

Progressive Medicine

SUMMER 2006

NCH
Healthcare
System
Foundation



50 YEARS OF VOLUNTEERISM

THIS ISSUE'S FEATURES

- Celebrating NCH's volunteers
- The healing power of music
- Your chance to tour the North Collier Tower

Celebrating 50 Years • 1956–2006

Message from the President of the NCH Healthcare System



Allen Weiss
President

You are admitted to a hospital. Do you want to live?

Of course you do—surviving hospitalization is key. Because you, as a patient, can determine your future by doing a little homework on the internet before you need medical care.

On May 1, 2006, the NCH Healthcare System was pleased to receive recognition from Solucient,[®] a nationally recognized independent hospital and healthcare rating organization. The accolade praised NCH for demonstrating “improved hospital-wide performance consistently, year-over-year, at a substantially faster rate than peers across the U. S.” over five consecutive years (1999–2004).

For more information, visit Solucient’s website at www.100tophospitals.com. While you are on the internet, visit www.healthgrades.com to learn that the NCH Healthcare System has been in the top 5% of all hospitals in the U. S. for the past two years for overall clinical quality. You should go to a hospital in the top 5% for quality because they have a 27% lower mortality rate.

In 2000, the Board of Trustees agreed that demonstrated quality, operational efficiency, and fiscal responsibility would be core competencies. The above Solucient and HealthGrades[®] awards are based on validated information compared to all other hospitals.

Even though NCH has made great strides for the community, I am hopeful that we are just beginning a long quest to make Collier County a medical destination.

Respectfully,

Allen Weiss, M.D., M.B.A., F.A.C.P., F.A.C.R.
President
NCH Healthcare System

Cover Photo: Frank Smith, Volunteer

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NCH named among nation's best in *Solucient*[®] 100 Top Hospitals



In May, NCH Healthcare System was recognized as one of the nation's top performance improvement hospitals. The honor came from Solucient[®], the country's leading source of healthcare information products, in its third edition of *Solucient's 100 Top Hospitals: Performance Improvement Leaders*, published in the May 2006 issue of *Modern Healthcare* magazine.

"This was an unexpected but very pleasant surprise," says Allen Weiss, M.D., President of the NCH Healthcare System, "justifying our desire in 2000 to demonstrate quality, be operationally efficient, and be fiscally responsible. This honor is the perfect complement to the HealthGrades[®] award we received earlier this year, naming the NCH Healthcare System among the top 5% of hospitals in the nation in overall clinical excellence."

Like HealthGrades, Solucient determines its rankings based on hard data, including average length of stay, risk-adjusted mortality and complication, expenses, and profitability. The study, which looked at the years 2000–2004, found that leading hospitals reduced complications, deaths, and safety lapses to fewer than expected; improved financial stability; discharged patients earlier; grew patient volume; and increased expenses by only about one-third as much as peer hospitals.

"We measured quality on a balanced scorecard," Dr. Weiss notes. "Improving quality is something we have focused on for the past six years. We looked at every area and asked, 'What can we do better?'"

"The teamwork between the medical staff, Collier County EMS, the NCH Emergency Departments, and the NCH Cardiac Cath Lab have made these results possible. Their collective dedication to demonstrated clinical excellence is responsible for this achievement."

—Edward Morton, CEO,
NCH Healthcare System



Solucient also honored NCH in 2006 with the 100 Top Hospitals: Cardiovascular Benchmarks for Success Award

NCH celebrates volunteerism

Presently, the NCH Naples Hospital Volunteer Services Program has 712 volunteers who work in various areas in the hospital, the Wellness Center, the White Elephant Gift Shop, and other satellite locations affiliated with the downtown campus. Below is a list of these volunteers who have been very generous with their time for the past fiscal year of 2004-05 by volunteering 300 or more hours.

