology, innovative programs and research, and renowned medical staff leadership. In just two years, the Foundation is already approximately a quarter of the way towards meeting Renaissance Hoag's 10-year, \$315 million goal. "Reaching our goals fulfills the master plan – delivering a truly world class medical center to the 'front yard' of our community," explained Madden.

While fundraising is essential to Hoag's continued growth and advancement, there are many ways for an individual to be involved in supporting Hoag. Throughout the year, the Foundation's many charitable events and clubs provide opportunities for community members to support, participate or volunteer. Events include the Christmas Carol Ball, Movie Screening, Regatta, Circle 1000 Founders Brunch, Toshiba Classic golf tournament, Newport Beach Breakers tennis season and the Stag Shoot. "We welcome any helping hand from the community, be it volunteer, committee member or donor. Every one of you truly makes a positive difference in what we can accomplish," added Madden.

To learn how you can make a difference in the future of health care at Hoag Hospital, please call Hoag Hospital Foundation at 949/764-7202.

Hoag hospital has been voted one of the top five hospitals in Southern California by *ADVANCE for Nurses* magazine. The poll was the second annual *ADVANCE* Reader's Choice survey conducted by the publication, which was completed by its readers, who are predominately nurses.

"This ranking is an honor for us because it comes from nurses who are there, providing the best care at the bedside every day," explained Rick Martin, M.S.N., R.N., senior vice president, clinical operations and chief nursing officer. "They are part of a true team of experts. They're the most qualified group to evaluate the resources available at any hospital. It's really a wonderful affirmation to be highlighted in this way."

Voting for the unscientific poll was open to R.N.s, who ranked over 460 hospitals in California on a scale of one to five in a variety of categories important to them, including: quality of care, organizational culture, professional development, communication and retention efforts. Only five of the hospitals statewide made the list by scoring at the top of all five categories.



Choose Nursing, Choose Hoag Celebrates Another Successful Year



Dr. Richard Afable, Hoag president and CEO (left), and nursing scholarship recipients Kristina Korpash, R.N. (left center) and Cher Hagaman, R.N. (far right) are grateful for donors like Dick and Jean Bechtel (center), for their continued support of Hoag nursing.



Ken Beall, former founding chair of Choose Nursing, Choose Hoag was awarded his own nursing lab coat as a thank you for his leadership since the inception of the program. Pictured left to right: Rick Martin, M.S.N., R.N., senior vice president, clinical operations and chief nursing officer; Ken Beall; Dr. Richard Afable; and Jim Coufos.

In October, *Choose Nursing, Choose Hoag* (CNCH) celebrated another remarkable year at its Fourth Annual Celebration of Success Luncheon at the Island Hotel in Newport Beach. More than 100 gathered, including Founding Benefactor Marion Knott, to celebrate the substantial contributions made to nursing this year.

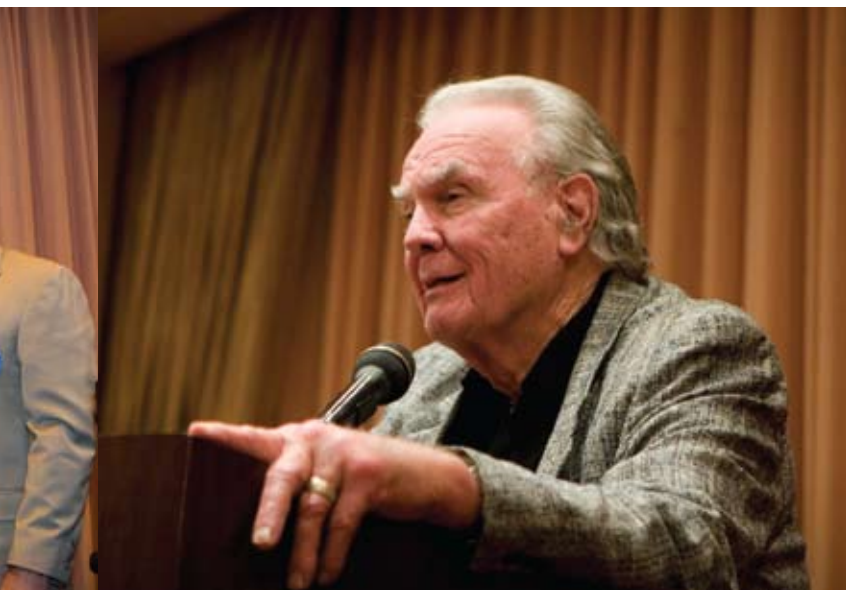
“*Choose Nursing, Choose Hoag* continues to make strides for nursing in our community,” said Ken Beall, CNCH committee chair. “This campaign truly gives back to the community and to our Hoag nurses. The efforts of our committee members and our generous donors, have made this an extraordinary year for funds raised.”

