

# FOUNDATION

CREATING THE NEXT GENERATION OF CARE

## News

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## GROWING TO MEET the Community's Needs



Methodist Hospital continues to expand, as work progresses on the North Tower, a new patient tower that will provide critical services to the community, including an entire floor dedicated to emergency services, three medical/surgical floors and a critical care floor.

Careful planning has gone into creating team-oriented work stations throughout the North Tower. The new nursing stations have plenty of space for each professional to write reports, view x-rays and develop patient care plans. Even more important, the stations have open, conjoined spaces where nurses, physicians, social workers and other care team professionals have easy access to one another. These spaces have no doors and flow easily from one area to another, allowing for immediate communication and conferencing between care team professionals.

Vice President/CNO Carolyn Tadeja said, "This new team-oriented work station models the hospital's philosophy of team-centered care. The easy flow of rooms behind a traditional nursing station enables care team members to communicate immediately with one another and enhances patient care." Newly designed nursing stations are just one of many innovations in the new tower, which continues ahead of schedule, according to Senior Vice President/COO Kelly Linden. "We are moving forward with our plans to relocate to the new tower by the end of summer 2011!" Linden said.

Donor tours of the new building will be scheduled as we near completion. In the meantime, please check your next edition of Foundation News to see our progress on this important milestone in Methodist Hospital's history!

## Year End Message from the Chairman



**John Wuo**  
Chairman

We are coming to the close of a successful year at Methodist Hospital. A successful, \$26.6 million capital campaign has guaranteed the construction of our new North Tower, which will provide critical services to the community, including an entire floor dedicated to emergency services, two medical/surgical floors and a critical care floor. This significant expansion will ensure that Methodist Hospital continues to meet the needs of a growing and changing community. Because of

the benevolence of our donors, Methodist Hospital continues to provide state-of-the-art medical care to our patients, ensuring that they receive the high quality of care they have come to expect from our hospital. Those less fortunate who enter our doors are also ensured that they will receive the same level of care, regardless of their ability to pay.

### Partners in Health Leadership Circles

President's Circle	\$25,000 - \$49,999
Chairman's Circle	\$50,000 - \$99,999
Bronze Circle	\$100,000 - \$249,999
Silver Circle	\$250,000 - \$499,999
Gold Circle	\$500,000 - \$999,999
Platinum Circle	\$1,000,000+

Your impact on our hospital is far-reaching. We are deeply grateful to each of you for the commitment you have made to your hospital and your community. St. Francis of Assisi once said, "For it is in giving that we receive." I hope that each of you feels the satisfaction of knowing the far-reaching benefits of your generosity.

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US POSTAGE  
PAID  
NON-PROFIT  
PERMIT NO. 888  
ARCADIA, CA

## STROKE SERVICES

# HOW TO RECOGNIZE THE SIGNS

With all strokes, it is critical to recognize the warning signs and get immediate attention. Not only is it critical that patients receive immediate care, it is also critical that they receive the right care.

The national standard for emergency stroke care calls for the patient to have a cat scan and blood work with results within 25 minutes of arriving in the emergency room. This takes significant teamwork among paramedics, emergency department staff, radiology, lab and everyone else involved in the care of a stroke patient. Clot-busting medications can only be used within three hours of the onset of the stroke, or there is greater risk of damage to the patient. Literally every second is critical in caring for a stroke victim.

### Innovative Programs Proving Successful!

Methodist Hospital was the first hospital in Los Angeles County to implement an innovative procedure that is proving to be lifesaving for stroke victims. A “code freeze” is a controlled, induced procedure that allows emergency department physicians to place stroke victims into forced hypothermia. By lowering the patient’s core body temperature by 10 degrees, the oxygen depriva-

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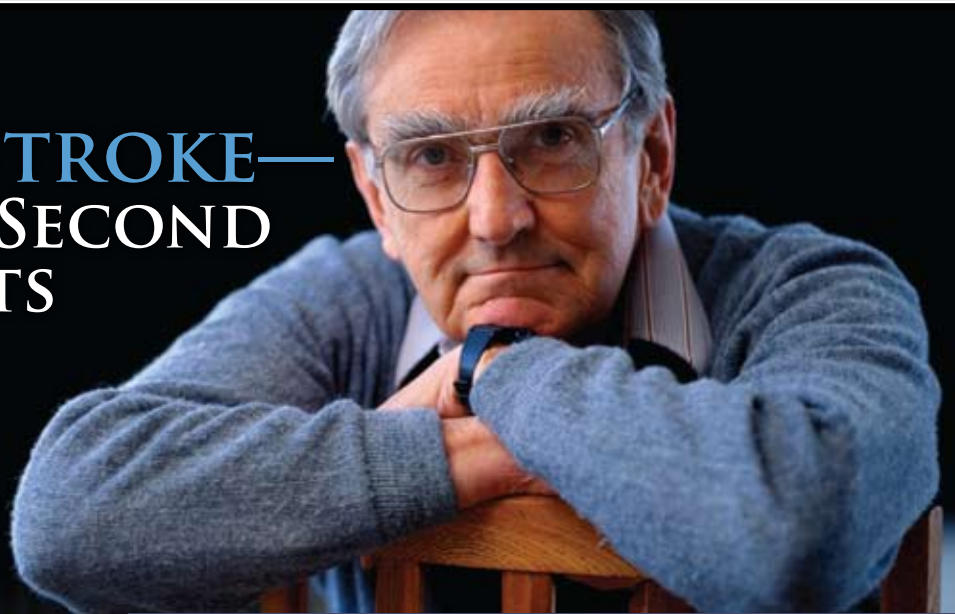
## RISK FACTORS