Joan Andrews	Dorothy Chase	Herbert Grolnick	Lynne McCurdy	Shirley Sharpe
Gerald Asselin	Donald Chidester	Patricia Hack	Jean Mullen	Joanne Slager
Linda Aubel	Joan Clark	Sam Heath	Ruth Meyers	Louis Smith
Doris Bachand	Janet Coney	Thelma Hodges	Nancy Nurnberger	Albert Sneed
Donald Bauer	Mary Lou Connolly	Janet Hyder	Allison Nuzum	Mary Jane Snyder
Mary Bauer	Mary Louise	Gloria Jackson	Dolores Oesterle	Emma Sokoll
Cherie Bawduniak	Donkersgoed	Robert James	Christine Pardi	Helen Tanksley
Jean Bell	Kathy Dudley	Rosemary Kelly	Pearl Phillipson	Dolores Varone
Rosemarie Bossa	Gertrude Ewing	Betty Latour	Dianne Pisani	Joan Walker
Patrick Brennan	Phyllis Farmelant	Eleanor Lawrence	Mary Predmore	Norma Watts
Emmy Brown	Daniel Fontella	Betty Lawson	Rufus Prescott	Elizabeth Weston
Diana Burnett	Susan Fowler	Doris Lucas	Milla Price	Sallee Wheeler
Frank Campanile	Nancy Furstner	Bonnie Marshall	Richard Reno	Sylvia White
Muriel Carlson	Betty Gearing	Jenny Martin	Gladys Robinson	Joan Yaney
Lottie Carnell	Phyllis Gelsomini	Marion Martino	Doris Roux	Dick Zink
Jeanne Carsillo	Mary Ann Giglio	Marie Mayer	Irene Sager	
Barbara Cash	Salvatore Giglio	Fran McBreen	Linda Schoolfield	

The NCH Naples Hospital Volunteer Service also has a very special group of people who have generously given of their time and accumulated 10,000 or more hours over years of volunteering.

Rose Donnell, 15,000 hours	William Cole, 13,000 hours	Mary Louise Donkersgoed, 11,000 hours
Rufus Prescott, 14,500 hours	Thelma Hodges, 13,000 hours	Rose M. Briggs, 10,500 hours
Helen Tanksley, 14,000 hours	Sue Wells, 12,000 hours	Delores Varone, 10,000 hours
Edith Cole, 13,000 hours		

The male volunteers who have served NCH Naples Hospital for more than 10 years receive gold stars for their service and are to be commended for their dedication.

<u>10 Years</u>		<u>15 Years</u>		<u>20 Years</u>
James Arndt	Robert Humphrey	Roger Nulton	Walt Frankiw	John Rowe
Calvin Burns	Neal Jamieson	Jack Picard	Tom Merkel	
Donald Chidester	James Keller	Richard Richards	John Stockton	
Dave Devine	David Kennings, Jr.	Don Sharpe		
Gene Firmine	Ted Kurtz	Carl Smith		
William Hannah	Ralph Martin	David Teetor		
Grant Hill	Joseph Meter	William Thomas		

Just like all of these dedicated volunteers have, you too can become a part of this very committed team. If you are interested in becoming an NCH volunteer, call the Volunteer Services office at (239) 436-5200 for NCH Naples, (239) 513-7703 for NCH North Collier, or (239) 394-8234 for Marco Healthcare Center to obtain an application.

NCH North Collier Hospital thanks its dedicated volunteers

NCH North Collier Hospital is most appreciative of the dedicated service demonstrated by the following volunteers who provided 300 or more hours of service in 2005:

Gertrude S. Appleby	Esther Davis	Paul H. Hockwalt	Barbara A. Pangonis	John S. Sobczyk
Roselyn Baker	Barbara M. Duff	Jane Hofbauer	Eileen Patafio	Jane Stanek
Emmamae Beckman	Doris June Fatheree	Clifford W. Hopkins	Ann M. Payton	Patricia M. Stark
Darlene R. Benson	Raymond Fatheree	Jean K. Kelley	Ed Payton	Jane C. Stevens
Rainey Bittner	Dorothea E. Forier	Elsie Kloote	Suzanne Provenzano	Pauline (Polly) Truex
Dorothy C. Boynton	Louis C. Forier	Silvana Kocher	Mary Ann Roland	Hazel Vail
Barbara D. Broadwell	Jeanette M. Foster	Suzanne Lester	Gladys Sandling	Nancy U. Valentine
Florence Brower	Sharon A. Franklin	Joseph Mari	Ernst L. Sartorius	Raymond E. Valentine
Sylvia Brunaccini	Richard Frey	Ann McCambridge	Irma V. Schaner	Sue Wells
Sandy Clink	Marie Frino	Reeder C. Miller	Irene A. Scherber	Mona M. Wenzel
Nancy Corboy	Margaret S. Grant	Nancy Morton	Roberta Schultz	Bonnie Williamson-
Margaret Cresse	William E. Grant	Franklin Norton	Morgan F. Smith	Craven

Additionally, NCH North Collier Hospital salutes the following volunteers who have provided more than 5,000 hours of service since the facility opened:

Gertrude S. Appleby (22,000 hours)	Roselyn Baker	Florence Brower	Anne McCambridge	Jane C. Stevens
Emmamae Beckman	Joseph Mari	Mary Ann Roland	John Verschuyl	

Marco Healthcare Center's devoted volunteers

Marco Healthcare Center appreciates the service of those who volunteered 300 or more hours in 2005:

Helen Allen	Molly Clark	Harriet Hutchings	Judy Ruthledge
Peggy Aurori	Elaine Darany	Elfi Kophamel	Pauline Staniano
Gloria Bitar	Phil Egizio	Gordon Parrish	Jean Sundheim
Rita Broderick	Elisabeth Henrie	Mary Remley	Gail Tseckares

Thank you to the volunteers who have provided more than 5,000 hours to the Marco Healthcare Center since the facility opened:

Gloria Bitar	Rita Broderick	Molly Clark	Phil Egizio
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Gift shop volunteer Shirley Ransom keeps the teddy bears fully stocked



Volunteers spread smiles throughout the hospital

An NCH physician and an avid volunteer



Hermes Koop, M.D.

Hermes Koop, M.D., a specialist in Internal Medicine, has been on staff at NCH since 1992. He is also a founding member of Anchor Health Centers, a physician-owned, multi-specialty group established to ensure quality services in all specialties. His practice keeps him busy, he admits. Yet Dr. Koop makes time to serve NCH beyond caring for his patients.

“When you live in a community, giving back makes the community a better and friendlier place,” Dr. Koop explains. “Volunteering creates a better atmosphere and culture. It makes the community one and makes people proud of where they live. And physicians have a lot to offer.”

Dr. Koop has served as President of the Medical Staff at NCH for the past six years. As such, he works

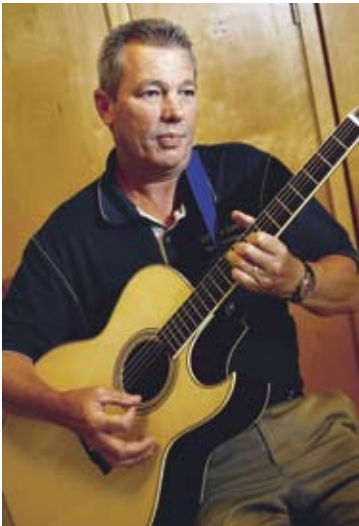
with the heads of all clinical departments to ensure maximum efficiency, to coordinate activities, and to make sure that quality patient care remains the number one goal.

“We look at quality issues in the hospital and performance issues,” he explains. “As head of the Medical Executive Committee, I also make recommendations to the Board of Trustees. We look at physicians we want to attract to NCH and make sure they are properly credentialed.”

The position allows Dr. Koop a different sort of outlet, and it is one he believes helps the community, the physicians, and the hospital, ultimately resulting in better patient care.