This year’s event, again led by Master of Ceremonies Jon Wampler, included a powerful patient testimonial from Ralph Tomlinson on

the exceptional nursing care he has received year after year at Hoag, and words from nursing scholarship recipient Carolyn Hendrix, B.S.N., R.N., O.C.N. (given on her behalf by Kanoe Allen) on how the CNCH scholarship impacts her career at Hoag.

Guests also heard from nursing professor Ellen Olshansky, D.N.S.c., R.N.C., F.A.A.N., professor and director of the new Nursing Science Program at University of California, Irvine, on the importance of supporting nursing professorships to aid in the growth of our local nursing programs. Hoag has partnered with UCI, to support the school funding professorships that get more nurses off the wait lists.

This year’s Fourth Annual Luncheon celebrated the success of raising more than \$2.5 million,



Ralph Tomlinson spoke with great passion about the many years of world-class nursing care that he and his late wife, Elizabeth, received at Hoag.

from a total of 110 charitable gifts. Since the inception of *Choose Nursing, Choose Hoag* in 2004, the campaign has raised more than \$9 million through a total of 714 charitable gifts.

Choose Nursing, Choose Hoag is a Hoag Hospital Foundation task force that works to raise funds in support of Hoag's nursing education initiatives. Created as a direct response to California's nursing shortage and its potential future impact on Hoag Hospital, CNCH raises funds and awareness for Hoag's nursing education programs, professorships, scholarships and technology.

To learn more about the Choose Nursing, Choose Hoag initiatives, please call Heather Harwell at 949/764-7215.



New CNCH chairman Jim Coufos with wife Viki.

As *Choose Nursing, Choose Hoag* (CNCH) moves into its fifth year of supporting nursing initiatives for the community, it does so with a new chairman. James Coufos has been named the new chair of CNCH, assuming the position from founding chair Ken Beall. Mr. Coufos retired as a managing director of Goldman Sachs Group, Inc. and a managing director of its Spear, Leeds, & Kellogg (SLK) LLC subsidiary in 2005. Prior to joining SLK in 1986, Mr. Coufos served 18 years on the staff of the New York Stock Exchange as a managing director of Corporate Services and New Business.

Mr. Coufos is active in a number of charities and sits on the Board and Finance Committee of the Alliance for Children's Rights, based in Los Angeles, as well as serves on a number of boards, including the Board and Finance Committee for Southwestern Law School, and the Board and Audit Committee for Anna's Linens, a privately held Orange County corporation with approximately 250 retail stores throughout the U.S.

Jim is a graduate of St. John's University in New York. He and his wife, Viki and their son, Christian, reside in Newport Coast.

A Tribute to Our Partners: Promises Made...Promises Kept

Shady Canyon, September 18, 2008



Ken Guchereaux and Christina Bahr were the speakers at Promises Made...Promises Kept, and shared their very special stories.



Dr. Kris Iyer spoke about the new Mary and Dick Allen Diabetes Center.

On the evening of September 18 at Shady Canyon, Ken Guchereau shared something that many others have experienced – “I knew if I got to Hoag I would be OK.” That statement was a part of the moving story he shared about his heart attack last year and the life saving treatment he received at Hoag.

Promises Made...Promises Kept was the theme for the evening and over 300 people

attended this celebration of community support to Hoag Hospital. The Vin Jorgensen and Pete Siracusa award winners were also recognized. “Community involvement has played a major role in the history and development of Hoag and the event is a small thank you for generous financial and volunteer support” stated Jim Madden, chairman of Hoag Hospital Foundation.

Vin Jorgensen Awards

552 Club Pete Siracusa Award



Nora Jorgensen Johnson (left) presented by Karen Linden for Circle 1000



Douglas S. Meece (right) presented by James Madden for 552 Club



Karen Linden presented by James Madden for Foundation Board



Susan Lockwood posthumously awarded and honored for her great contributions Auxiliary



Arlene Howard presented by Douglas S. Meece



Dr. Jeffrey Yoshida (left center) and Dr. Jeb Brown (right center) share new technology with guests.



Many guests attended the da Vinci® surgical robot demonstration.