*More than 30 percent of individuals who have a mini-stroke are at risk of having a larger stroke within three months., Individuals with diabetes, high blood pressure, smoking and high cholesterol have an increased risk at any time. According to research by the Mayo Clinic, making lifestyle changes have contributed to higher survival rates among stroke victims in recent years.*

*The risk of stroke recurrence is significant, so making critical lifestyle changes are important to preventing another stroke. Receiving immediate, appropriate care is vital to your long-term outcome. Therefore don't wait when you experience symptoms. – CALL 911.*

## STROKE COUNCIL MEMBERS

# IN A STROKE— EVERY SECOND COUNTS



In August, Methodist Hospital was designated as an approved stroke receiving center. The hospital is proud to be one of the few approved centers in Los Angeles

County with the advanced capabilities to care for stroke victims. This means that paramedics responding to calls of San Gabriel Valley residents suffering a stroke can transport those patients directly to Methodist Hospital. This helps ensure that stroke victims in the hospital’s service area will receive the highest level of care.

Kenneth Wogensen, MD, medical director of Methodist Hospital’s stroke center, said, “This designation as an advanced primary stroke center is a significant milestone for the hospital, but more important, a wonderful benefit for Arcadia and surrounding communities.”

There are only about 70 certified stroke centers in Los Angeles County. In the communities served by the hospital, only Methodist and one other hospital have the advanced primary stroke center designation.

“Time loss is brain loss,” added Wogensen. “The clock is ticking against the patient. A lot of education still needs to go out to the community about the signs and symptoms

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METHODIST HOSPITAL IS NOW AN ADVANCED PRIMARY STROKE CENTER

## Know the signs of a stroke...

Stroke is a medical emergency. Know these warning signs and teach them to others. **Every second counts:**

# Act FAST

**FACE** Facial droop/uneven smile

**ARMS** Arm numbness/weakness

**SPEECH** Slurred speech /difficulty speaking and/or understanding

**TIME** **CALL 911** and get to the hospital immediately if you have any of the above signs or symptoms



From left: Mike Driebe, Dr. Andrew Lee, Mike Hoover, Jim Helms, Dr. Kenneth Wogensen, Michael Berger, Carolyn Tadeja, C.H. Hsueh, Christy-Joy Brendel. Not pictured: Sho Tay, Mary Ann Mallis, John Wuo, Jay Harvill and Margaret Googooian.

## CARDIAC SERVICES

# Not Every ER Can Fix a Heart

## Groundbreaking Program Saving Heart Attack Victims in the San Gabriel Valley



From left: Delia Jervis, Kathy Ellison, Mickey Segal, Dr. Pavel Bindra, Tom Love, Patty Nijjar, Ron Okum, Laura Lueke, Jay Harvill, Mike Driebe.

Local paramedics are trained to identify an extremely deadly type of heart attack known as a STEMI and immediately take that patient to a specially-designated STEMI receiving center (SRC), like the one here at Methodist Hospital. Such centers have the staff, training and technology to open blocked arteries within a critical 90-minute window which is only available in about 25 percent of U.S. hospitals.

However, what happens when a friend or family member just drives a heart attack victim to the nearest hospital?

“Unfortunately, nearly half of the people who experience STEMI do not call 911 and end up at hospitals without the appropriate facilities to treat them with emergency angioplasty,” said Dr. Terrence Baruch, medical director of Methodist Hospital’s catheterization laboratory. “And then they must be transferred to a STEMI receiving center.”

Valuable time is wasted as the patient must then wait for a private ambulance to safely make the transfer between hospitals. Dr. Baruch believes that paramedics can reduce the transfer time, a significant benefit for patients. For this reason, he pioneered a program in

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# CPR SAVES LIVES

Sudden cardiac arrest (SCA) is a condition in which the heart suddenly and unexpectedly stops beating. When this happens, blood stops flowing to the brain and other vital organs. SCA usually causes death if not treated within minutes. CPR is one of the most immediate and critical interventions a lay person can provide while waiting for paramedics to arrive. Effective CPR, provided immediately after sudden cardiac arrest, can double or triple a victim’s chance of survival.

### Facts about sudden cardiac arrest

- Sudden cardiac arrest occurs when the heart completely stops beating.
- In a sudden cardiac arrest, blood stops flowing to the brain and other vital organs.
- Nearly 300,000 people per year experience sudden cardiac arrest.
- Only about 8 percent of sudden cardiac arrest victims survive.
- Sudden cardiac arrest gives no warning.
- Time is key to survival. Chances of survival decrease 10 percent every minute the patient goes without defibrillation.