“I am proud of the hospital and my association with it,” he says. “I want NCH to be the best place that it can be—and it is.”

The healing power of music



Frank Smith

Guitarist Frank Smith (cover) knows the rhythm of health care. In fact, that is the title of a brochure he created detailing NCH’s Arts in Healing music program, in which he has participated for the past three years.

For four hours every Monday through Friday, Mr. Smith plays soft, original instrumental music for NCH Naples Hospital patients. He also plays regularly at NCH North Collier Hospital, NCH’s outpatient and rehab facilities, the NCH Regional Cancer Institute, and occasionally in the family surgery waiting room and the ER waiting room.

“If I did not have to work, I would love to play every day, all day,” Mr. Smith says, “because the music

helps so much. It relieves stress, provides distraction, and amazingly helps people to relax.”

Mr. Smith’s music is partially underwritten by grants from the NCH Wellness Center and the United Arts Council of Collier County. But he devotes additional time because he sees the positive effects his music has. And the experience has inspired his songwriting. He wrote a song called “Garden of Hope and Courage,” prompted by NCH’s new garden, and recently recorded *Soothing*, his third CD.

“I gave it that title because that is what I hear from people at the hospital every day,” he explains.

Mr. Smith would love to share the joy of playing therapeutic music with other musician volunteers. If you are interested, contact him at frank@justlovemusic.com or (239) 821-1081, or call NCH’s Arts in Healing office at (239) 436-5200. If you are interested in helping to underwrite the Arts in Healing program, please indicate so on the enclosed donation envelope.

Old-fashioned care with a personal touch

A bit of Amish tradition is helping to add an old-fashioned touch to patient care at NCH Naples and NCH North Collier hospitals. At both venues, volunteers are making their rounds to patients with an old-fashion touch cart, offering various personal hygiene items free of charge.

“We brainstormed to see what we could do to boost patient satisfaction,” explains Denise McNulty, head of the NCH Service Excellence Initiative. “Then we submitted a proposal to the Partners in Caring Fund (in which employee donations are matched by NCH) for a grant to purchase two wooden Amish carts and stock them with products related to personal hygiene.”

The carts carry such items as tissue, shampoo, contact lens cases, lotion, hand sanitizer, and visitor guides in English and Spanish. “We had involvement from the nurses to pick the products,” Ms. McNulty says. “We wanted to include items the patients may have forgotten or we might have forgotten.”

Volunteer training began in June, and to help spread the word about the carts, the volunteers included chocolates for staff members. The idea was to provide not only personal care items, but also the all-important personal touch.

“This is a nice partnership,” Ms. McNulty notes. “The employees fund it, the volunteers man it, and the patients benefit from it.”



Gloria Jackson and Joanne Mansolillo provide patient amenities and a smile

Mary Ellen Masterson-McGarry honored with prestigious new position



Masterson-McGarry teaches at a CyberKnife monitor



Masterson-McGarry reviews the results of a Cyberknife procedure

Mary Ellen Masterson-McGarry, Chief Medical Physicist for the NCH Regional Cancer Institute, has been elected Chair of the Board of Chancellors of the American College of Medical Physics (ACMP). The honor is not only a personal milestone, but also marks the first time the board will be led by a community hospital physicist.

“It is an honor,” Ms. Masterson-McGarry says. “But the first point that struck me was that there has never been anyone not from a major academic center to be chair. There is a real need to bring the perspective of community hospitals to the leadership of these medical groups.”

The ACMP is comprised of recognized leaders in the field of medical physics who work to ensure the

highest quality of care for patients and to set standards of practice for medical imaging and radiation oncology. As chair, Ms. Masterson-McGarry hopes to increase education, foster communication with other medical colleges, and work to rapidly disseminate information about treatment advances.