Attendees started the evening attending “Chat Rooms” hosted by Hoag physicians and featuring topics on the Emergency Department and Acute Stroke Care, Women and Diabetes, and the Breast Care Center. The da Vinci® surgical robot was also on site for attendees to participate in a hands-on demonstration. The personal and emotional stories of Ken Guchereau and Christina Bahr, as well as those told by Richard Afable, M.D., president and CEO of Hoag, were inspirational.

“People in our community have such a strong and positive feeling toward Hoag” shared Dr. Afable. “Each and every day we work hard to make sure Hoag delivers the best medical care to our community and we could not do it without the support of the community.”



Dr. Richard Afable, president and CEO of Hoag.

The 42nd Annual Christmas Carol Ball Raises More Than \$400,000

For more than 40 years, Hoag Hospital supporters have gathered to celebrate the holiday season at the Christmas Carol Ball, and this year was no exception. The black-tie engagement, hosted by the 552 Club and the Christmas Carol Ball Executive Committee, raised more than \$400,000 for Hoag Neurosciences Center.

The evening's festivities, held at the Ritz-Carlton, Laguna Niguel, included a silent and live auction, a raffle for a 2009 Honda scooter and entertainment by the Swing Dolls and Art Deco Band. Christmas Carol Ball Co-chairs Bob and Amanda Hogan and Scott and Pam Shean greeted guests as they arrived at the Ritz for a magical evening.

"After 42 years, Hoag supporters continue to display the true spirit of Christmas by generously contributing to the ongoing development of Hoag Hospital," said Mr. Hogan.

"This was the best holiday gift for Hoag," added Scott Shean. "We want to thank all of

the underwriters who helped to make this another successful year."

Major underwriters for this year's event included Ron and Sandi Simon; Eddie Fedishon, in loving memory of Lena Fedishon; and Jim and Patti Edwards.



Major underwriters and long time Hoag Hospital supporters Patti and Jim Edwards.



Dr. Michael Brant-Zawadzki, executive medical director of Hoag Neurosciences Center, with wife Victoria and Drs. Shail and Rajesh Lal.



Major underwriters Ron and Sandi Simon with Christopher MacDuff, a recent patient and success story for Hoag Neurosciences Center.



2008 Christmas Carol Ball Co-chairs Amanda and Bob Hogan, and Pam and Scott Shean with Hoag Hospital President and CEO Dr. Richard Afable and wife Sally.



Dr. C. Philip O'Carroll, medical director of Hoag's Neurobehavioral Program, and the Swing Dolls beginning the evening with a few Christmas carols.



Major underwriter Ed Fedishon with friend Christie Koontz.

552 Club Hosts Another "SMART" Event

On June 18, Hoag's 552 Club hosted another blockbuster event. A sold-out crowd of 1,100 Hoag Hospital supporters attended the screening of "Get Smart," starring Steve Carell and Anne Hathaway, at Edwards Big Newport Theatre in Fashion Island.

"We are so grateful to the community for helping us raise a record high in proceeds for Hoag Cancer Center," said co-chairs Terry Callahan and Rosalie Puleo. "Each year we reach a new high, and it is all due to the generosity of the sponsors, underwriters, volunteers and restaurants."

Prior to the screening, guests enjoyed tastings from 35 Orange County restaurants, including A Restaurant, Bluewater Grill, Britta's, Ho Sum Bistro, Hyatt Regency Newport Beach - Sol Restaurant, Muldoon's Irish Pub, Newport Rib Company, Royal Thai, Roy's Newport Beach, Sabatino's Lido Shipyard Sausage Co., Turnip Rose Catering and many others.



Marquee shot of "Get Smart" set in beautiful Newport Beach.

Supporters had the opportunity to bid on silent and online auction items including travel packages, restaurant certificates and unique gift items.

Three lucky winners walked away with the live auction items, which included a complimentary two-night stay at The Island Hotel in the luxurious presidential suite, an in-home dinner for 10 people with Hoag Hospital's executive chef Sam Sellona and an annual family-four-pass to any Regal Cinema.

Watch your mail and check the Hoag website for information on the 2009 Summer Movie Screening.



Pattie Edwards (right) makes a smart choice with Turnip Rose's offerings.



Smartly dressed underwriters Tom and Margaret Larkin with their son, Tommy, enjoy the pre-party.



Fred and Eileen Dannov drove their '64 Sunbeam—just like Maxwell Smart's famed car—to the screening.



(left to right) Honorary Chairs Patti and Jim Edwards, along with co-chairs Terry Callahan and Rosalie Puleo were smartly overseeing their successful event.