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## CARDIAC COUNCIL MEMBERS

- Co-chair Mickey Segal
- Co-chair Dr. K. Heiner Vogelbach
- Dr. Paveljit Bindra
- John Delaney
- Delia Jervis
- Jerry De Lange
- Kathy Ellison
- Ben Harrington
- Pam Hemann
- Jill Hisey
- Kelly Linden
- Laura Lueke
- Tom Love
- Patty Nijjar
- Ron Okum
- Dennis Stanfill
- Dr. Richard Sun

## NOTEWORTHY: CHEST PAIN TEAM

### Congratulations to our Chest Pain Team

Methodist Hospital’s cardiac chest pain team recently set a hospital record for unblocking a heart in 14 minutes from the time the patient’s arrived at our ER to the time the blocked artery was opened. This “door-to-balloon” time is a very rare accomplishment for any hospital.

# EMERGENCY DEPARTMENT

More than 50 guests had the opportunity recently to learn more about Methodist Hospital and participate in a discussion about health care reform and its potential impact on the hospital, in particular, the Emergency Department.

Thirty guests enjoyed brunch at the home of Lilah Stangeland, and 25 more attended a dinner hosted by Dennis Alfieri at the Annandale Country Club. These gatherings gave guests the opportunity to get to know one another and learn more about the hospital and the critical issues facing health care initiated by the recent health care reform.

Thank you to Lilah Stangeland and Dennis Alfieri for hosting these events. If you are interested in hosting or attending an event to learn more about the hospital, please contact Debbie Cordano at the Foundation office at 626-898-8888.



*Spero Foundation Vice President Colleen McKorman and Mike Driebe.*

## The Spero Foundation supports Methodist Hospital

The Foundation thanks the Spero Foundation for its support designated to cancer services at the hospital. The Spero Foundation is comprised of a committed group of Sierra Madre residents who sponsor community activities to raise funds for cancer support services. All of the participants are committed to giving back to the hospital for its excellent care of cancer patients.



*Mike Driebe, Catherine Kaliel, Dr. Jacob Fakoory and Gary George, President of Verizon Foundation.*

## Telemedicine Assessments in the Emergency Department, due to a gift from the Verizon Foundation

A generous gift from the Verizon Foundation is changing the way the Emergency Department deals with patients in a mental health crisis. Historically, these patients might have waited hours in the Emergency Department for a state-mandated assessment before they could be admitted to the hospital or transferred to a more appropriate medical setting. Now, through a telemedicine grant from the Verizon Foundation, patients, the physician in the ED and an approved mental health professional can conduct the assessment in a real-time internet setting, dramatically reducing the time the patient must stay in the ED, and ensuring that they are promptly placed into an appropriate setting.

## EMERGENCY SERVICES



*Cindy Olsen, Lilah Stangeland and Mike Driebe.*



*Dr. William McIlwain, Dennis Alfieri and Ann McIlwain.*



*Bill Ahmanson, president of the Ahmanson Foundation, and Dennis Lee, Methodist Hospital president/CEO.*

## ED COUNCIL MEMBERS

- |                            |                   |
|----------------------------|-------------------|
| Co-Chair Tom Beck          | Dr. James Lin     |
| Co-Chair Dr. Jacob Fakoory | Tres Petmecky     |
| John Wuo                   | Dr. Lisa Sugimoto |
| Angelo Antoci              | Alan Whitman      |
| Kay Berglund               | Linda Williams    |
| Dave Cashion               |                   |
| Carol Hollfelder           |                   |
| Cathi Kaliel               |                   |
| Richard Van Kirk           |                   |

# STATE OF HEALTH CARE *Emergency*

## California

- Number of hospitals and beds decreased from 2001 to 2007—a period of continued growth in California’s population.
- Charity care provided by California hospitals rose 23 percent between 2001 and 2007.
- Number of licensed beds also declined by 4 percent from 2001 to 2007. During the same time, the state’s population increased by 9 percent.
- A smaller proportion of Californians are being admitted to hospitals. It is likely that the shift to outpatient care slowed the growth in inpatient utilization.
- Hospitals relied heavily on private payers, which contributed almost half of patient revenue while accounting for only one-third of discharges.

## Los Angeles County

- Los Angeles County is home to 24 percent of all hospitals in California.
- Los Angeles County has 32 percent of all the licensed beds in California.
- Nearly one in four hospitals and one in three beds are located in Los Angeles County.
- Between 2001 to 2007, 11 hospitals closed in Los Angeles County, which meant that 2,042 licensed beds were lost.

## Emergency Departments - California

- Hospital ED patients were sicker in 2007 than those seen in 2003. The proportion of visits classified as severe increased from 27 percent in 2003 to 34 percent in 2007.
- In 2007, almost half of the state’s 3.5 million hospital inpatients were admitted through the ED.
- While the number of ED beds increased between 2001 and 2007, utilization of ED services held relatively steady resulting in a decline in emergency visits per ED bed.
- ED visits per 1,000 population decreased almost 5 percent between 2001 and 2007.

## Methodist Hospital - Emergency Department

- ED visits have increased over 6 percent in 2009
- ED patients comprise 33 percent of the daily census.
- There is an average of 115 visits to the ER daily or 42,000 per year in 2009.
- Over 50 percent of all the admissions at the hospital are from people who were admitted to the ED.
- In the last three years, the ED has diverted patients to other hospital 1,747 times (2007: 644; 2008: 537; 2009: 566).

# An Evolving Perspective *on Giving*

As a lifelong San Gabriel Valley resident, Tom Hoffman had always known that Methodist Hospital was there, tucked in between the divided lanes of Huntington Drive. For most of his life, while he was glad that the hospital existed so near to his home in Sierra Madre, he didn’t give it a lot of thought otherwise.