“Overseeing the installation and clinical implementation of NCH’s CyberKnife has been the most rewarding aspect of my career,” she says. “Our success here at NCH is becoming recognized nationally among oncology professionals. That may have contributed to my election. I feel blessed to work in a place where I am not only allowed, but encouraged, to accept appointments like this.”

Announcing the opening of new open heart suites

Did you know that NCH's Shick Heart Center...

- Started in 1996 anticipating only 200 open heart cases.
- Immediately grew to 400 cases per year.
- Has consistently seen 500 cases per year for the past decade.
- Has received top national awards for excellence in cardiac surgery.
- Expanded to provide room in the OR for more orthopedic, robotic, vascular/oncology, and minimally invasive surgery facilities.

Now, thanks to the generosity of the community and the needs of patients for open heart surgery, NCH is proud to open its new open heart and cardiovascular recovery suites. The new facility is located at NCH Naples Hospital, at the corner of Eighth Street North and Fourth Avenue North, and is easily accessible by the sky bridge.



Beth Beilein, R.N., demonstrates the capabilities of the new open heart suites

The power of giving

The NCH Healthcare Foundation is grateful for your generous contributions. There are a variety of ways to help the NCH Healthcare System maintain its regional excellence and build for the future of our community.

Estate and planned giving

Your planned giving carries on an important tradition of philanthropy, strengthening the legacy of NCH Healthcare System's mission "to restore, promote, and maintain health in the people we serve." A bequest in your will is the simplest method.

Matching gifts

Many corporations match your charitable donation, by which your gifts to NCH can be multiplied. Whether employed or retired, you may

obtain the necessary form from your employer's personnel office.

Tribute gifts

Gifts in memory of a family member or friend, in honor of a colleague or friend, or in celebration of a special occasion express what words alone cannot and provide important support.

To learn more about giving options, please call the NCH Healthcare Foundation at (239) 436-4511.

Note: Due to recent privacy statutes, some financial institutions are no longer able to provide the charity with the name of the donor for gifts of stock. Please let the Foundation know of stock gifts so that your contribution will be acknowledged in a timely manner.

NCH Foundation: A growing family



New committee members, left to right: John Fumagalli, Matt Mathias, Andy Craig and Harvey Cohen

The NCH Healthcare Foundation is pleased to welcome four new committee members, who will each serve a three-year term as a volunteer to support the NCH Healthcare System.

John Fumagalli is President of Northern Trust Bank in Collier County. He began his career with Northern in 1989 and, in 1996, became Managing Director of the company's Chicago Oak Street Financial Center. In 2001, Mr. Fumagalli became President and CEO of Northern Trust Bank in Missouri. He served on numerous community organization boards and executive committees in Missouri.

Matt Mathias, a graduate of Florida State University, began his banking career with First Union/Wachovia. He led the local Wachovia Private Banking operation until being named President of U.S. Trust in Naples in 2005.

Andy Craig began his banking career in Buffalo, New York, before taking the helm at BancOhio National Bank. He later became President and CEO of Boatmen's Bancshares Inc., in St. Louis, advancing to Chairman of the Board in 1989. After a merger in 1997, he became Chairman of NationsBank. In St. Louis, his leading role in civic and charitable causes prompted his 1996 selection as St. Louis' "Man of the Year." Mr. Craig retired in 1998.

Harvey Cohen received his law degree from the University of Cincinnati in 1947. He went on to enjoy a long, successful law career in that city before embarking on a second successful career as a commercial property developer. The NCH North Collier Hospital lobby will be named in honor of Harvey and Janet Cohen, in thanks for their generous gift.

NCH Healthcare Foundation Committee

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Harvey D. Cohen
Thomas L. Cook, M.D.