Cancer Campaign Co-Chairs Announced



Karen Linden

Karen was elected to the Foundation Board of Directors in 2005 and was elected Secretary in 2007. She is a graduate of the University of Nevada in Reno and Las Vegas with degrees in nursing. Karen was active in the nursing

profession for more than ten years and was an officer in the Nevada State Medical Auxiliary. She has served on the Laguna Unified School District Board, Harbor Day Board of Directors, the National Charity League Board and the Nevada State YMCA Board. Karen became an active member of the Circle 1000 Founder's committee in 2000 and served as Chair from 2006 thru 2009. She and her husband, Tom, have seven children and six grandchildren and have made their home in Newport Beach.



Rusty Turner

Rusty was elected to the Foundation Board of Directors in 2007. He has been a resident of Newport Beach since 1965. In 1979, Rusty founded Turner Development Corporation, which specializes in the development

and acquisition of office and industrial buildings in Southern California. Rusty was active in the Newport Harbor High School Education Foundation and the Corona del Mar High School Education Foundation. Rusty attended UCLA and graduated from USC. Rusty and his wife, Mary Lynn, are members of the Newport Harbor Yacht Club and The Pacific Club. The Turners live in Bayshores and have three children.



James T. Morris

Jim was elected to the Foundation Board of Directors in 2006 and became Treasurer in 2007. Jim is chairman, president & CEO of Pacific Life Insurance Company, a Fortune 500® company headquartered in Newport

Beach. He joined the company in 1982 as Assistant Actuary. Jim currently serves as the chairman of Junior Achievement of Orange County. He received a Bachelors Degree in Mathematics from UCLA and is a Fellow of the Society of Actuaries. He and his wife, Ann, have two children and reside in Laguna Niguel.



James F. Muzzy

Jim is a founder and a managing director of PIMCO in the Newport Beach office. He is director of the firm's European fund complex. In addition, he is a member of the fee policy and fee setting groups and works with human

resources to develop training programs across the firm's global offices. Prior to joining PIMCO in 1971, Jim worked at Security Pacific Bank and Dean Witter. He has 42 years of investment experience and holds both an undergraduate degree and an MBA from the University of Arizona.

Clinical Research Places Hoag at the Forefront of Innovation

Hoag has built and maintained a solid reputation for providing quality health care due in large part to its commitment to bringing state-of-the-art technologies and advanced treatment options, including groundbreaking clinical research.

“Clinical trials are an important component in providing leading-edge care, because they provide patients the opportunity to receive innovative new treatment options not available to the general public,” Cynthia Handen, director of clinical research at Hoag Hospital, contended. “Participation in research studies also enables Hoag to offer ground-breaking technologies and medication therapies to the community.”

Generally, clinical research studies are conducted in academic medical institutions, which is why the large number and quality of research trials conducted at Hoag is so notable.

Currently, Hoag has more than 50 clinical studies underway – enrolling patients in all five Centers of Excellence (Hoag Cancer Center, Hoag Heart and Vascular Institute, Hoag Women’s Health Services, Hoag Neurosciences Center and Hoag Orthopedic Services), as well as six additional departments with 27 participating principal investigators (“PI,” a physician responsible for the research study at the hospital). Twenty-nine new studies were initiated in the past year alone, and an additional 17 are anticipated to begin within the next few months.

The following are just a few examples of the many groundbreaking research studies Hoag provides to the Orange County community.

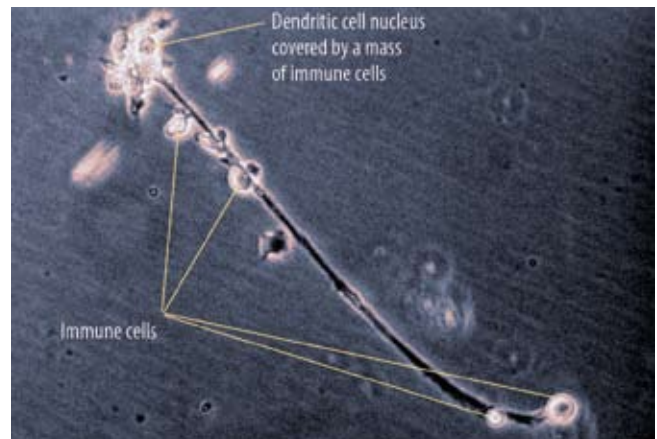
Heart and Vascular

Subbarao Myla, M.D. leads the majority of the cardiovascular research studies at Hoag Heart

and Vascular Institute including the Protect II study involving the use of Abiomed’s IMPELLA® RECOVER® LP 2.5 System, which was recently cleared by the FDA for commercial use in patients who need help pumping blood from the heart. For those patients who are at high risk for cardiac surgery, this device may be used to support circulation during a heart stent procedure.