“I believed that Methodist Hospital was a valuable resource in the community, but I guess I took it for granted,” Tom says. “I didn’t really think about how it got to be such a great community resource in the first place, that it required the efforts of many dedicated people—physicians, nurses and other staff members, administrators and foundation, as well as all the people in the community who lent their financial support.”

A few years ago, however, Methodist Hospital began to become more personal in Tom’s life. In 2003, his father needed the services of the emergency department and subsequently had surgery at the hospital. Around the same time, Jim Helms, Tom’s friend and a longtime member of Methodist Hospital Foundation’s planned giving committee, invited Tom to join the committee.

As Tom’s involvement in Methodist Hospital has grown to include his current involvement on the foundation’s board of directors, he has developed a new perspective on the organization.

“When you approach Methodist Hospital as a patient, you assume that it will always be there whenever you have a need, and that the funds the hospital requires to remain fully operational will just be available,” Tom says. “But from my viewpoint, it’s become clear that for the hospital to continue excelling as it is, shrinking insurance reimbursements and increasing unfunded government mandates need to be offset by the community’s generous financial support.”

Tom recognizes that there are many worthy organizations in the community to support, but he considers Methodist Hospital particularly important because, as he says, “we’re all going to need a hospital at some point, and I want our hospital ready to accept you and me at that critical moment.”

“We don’t need to go beyond the front page of any newspaper to understand that we can’t take for granted the economic pressure on any organization. And as



we look around in our own area, two hospitals have closed,” he says. “The government and the insurance companies aren’t going to keep hospitals open. It falls to us—to individual citizens—to make sure that our hospital is here and that it’s adequately staffed and equipped. It has to be a partnership between the hospital and the community.”

As an attorney with special expertise in estate planning, Tom offers some advice for people who would like to give gifts to Methodist Hospital but feel they don’t have the resources to do so.

“There are a lot of people who feel unable to give to the hospital because they need their money to provide for their basic necessities,” he says. “But through an estate plan, they can give impactful gifts. The resources they designate, such as real estate, securities and cash, benefit the hospital after they are gone.”

Tom added, “Let the hospital, and for that matter, other charities you choose to support through your estate, know of the future gifts you’ve planned for them. It will give you the opportunity to get more acquainted with the organization as a partner, and the charity the chance to appropriately thank you.”

“Providing for Methodist Hospital in your estate plan is a way to make a transformational impact in the hospital that serves our community so well.”

*To learn more about how a provision in your estate plans can assure a future of exceptional services and advanced technology at Methodist Hospital, call Jay Harvill, Methodist Hospital Foundation’s Director of Gift Planning, at 626-898-8888.*

## Methodist Hospital's



Betty Giles, Jim Helms, David Cashion and Grace Cashion.



Dick Hale, Susan Hale, Jill Boli and Peter Boli.



Dr. Lisa Sugimoto and Dr. Shirley Chi.

# 21st Crystal Ball

## full of Good Vibrations

The Beach Boys provided “Good Vibrations” at the 2010 Crystal Ball October 16 as nearly 1,000 guests gathered at the Pasadena Convention Center Ballroom to enjoy an evening of fine dining, exciting auctions, headline entertainment and lots of dancing. The event raised approximately \$338,000 to benefit the award-winning, comprehensive Cardiac Care program at Methodist Hospital.

Energy, Inc. “We deeply appreciate the support of our donors,” said hospital President and CEO, Dennis Lee. “The funds raised by this event will help ensure that cardiac care patients receive the best care possible, from the moment they come through the hospital doors until they return home, and even beyond.”

The dance floor was packed as guests danced and sang along with such Beach Boys favorites as California Girls, Surfin’ U.S.A., Kokomo, Little Old Lady from Pasadena, and of course, Good Vibrations. Immediately following their performance, the final live auction, a Beach Boys autographed guitar, was purchased after fierce bidding by Daniel and Maryann Fong.



Methodist Hospital Foundation President Mike Driebe, Richard Kreidel, Honoree Kathleen Ellison, Co-Chairs Christine Antonovich and Dr. Richard Sun, Carolyn Lee and Methodist Hospital CEO/President Dennis Lee.

Helping to make this year’s Crystal Ball a tremendous success are the four Grand Sponsors, The Honorable Mike Antonovich and Christine Antonovich, Arthur Liu and Angela Y. Fu, Cole and Cindy Harris; Panda Restaurant Group, Inc.; Jackson Wen and Sophia Li Wen; and Hing Chung Wong, MD, and US TOPCO.

# CRYSTAL Ball

## PLANNED GIVING

### Estate Planning

None of us wants to think about the end of his or her life. One thing we can do is make sure our family is financially secure should anything happen to us. Moreover, as a part of your plans, you can also make a lasting impact for Methodist Hospital with a charitable planned gift through a will.

Planned giving is a critical part of estate planning. A gift to us in your will, called a charitable bequest, lets you balance your philanthropic desires with your concerns about living expenses, future medical costs, and taking care of your loved ones. Since you are not parting with assets today, you can be assured that your daily expenses will be met and that you have the option to make changes should you need the assets after all.