Andrew B. Craig
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Connie Dillon
Melissa Felice

A message from the executive director



Foundation Vice President
and Executive Director
Sallie Williams

NCH is pleased and honored to highlight our dedicated volunteers in this issue of *Progressive Medicine*. Volunteerism has been the bedrock of the NCH Healthcare System and its hospitals for more than 50 years. Starting in 1953 when Mrs. Beatrice Briggs first envisioned and built the Naples Community Hospital, the tradition has continued strong, bringing warmth, gentleness, talent, and gracious care that enrich the lives of patients, families, visitors, and staff. The auxiliaries at NCH Naples Hospital, NCH North Collier Hospital, and Marco Island Health Care Center provide thousands of hours and dollars annually.

NCH also salutes its volunteers who serve generously on the Board of Trustees, Foundation Committee, and other Board and Medical Staff committees, donating hundreds of hours to ensure the finest health care for the community. NCH Healthcare System is now the area's only "home-grown," community-based, not-for-profit healthcare institution, serving you—patients, donors, neighbors, friends, and families.

All of the volunteers who serve NCH are dedicated to bringing excellence in health care and gracious care to the community. Your commitment to NCH's patients is applauded and appreciated. Thank you!

Most sincerely,

(239) 436-5101
sallie.williams@nchmd.org

Keep your family legacy strong



It has been estimated that \$40 trillion of family wealth will transfer within the next 10 years. The tragedy is that research shows that in 70% of these cases the wealth will be gone and the family shattered within two generations.

To address this issue, the NCH Healthcare Foundation will host "Family Centered Legacy Planning," on Friday, November 3, 2006. This is the first in what will be an annual series of planned giving symposiums for supporters and professional advisors and their clients.

The 2006 event will feature Barbara Culver, C.F.P., C.L.U., C.h.F.C. Barbara is a nationally known speaker, consultant, and author who serves as Editor in Chief of the *CCH Journal of Practical Estate Planning*. Barbara will focus on several key elements of estate/legacy planning that are important to professional advisors and their clients:

- Articulating your family's values and financial goals
- Establishing a process for continuing your family's legacy
- Resolving conflict and celebrating your family's successes

Your chance to tour the North Collier Tower



Gail Dolan shows the Patient Tower's architecture to a group of donors

Those who regularly drive along Immokalee Road have had the opportunity to see the progress being made on the new Patient Tower at NCH North Collier Hospital during the last several months—but only from a distance. Now, as the tower nears completion, the NCH Healthcare System is offering donors the opportunity for a closer look at the structure and the needed facilities it will bring to the community.

“Starting in late summer, we will begin to schedule hard-hat tours of the tower,” says Gail Dolan, Vice President and Chief Operating Officer of NCH North Collier Hospital. “The tours will be conducted by myself and by Connie Dillon, Director of Development for the NCH Healthcare Foundation. The tours will cover the first four floors of the tower.”

Because the tower is still under construction, those touring it will be required to wear hard hats, but they will be among the first in the community to get an up-close look at the new structure. On the first floor, they will see the café, the chapel, and various labs. On the second floor, the tours will include the 16 ICU

(intensive care unit) and PCU (progressive care unit) rooms. On the third floor, those touring will see the new pediatric patient rooms and, on the fourth floor, the new medical-surgical patient rooms. Because the fifth and sixth floors are scheduled for later completion, they will not be included on the tours.

According to Mrs. Dolan, progress on the Patient Tower has continued on schedule and patients should start to be accepted there by the end of the year. “We are still scheduled to receive our CO (certificate of occupancy) in October,” she notes. “Then we have to move our people, equipment, and processes into the tower, so that will take a few more weeks.”

Once the Jay and Patty Baker Patient Tower is completed and functioning, renovations will begin on the existing NCH North Collier Hospital.

Donors who wish to schedule a hard-hat tour of the new Patient Tower should contact Connie Dillon at the NCH Healthcare Foundation office by sending an e-mail to connie.dillon@nchmd.org or by calling (239) 513-7236.

READERS' SUGGESTION BOX

If you have ideas regarding topics for *Progressive Medicine*, please call the Foundation office at (239) 436-4511 or send an e-mail to connie.dillon@nchmd.org.