Cancer

Hoag Cancer Center is exceptional, not only in achieving survival rates that are higher than national figures, but also because it has an established Cell Biology Laboratory that produces investigational cell products— a true example of taking research “from the bench to the bedside,” an extraordinary accomplishment for a community hospital. Executive Medical and Scientific Director for Hoag Cancer Center Robert O. Dillman, M.D. has lead the cell biology lab since 1990 in the development of patient-specific tumor vaccines and lymphocyte immunotherapies. Dr. Dillman serves as the PI for the “MAC VAC” clinical study in which a patient’s own (‘autologous’) melanoma tumor tissue cells are grown in a laboratory, treated with radiation (to halt their growth), and then



given back as injections of tumor cells, or combined with dendritic cells in a series of eight vaccinations.

Neurosciences

Hoag's Stroke program was recently selected as one of the sites for a multicenter trial of the Penumbra device treatment of acute stroke. (See page 7 for details.) The device opens up clotted blood vessels in the brain guided by the use of CT angiographic and perfusion data. This use of advanced CT techniques for selecting patients for treatment was pioneered at Hoag, and the nationwide trial reflects the increasing adoption of such advanced CT techniques nationally. Michael Brant-Zawadzki, M.D., executive medical director of Hoag neurosciences is the PI. He is also the lead investigator evaluating a novel contrast agent for MRI of either the brain or spine. Patients enrolled in the trial receive two MRIs over a two-week period, comparing the new agent to the current agent used in practice, ProHance.

Orthopedics

Orthopedic Surgeon Steven Dennis, M.D. is one of 12 PIs in the United States participating in a study to discover whether a state-of-the-art investigational device called the Activ-L™ Artificial Disc, an artificial total disc replacement, is safe and effective in the treatment of degenerative disc disease of the lumbar spine. The device is designed to provide an alternate treatment modality to fusion. Hoag's orthopedic staff is optimistic that their studies on Activ-L™ will help shape the future of advanced spine surgery.



Women's Health

Hoag is the only hospital in Southern California and one of only 11 test sites in the nation who will be participating in a multicenter clinical trial studying the latest generation of breast imaging technology – digital tomosynthesis. Gary Levine, M.D., medical director of breast imaging, will be investigating this new breast imaging technology that creates a 3-dimensional picture of the breast through digital imaging. Hoag is also the only medical facility to conduct its own separate clinical trial comparing digital tomosynthesis to magnetic resonance imaging (MRI). (See page 6 for details.)

Providing the Future of Health Care Today

Clinical trials are an invaluable tool in providing innovative treatment options and technologies to our community. Hoag's vision of excellence in state-of-the-art health care is exemplified by its participation in national clinical research studies. Hoag's commitment to excellence in patient-centered care remains focused on bringing the latest in progressive research, as well as attracting physicians and medical staff who are nationally recognized in their fields.

2007-2008 Achievements

From 2007 to 2008, many exciting advancements, opportunities and appointments of several prominent individuals within our organization proved to be yet another period of notable achievements here at Hoag. Here are just a few highlights from several areas experiencing accomplishments.

Choose Nursing, Choose Hoag (CNCH)

- The Marion Knott Nursing Education Center opened in February 2007, providing state-of-the-art facilities to Hoag nurses and the surrounding community. In 2007 and 2008, the Center hosted more than 1,400 R.N.s who completed their annual mandatory education, housed five new grad programs, 26 orientation programs and 12 clinical rotations. The center was also utilized for on-site B.S.N. and M.S.N. classes, and more than 36,000 hours of in-service education.
- To date, 184 Hoag nurses have received a scholarship for their continued education. Since the inception of the CNCH program in 2004, there have been 107 scholarships awarded.
- Since 2004, CNCH has provided support for 34 nursing professors in the community. These 34 professors allowed for an additional 408 nursing students to enroll in the nursing program.
- Hoag's vacancy rate in 2004 was 14.5%, dropping to 3.9% in 2007, and only 2.27% as of August 2008. The average for Southern California hospitals was at 12.7%.
- Since 2004, Hoag has improved its retention rate by 11%.