Why choose Methodist Hospital as one of those charitable organizations? There are many meaningful avenues in which to support the hospital. Gifts can be designated to further programs and services such as the Neonatal Intensive Care Unit, cardiac, stroke or cancer services. You can even endow your gift if you choose. Your legacy will live on beyond your lifespan because of your kindness and consideration made in your estate plans. You are ensuring that future generations will have the same level of care you have come to expect from Methodist Hospital.



*Crystal Ball Committee  
Back Row - Meimei Liu, Evelyn Greathouse, Sue Hale, Annie Teng, Dr. K. Heiner Vogelbach, Lulu Yuan and Sherry Wang.  
Front Row - Kevin Yang, Juliet Lu, Jill Boli, Co-Chair Dr. Richard Sun, Co-Chair Christine Antonovich, Angela Fu, C.H. Hsueh, Susan Woo and Ivy Sun.*

Perhaps the most poignant part of the evening was the recognition of Hospital and Foundation Board Member and Volunteer Kathleen Ellison, who was recognized for her years of dedicated service to Methodist Hospital. "What an amazing time we had!" said Kathleen, who has been a member of the Foundation Board since 1999, serving as Treasurer, Chair-Elect, Chair and Immediate Past Chair. Kathleen, who also serves as Vice Chair of the Hospital Board said, "It was a beautiful evening from start to finish, and I am deeply touched by this recognition."

The 2010 Crystal Ball co-chairs were Dr. Richard Sun and Christine Antonovich. "We are delighted with the show of support." said Dr. Sun. "In these difficult economic times, we are especially grateful that people recognize the importance of the hospital and step forward to provide support." Co-Chair Christine Antonovich added, "Our hospital's patients will be even better served because of the support of our donors. We want to thank each person who attended the event, donated an auction item, worked on the committee or helped out in any way. They are the reason this event was such a success."

The 2010 Crystal Ball committee includes Jill Boli, Angela Fu, Evelyn Greathouse, Dick Hale, Sue Hale, Ben Harrington, C.H. Hsueh, Ulanda Lee, Meimei Liu, Juliet Lu, Lindburgh McPherson, Kathy Sun, Ivy Sun, Annie Teng, Angel Throop, Dr. K. Heiner Vogelbach, Sherry Wang, Susan Woo, Kevin Yang and Lulu Yuan. Honorary committee members: Elizabeth Rusnak Arizmendi and Paul Rusnak.



*Winner of autographed guitar - Mr. and Mrs. Daniel Fong.*

Crystal Ball is the most significant and successful fund-raising event for Methodist Hospital. In past years, proceeds totaling more than \$4 million have benefitted the Emergency Department, Child and Maternal Health, Advanced Technology, the Next Generation of Care Campus Transformation and others. For more information, contact the Methodist Hospital Foundation at 626-898-8888.



*Beach Boys' Mike Love, Grand Sponsors Dr. and Mrs. Hing Chung Wong and Beach Boys' Bruce Johnston.*

### News Flash: Gift Annuity Rates Rising!

### Did you Hear? Gift Annuity Rates are Higher

What does this mean for you? If you have been considering a gift annuity for the first time – or even the second – this is the time to act.

**Consider the benefits:**

- Higher income
- Partially tax-free
- Substantial charitable tax deduction
- A lasting impact in support of your community hospital

**The new rates are:**

One-Life	Age	Rate
	60	5.2%
	70	5.8%
	80	7.2%
	90+	9.5%

Two-Life	Age	Rate
	60/65	5.0%
	70/75	5.5%
	80/85	6.6%
	90/95	9.0%

## Cashions Named *Mardi Gras Royalty*

Long term Methodist Hospital Volunteers Dave and Grace Cashion have been crowned as this year's Mardi Gras King and Queen and will reign over the 16th annual celebration on March 8. "The Cashions were a natural choice for this year's celebration," said Mike Driebe, Methodist Hospital Foundation President. "Their dedication to the hospital and years of support make them the perfect selection as King and Queen for this event."

The Cashions have been members of the Arcadia community for more than 37 years and give generously of their time and resources to support the hospital. Grace said, "All three of our children were born at Methodist Hospital. It is our community hospital, and we feel that it is very important to support the work being done here." Dave added, "As a not-for-profit hospital, it is critical that members of the community step forward and provide support." The Cashions have done just that.



*Dave and Grace Cashion*

Since 2005, Grace has served as a member of the Mardi Gras planning committee. She has given generously of her time to ensure that the event continues to grow each year. She said, "I was so honored to be asked to help raise funds for the hospital through serving on the Mardi Gras committee. I'm so pleased with the growth of Mardi Gras and how it has increased, both in the number of guests and also in revenue generated for important hospital programs."

Dave Cashion is also a dedicated hospital volunteer. Since 2004, he has served on the Foundation Board of Directors and is co-chair of the Planned Giving Committee. He has served on the Executive Strategic Planning Committee and is now also serving on the Emergency Council.

Proceeds from Mardi Gras support different hospital programs each year. This year, the proceeds will honor Dave Cashion's commitment to the Emergency Department by supporting the hospital's emergency services. Dave said, "I'm honored that the foundation would choose to support my efforts toward the hospital's Emergency Department. The emergency department provides critical care to San Gabriel

Valley residents 24 hours a day, seven days a week. It is important that we do our part in supporting the important work being performed at the hospital."