Hoag Cancer Center

- In 2008, the Patty and George Hoag Cancer Center saw the appointment of several distinguished physicians to lead its site-specific cancer programs:

- Robert O. Dillman, M.D., medical and scientific director of Hoag Cancer Center since 1989 was named the first Grace E. Hoag Endowed Chair.
- Melvin J. Silverstein, M.D., F.A.C.S., internationally recognized breast cancer surgeon, was appointed as medical director of Hoag Breast Care Center.
- Richard J. Fischel, M.D., Ph.D., F.A.C.S., an expert and pioneer in video assisted thoracic surgery, was named medical director of thoracic oncology.
- Jeffrey Yoshida, M.D., an expert in robotic prostatectomy, was appointed associate medical director of urologic oncology.
- Hoag Cancer Center received the Outstanding Achievement Award and was granted a new three-year accreditation with commendation to the center as a Comprehensive Community Cancer Program by the Commission on Cancer (CoC) of the American College of Surgeons (ACoS).
- Through advanced technology, such as the Elutra Cell Separation System, Hoag Cell Biology scientists continue to develop patient-specific vaccines that are purer and more potent. This technology is utilized in many trials including an FDA trial studying the benefits of patient-specific tumor vaccines in metastatic melanoma patients.

Mary and Dick Allen Diabetes Center

- Naming of the Mary and Dick Allen Diabetes Center at Hoag Hospital through a generous donation from Mary and Dick Allen.

- A successful conference on diabetes presented by Hoag and attended by 140 physicians, nurses and diabetes educators.
- A commitment to the specialized issues of diabetes and women's health, including cardiovascular care and gestational diabetes.
This program is funded by a generous donation from the Ueberroth Family Foundation.

Hoag Heart and Vascular Institute

- Cardiac surgical program received the highest rating for the most recent two-year period, 2007-2008 from the STS (Society of Thoracic Surgeons):
 - CV surgical program is one of 10% of all cardiac surgical programs in the U.S. designated as "3-star" – the highest rating
- Rated by an independent health care company:
 - Top 10% in the nation for coronary interventional procedures (PCI)
 - Top 5% (#5) in CA for coronary interventional procedures
 - Critical Care Excellence Award for 2006 - 2008
- National accreditation:
 - Vascular Lab
 - Cardiac Rehabilitation

Hoag Neurosciences Center

- In 2007, Michael Brant-Zawadzki, M.D., F.A.C.R., was appointed the executive medical director of Hoag Neurosciences.
- The Marilyn Herbert Hausman Advanced Technology Pavilion (ATP), housing the latest generation of three dimensional diagnostic scanning, molecular imaging and Gamma Knife technology available, opened in late 2008.
- Hoag's Stroke program is ranked among the top 5% of stroke programs in the U.S. and will expand upon its renowned acute treatment methods to provide increased inpatient services,

rehabilitation and recovery care, community education and early screening options.

- Hoag's Stroke program has also been chosen as one of the sites for a multicenter trial of the Penumbra device treatment of acute stroke. The device opens up clotted blood vessels in the brain guided by the use of CT angiographic and perfusion data. (See page 7 for details.)

- Hoag is Orange County's only community hospital with dedicated neurohospitalists, who are available to immediately respond to neurological emergencies, such as stroke.

Hoag Women's Health Services

- In partnership with USC Keck School of Medicine, Hoag established the USC/Hoag Breast Surgery Fellowship Program to train new surgeons in advanced surgical techniques such as oncoplastics and in the new leading-edge technologies employed at Hoag Breast Care Center.
- Hoag is one of 11 national test sites to participate in a multicenter clinical trial studying a new breast imaging technology called digital tomosynthesis. Digital tomosynthesis can potentially provide a more comprehensive screening, which may lead to improved detection of cancer. Hoag is also the only medical facility to conduct its own separate study comparing digital tomosynthesis to MRI. (See page 6 for details.)
- Michael L. Krychman, M.D. was named medical director of Hoag's Sexual Health and Survivorship Medicine Program in September 2007. The program is designed to assist in optimizing intimacy and sexual health while maximizing quality of life for patients living with chronic disease such as cancer or heart disease.

ENDOWHOAG

Are You 70½ or Older?

A Newly Extended Law Lets You Put Your IRA to Work

Thanks to charitable IRA legislation enacted at the end of last year, you can make lifetime gifts using funds from your individual retirement accounts (IRAs) through 2009 without any undesirable tax effects. If you want to support Hoag, you might consider this type of IRA gift that can be accomplished simply and without tax complications. While you are living you will be able to witness the benefits of your generosity.

You may contribute funds this way if:

- You are age 70½ or older at the time of the gift.
- The gifts do not total more than \$100,000 in 2009.
- You transfer funds directly from an IRA.
- You make the gift to a public charity like Hoag Hospital Foundation. (This excludes gifts made to charitable trusts, donor advised funds, charitable gift annuities and supporting organizations.)

How It Works: Robert, 80, has \$450,000 in an IRA and made a pledge to give Hoag \$75,000 this year. If Robert transfers \$75,000 from the IRA directly to us to satisfy the pledge, he will avoid paying income tax on \$75,000. However, Robert will not be able to use it as a charitable deduction—it is a pure wash. It is an easy and convenient way for him to benefit the hospital without tax complications.

If you have further questions or are considering making a gift to Hoag hospital, please contact Sharon Thornton, Vice President of Gift Planning, Hoag Hospital Foundation, at 949/764-7206.

Want to Put Your IRA to Work Today?

Simply contact your IRA custodian for the forms necessary to transfer your desired gift amount to Hoag Hospital Foundation.

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New Faces on the Foundation Board

With the New Year upon us, the Foundation reflects fondly on all the great achievements made in 2008, while also looking forward to spirited collaboration with the community in helping make 2009 another year of milestones for the hospital.

As 2008 came to an end, the Foundation gave heartfelt thanks to the directors who have stepped down from the board after many years of service. Robert Callahan, Stephanie McClellan, M.D., Michael McKee and Bruce Schwartz all provided remarkable contributions, and the generosity of their time and efforts will not be forgotten. "Volunteer leadership in the philanthropic process is a vital component," said Hoag Hospital Foundation Executive Director Ronald Guziak. "The extraordinary caliber of our directors and shared vision elevates our ability to produce tangible results on behalf of Hoag, and benefit the community at large."

We welcome the new board members and are grateful for their support.



Dick Allen

Dick has had a 40-year career in the health care industry, both as an operating executive and a seed capital investor and board member. He is currently president of DIMA Ventures, a privately-held firm that provides seed capital and board support for start-up companies in the medical device and health care IT markets.

Dick holds the position of lecturer in strategic management at the Stanford University Graduate School of Business where he teaches a course entitled Managing Growing Enterprises. He is past Chairman of the Board of Hoag Hospital and retired from the board at the end of 2008. He and his wife, Mary, have provided the lead gift to create the Mary and Dick Allen Diabetes Center at Hoag.



Robert Taylor

Robert is a true entrepreneur who started his first company, Village Bath Products, in 1964 and built the company to over \$200 million in sales.

He is also credited with numerous innovative marketing concepts ranging from Softsoap brand liquid soap to the first pump toothpaste introduced in America; the first fruit-fragranced shampoos; the development of home fragrance phenomenon, Claire Burke and the creation of Obsession and Eternity fragrances under the Calvin Klein name.

Bob graduated from Miami University in Oxford, Ohio, and received his MBA from Stanford Graduate School of Business.



Walter Blass

Walter is the former CEO of Shearson Lehman Mortgage Corporation, Newport Beach. He also served as Executive Vice President of Shearson Lehman Brothers, New York City; Director and Senior Executive Vice President, Centrust Savings, Miami; and Director and Executive Vice President of Advance Mortgage, Detroit.

Locally he serves as an advisor on the Advisory Board of UCI Grad School of Business; Trustee, Harbor Day School; Founding Trustee, Sage Hill School; Founding Member, UCI CEO Roundtable; Trustee, Orange County Junior Achievement and Trustee, Newport Harbor Art Museum.



Cynthia Stokke

Cynthia is an attorney. She practiced in the Orange County District Attorney's office and held the position of Assistant Executive Director of the Orange County Bar Foundation.

Cindy has served many charitable organizations including Harbor Day School, National Charity League, Newport Harbor High School, and is a current board member of the Orange County Bar Foundation and the Reach Foundation.

She received her law degree from Western State University, a B.A. from Chapman University, and a certificate in executive fundraising from UCI.

Hoag Hospital Foundation Fiscal Year 2008 Financial Highlights

Net Assets (as of 8/31/08)

	<i>Amount</i>
Trusts Held for Donor's Interest for Future Distribution	\$11,182,000
Endowments & Investments	\$119,803,000
Pledges Receivable	\$37,045,000
Cash	<u>\$6,732,000</u>
Total Net Assets	\$174,762,000

Fundraising Results for Fiscal Year 2008

	<i>Amount</i>
Contributions and New Pledges	\$30,338,000
Gifts from Estates	\$10,994,000
Planned Gift Expectancies Identified for Future Distribution to HHF	<u>\$1,630,000</u>
Total Philanthropy	\$42,962,000
Operating Expenses	\$3,652,000
Percentage Cost of Fundraising	8.5%