Dave and Grace Cashion are honored to be chosen as this year's King and Queen. "It will be a different kind of experience than in previous years," said Grace. "I'm used to being behind the scenes, helping make everything come together. We are humbled and honored to be asked to represent the hospital in this way. I would encourage everyone to support Methodist Hospital with their gifts, as well as their time and energy."

Following on the heels of a great 2010 Mardi Gras celebration, 2011's event promises to be just as exciting. Co-chairs Jan McEachern and Cheryl Wolf along with their committee of 29 volunteers are hard at work to ensure just that more than 500 guests celebrated at the 2010 event, which raised more than \$65,000 to support nursing scholarships. Mark your calendars for March 8 and plan to be part of the fun! To participate or if you have any questions, contact Gloria Rico at 626 -821-2340 or email: [mardigras@methodisthospital.org](mailto:mardigras@methodisthospital.org)

## Meet Club 300's Co-Chairs



Club 300 co-chairs from left: Andrew Vogelbach, Esq.; Ashley A. Andrews, Esq.; John Donovan; Mary Winners, CG.

Let Methodist Hospital Foundation introduce you to Club 300, a great way for younger community members to learn about your community resource. Designed to engage individuals through gatherings and events, Club 300 is an annual giving group whose efforts support the hospital's emergency services. Members have an opportunity to make new friends and network with individuals who share a strong sense of community and philanthropy while making a difference at Methodist Hospital. Club 300 is part of Partners in Health, an annual giving program established to support the work of the hospital.

As the club has grown, the committee has seen the need to create leadership to help Club 300 better meet the goals for this program and to better serve its members. Robyn Tapert, Club 300 chair said, "This new leadership format within our committee provides the opportunity for us to focus on increasing our membership and planning events. Both areas are critical to the expansion of our program and to meet the needs our members." Four of the club's committee members agreed to take on these leadership roles – Vice Co-Chairs of Membership Ashley Andrews and John Donovan and Vice Co-Chairs of Programs and Events Andrew Vogelbach and Mary Winners.

Andrews and Donovan quickly agreed to take on the role of Club 300 membership. When asked why she wanted to take on a leadership role, Andrews said, "I have been part of Club 300 before it even had a name. I was involved in every step of its creation, and I think it makes sense that I take my passion for this club and apply it to the cultivation of new members." Donovan added, "Our goal is to continue to increase Club 300

membership and to grow awareness in the community that this is our hospital. It is an opportunity for people to align their businesses with the hospital, network, and bring awareness about Methodist Hospital to a larger group of people." Thanks to the efforts of Andrews

*I have been part of Club 300 before it even had a name. I was involved in every step of its creation, and I think it makes sense that I take my passion for this club and apply it to the cultivation of new members.*  
—Ashley Andrews

*Club 300 is proactive in the sense that it engages younger members of the community to get involved with the hospital before disaster strikes or a family member becomes ill.*

and Donovan, new members are coming to Club 300 events and becoming involved in the hospital.

Club 300 is focused on bringing its members together for networking opportunities and focuses on events and programs targeting their interests. The two vice co-chairs of programs and events have lots of great ideas. Winners said, "Andrew and I are excited about building Club 300 through mixers and educational events targeted to younger adults. Club 300 is a group of talented individuals who are very supportive of each other. We want to be involved in the hospital, but don't have a lot of time to participate and may not be in a position to make big financial contributions, but

we see the value of being involved in the hospital that serves our community." Vogelbach is equally enthusiastic about his new role. "I took on the position because it was the perfect way for me to get more involved in Methodist Hospital," he said. "Club 300 is important to the hospital because the club is targeting younger people in the community. In general, people get acquainted with their local hospital when it is too late or when they are being transported to the emergency room.

Vogelbach and Winners hope to combine a calendar of fun and educational activities that will have an appeal to a broad range of participants. Some of the activities on tap? Following on the heels of a great California Wine and Cheese mixer held in November, Club 300 held a "Beer Tasting event at Matt Denny's. And an educational event featuring Dr. K. Heiner Vogelbach in February promoting Healthy and Happy Heart Month. "We hope to see you at a Club 300 event soon!" said Mary.

Club 300 members receive exclusive invitations to Club 300 social and networking events, opportunities to become acquainted with Methodist Hospital physicians, staff and more.

*For more information on how to get involved with Club 300, call Gloria Rico at 626-898-8888 or email: club300@methodisthospital.org. You can also keep up-to-date on activities by becoming a Club 300 Facebook fan at [www.facebook.com/methodisthospitalclub300](http://www.facebook.com/methodisthospitalclub300).*

## How to Recognize Stroke, *continued from page 2*

tion caused by stroke, which can cause significant brain trauma, is reduced. Lowering the body's temperature by 10 degrees significantly slows the shock process, preventing or minimizing potential brain damage. After 24 hours in medical hypothermia, the patient's core body temperature is slowly raised back to a normal level. This procedure was successfully completed on a 44-year-old stroke victim the day after the protocol was established at the hospital.

According to Dr. Wogensen, "Without this procedure, which we had introduced in the emergency department just 24 hours before, the patient would not have survived." Dr. Wogensen was instrumental in bringing

"Code Freeze" to Methodist Hospital. "Our goal," he said, "is to assess every stroke patient that comes into the emergency department and determine if they would benefit from the procedure. We can save many more lives with this procedure." Although this process is the standard of care in other parts of the country, Methodist is currently the only hospital in the county implementing this process and has met with significant success.