Hospital Projects

Departments and programs that have received funding from Hoag Hospital Foundation during the fiscal year 2008

- Arnold and Mabel Beckman Breast Imaging Center
- Chaplaincy Program
- Chemical Dependency Center Scholarships
- Donna and John Crean Childcare Center
- Hoag Breast Care Center Digital Mammography Equipment
- Endovascular Summit – Professional Educational Program for National Audience
- Grace E. Hoag Chair for Cancer Center
- Hoag Cancer Center Cell Biology Lab
- Hoag Cancer Center Community Education Services
- Hoag Cancer Center Education Programs for Professional Staff
- Hoag Cancer Center Flamson Hereditary Screening
- Hoag Cancer Center Ovarian Cancer Research
- Hoag Cancer Center Tomotherapy
- Hoag Heart and Vascular Institute Clinical Research
- Hoag Heart and Vascular Institute Imaging Equipment
- Hoag Heart and Vascular Institute Programs for Professional Staff
- Hoag Heart and Vascular Institute International Valve Symposium
- Hoag Neurosciences Center
- Honig Infant Loss Program
- Joel Manchester, M.D. Cardiovascular Conference
- Marilyn Herbert Hausman Advanced Technology Pavilion
- Mary and Dick Allen Diabetes Center
- Maseeh Chapel
- McIntyre Nursing Conference
- McKee Nursing Endowment
- Michael D. Stephens Employee Scholarship Program
- Neonatal Intensive Care Unit
- Nursing Education Scholarships
- Nursing Professorships at Six Local Colleges
- Oncology Nursing
- Palliative Care Program
- Pharmacy Education
- Project Wipeout
- Pulmonary Respiratory Therapy
- Roth Chair for Excellence in Cardiac Care
- Sewell Scholarship for Oncology Nursing
- SOS Clinic
- Sue and Bill Gross Women's Wellness Center

Hoag Hospital Foundation Board of Directors, FY2009

Directors

Richard Afable, M.D.	Max W. Hampton
Dick P. Allen	Stephen Jones
Tammie Arnold	Margaret G. Larkin
Walter Blass	Ron Livingston
Greg Brakovich	Sandi Simon
Robert K. Cole	Cindy Stokke
James Coufos	Robert R. Taylor
Ira Garbutt	Rusty Turner
Ronald D. Guziak	

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James C. Madden, *Chair*
 Kenneth L. Beall, *Vice Chair*
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Hoag Hospital Foundation

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 Floyd Harmon, *Vice President and Chief Operating Officer*
 Sharon Thornton, *Vice President of Gift Planning*
 Kenya Beckmann, *Campaign Director*
 Doe Girling, *Campaign Director*
 Greg Gissendanner, *Campaign Director*
 Heather Harwell, *Campaign Director*
 Jake Rohrer, *Director, General Fund Development*
 Stacy Sanchez, *Director, Benefactor Program*

Donor Tribute Tributes Set up by Family 7/1/08 – 10/31/08

In Memory funds have been established by family members for the following individuals during the period of July 1, 2008 through October 31, 2008.

Pernel G. Barnett	Robert Hyder
Angela Bourcier	Erna Juptner
William W. Brown	Betty R. Keefe
Judy G. Campbell	John W. Lee, MD
William H. Davis	William Lloyd
Gerald J. Feltman	Jane D. McComb
Jeannette R. Goeke	Mary Otto
Frank R. Herman	Robert C. Woodruff
James M. Hilton, III	

SCANNER Magazine

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For more information about all Foundation
activities, visit the new foundation Web site at
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Toshiba Classic

March 2-8, 2009

Newport Beach Country Club

Contact Tournament Management at 949/660-1001
www.toshibaclassic.com

Stag Shoot

April 22, 2009

Triple B Shotgun Park, South El Monte

Contact Grace Meyer at 949/764-7212

**Circle 1000 Celebration Brunch
with Speaker Cokie Roberts**

May 7, 2009

Hilton Hotel, Costa Mesa

Contact Jane Penso at 949/764-7200

Invitational Regatta for the Hoag Cup

June 12-14, 2009

Newport Beach

Contact Jake Rohrer at 949/764-7218

World Team Tennis Newport Beach Breakers

July 2-23, 2009

Newport Beach Country Club

Contact Tournament Management at 714/352-6301
www.newportbeachbreakers.com

Movie Screening

Summer 2009, Date TBD

Edwards Big Newport

Contact Grace Meyer at 949/764-7212

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