Critical care interventions like advanced primary stroke care and "Code Freeze" allow people to survive a stroke, minimize brain loss and return home to be with their families. These interventions are allowing more people to survive a stroke and return to their lifestyle.

Methodist is proud of this recent designation and anticipates the expansion of services within this program. The efforts of the stroke program is also supported by the Foundation's Stroke Council, one of three councils established to fund state-of-the-art technology and services in stroke care to the community. Stroke Council Co-Chair Michael Berger said, "The support of our donors helps ensure that every person who comes through our doors receives the highest quality of care. **Time loss is brain loss**, which places stroke victims at tremendous risk. Our goal as members of the Stroke Council is to ensure that Methodist Hospital is the best provider of immediate, emergency and ongoing care for stroke patients."

## In a Stroke, *continued from page 2*

of stroke and the importance to call 911. If you suspect that you or a loved one is having a stroke, don't wait. Call 911. The sooner you can get help, the likelier you are to have a healthy recovery."

During a stroke, seeking and receiving immediate help at an advanced primary stroke center can save your life. Every second counts, and valuable time – and lives – can be saved when paramedics can transport a stroke patient directly to a primary stroke center like Methodist Hospital. Emergency care can take place more quickly, and the prognosis for a healthier recovery improves. A critical factor in advanced stroke care is the continuum of care provided by an advanced stroke care center. An interdisciplinary team initially responds providing redundant treatment in the Emergency Department with other team members providing care through the hospital stay and rehabilitative stages and even after discharge. This continuum of care is vital for the patient ensuring the best and healthiest outcomes for the stroke patient.

### Would YOU Recognize a Stroke?

According to the American Heart Association, strokes are one of the leading causes of serious, long-term disabilities in the United States, yet more than six million people in the United States have survived a stroke. On average, every 40 seconds someone in the United States has a stroke, and they are the third leading cause of deaths among Americans. In order to survive a stroke, immediate care at an approved stroke center is critical. Strokes happen suddenly. A sudden headache for no reason; blurred or altered vision; an unexplained weakness in your arm or leg are all symptoms of a stroke. Your first temptation may be to lie down and rest to see if the symptoms go away. But calling 911 is the best way to ensure that you get the help you need. Don't wait! Call 911!

In most instances a stroke is painless and is a sudden interruption in the blood supply of the brain. Strokes are

divided into two categories. Most strokes are caused by a sudden blockage of the arteries leading to the brain. These are called ischemic strokes. Less common strokes are hemorrhagic strokes, caused by bleeding into the brain when a blood vessel bursts. Transient ischemic attacks, also known as TIAs, are a "warning" or "mini" stroke that produces stroke symptoms but no lasting damage. If a patient has a TIA, it typically means that there is a partially blocked or narrowed artery leading into the brain. Recognizing and treating TIAs can reduce the risk of a future, major stroke. It is important for stroke victims to seek emergency care even if their symptoms diminish.

## CPR, *continued from page 3*

### Telling the difference between a heart attack and a sudden cardiac arrest

- A heart attack is the heart's inability to properly pump blood through the body. It is frequently accompanied by pain and other symptoms.
- A sudden cardiac arrest is a sudden loss of consciousness and pulse. Only immediate emergency treatment like CPR or external defibrillation can prevent death from sudden cardiac arrest.

### CPR

The use of CPR dates all the way back to 1740, yet even today, most Americans don't know how to perform it. Given properly and immediately to sudden cardiac arrest victims, CPR can save lives. According to the American Heart Association, less than one third of out-of-hospital sudden cardiac arrest victims receive bystander CPR.

More than 12 million people are trained in CPR annually. But is that enough? Forty-four-year-old Methodist patient Jill was at her son's little league game when she

went into sudden cardiac arrest. Bystanders immediately started CPR and called 911. Without their intervention, Jill, who is now back at home with her family, would not have survived. Would you know what to do?

## ☞ Not Every ER Can Fix a Heart, *continued from page 2*

2008 to expedite transfers of these severe heart attack patients in this area by forging a partnership with paramedics and local hospitals without a SCR.

Now, community hospitals that have partnered with Methodist Hospital avoid lengthy transport times with private ambulance services by calling 911 and reporting a “Code STEMI/SRC transfer” for immediate transport of a STEMI patient to Methodist Hospital.

“For a STEMI patient, this time savings equals heart muscle. The longer the blocked artery deprives the heart of oxygen, the more risk of the patient developing debilitating results or even death,” said Dr. Baruch, “which is why the American Heart Association and the American College of Cardiology recommend we strive to get the artery open in less than 90 minutes.”

“The main goal of our STEMI patient transfer program is to provide our community and surrounding areas with access to the lifesaving technology available here at Methodist Hospital,” said nurse practitioner Alisa Rock, coordinator of the patient transfer program.

Given the program’s success, Dr. Baruch, who is also chair of the county’s STEMI receiving center advisory committee, was instrumental in getting this transfer policy adopted throughout LA County. “My personal goal is to see to it that the level of care we have in this area is available to as many people as possible in the entire country,” Dr. Baruch said.

In order to encourage other hospitals to adopt this program, Dr. Baruch and his colleagues published their two-year study demonstrating the significant benefits to patients in the September issue of *Critical Pathways in Cardiology, A Journal of Evidence-Based Medicine*. The study found this emergency transfer policy based on calling 911 from a local community hospital greatly reduce the time until treatment.

So not every hospital’s emergency room will be able to fix a heart in crisis. But for those in a STEMI patient transfer program, it will make a difference to their patients. It has already saved dozens of lives in this area - and could save hundreds more if the plan were to be replicated throughout the country.

## ☞ Year End Message, *continued from front page*

As you look to the new year, I encourage each of you to become involved in one of the many avenues of support and/or volunteer opportunities available through the Methodist Hospital Foundation. Our Cardiac, Stroke and Emergency Department Councils are strategically planning for the future. Partners in Health provides you with a number of ways to contribute to the hospital through different major cumulative levels of giving, known as Leadership Circles, and are the cornerstone of the hospital’s continued growth.

You might also consider the Club 300 program designed to introduce younger community members to Methodist Hospital. The focus of this group is to support the hospital’s Emergency Department and offers ongoing programs and activities designed to address the issues facing younger adults.

Regardless of how you’ve chosen to give, I want to thank you again for your support over the past year. May your new year be filled with the joy of friends and family.

## ASIAN OUTREACH

# GOOD FOR YOUR HEALTH: TABLE TENNIS

Table Tennis Olympians Gao Jun and Crystal Huang dazzled a packed crowd with a recent table tennis exhibition at Methodist Hospital’s Asian Health outreach event. Foundation Board Member, author, respected entrepreneur and philanthropist Yungtai Hsu spotlighted the event by sharing his lifelong passion for the sport in his presentation, “The Revolutionary Road – Back to the Future.” “Table tennis is the best exercise,” he said. “The fast-paced play improves hand-eye coordination and balance while the aerobic exercise produces endorphins that make you feel better.”

In order to encourage others to take up the sport, Hsu invited the Olympians to provide a table tennis demonstration. Jun, a four-time Olympian and silver medalist, played on the Chinese National team for eight years and is currently a member of the U.S. National team, which she joined in 1997. Huang is a three-time U.S. Nationals Women’s Doubles Champion. Both still compete nationally and internationally. Table tennis is the most popular racket sport in the world, with over 300 million active members of governing associations worldwide. It is China’s No. 1 sport and one of Japan’s favorites. Since 1988, table tennis has been an Olympic sport. Table tennis can be safely enjoyed year round by players from ages 5 to 85.

Yungtai Hsu is CEO and President of Pacific Auto Company, Pacific Best, Inc. He manages six warehouse distribution centers in Los Angeles, Orange, San Bernardino, Riverside and Ventura Counties. A resident of Arcadia, Hsu is a director of Continental Bank of America. Hsu graduated from Oxford University and recounted his experiences in “Remembering Oxford,” published in 2002. He went on to complete his Ph.D. in Economic History at St. John’s College, Oxford University, where he specialized in China’s automotive industry. Hsu has served on the Board at Methodist Hospital Foundation since 2002.

Methodist Hospital Foundation created its Asian Outreach Committee to engage and educate the local Asian community. The group advises the hospital on ways to better serve its Asian population. The group is made up of prominent local residents who have expressed their desire to promote quality health care and the philanthropy that makes that level of care possible. Members include Christine



Antonovich, Peggy Cherng, Angela Y. Fu, Yungtai and Lisa Hsu, C.H. Hsueh, Dr. Richard and Ivy Sun, and John and Jane Wuo.

## FOUNDATION GIVING

### UNITED METHODIST WOMEN



Foundation President Mike Driebe (left), Hospital President and CEO Dennis Lee accept a \$111,000 gift from the Women's Auxiliary of Methodist Hospital for the Chaplaincy program and its permanent endowment from its representative Delora Brown.

### PANDA RESTAURANT GROUP



Methodist Hospital was one of four beneficiaries of the 12th annual Panda Cares golf tournament held September 15th at Robinson Ranch Golf Course in Santa Clarita. At the awards dinner, Panda Restaurant Group (PRG) co-chairperson Peggy and Andrew Cherng, presented a generous check for \$100,000 to the Methodist Hospital Foundation. From left, Andrew Cherng, Methodist Hospital COO Kelly Linden, Foundation President Mike Driebe, and Peggy Cherng.

### METHODIST HOSPITAL FOUNDATION



Last November, 2010 Methodist Hospital Foundation Chair John Wuo (left) presents a check for \$3,739,366 to Hospital President and CEO Dennis Lee. With additional gifts in December, the foundation gave more than \$5 million to the hospital to fund vital services, programs and capital needs.

## Rhythms from the Heart: A Success



From left: Russ Meeks, Robert Zeilstra, Jana Vogelbach and Dr. K. Heiner Vogelbach.

With the generous support of Robert and Denise Zeilstra and redwhite+bluezz restaurant, the Cardiac Council's "Rhythms from the Heart" event was a huge success, garnering more than \$300,000 in support for comprehensive cardiac care at Methodist Hospital. The evening also honored our cardiologists who save countless lives every year.

More than 115 guests gathered at the grill and jazz club last November to enjoy an evening of fine wine, good food and cool jazz. They learned about the hospital's efforts to stay at the forefront in cardiac care from co-chair Dr. Heiner Vogelbach and the need for community support of these plans from co-chair Mickey Segal.

In a touching moment, Jill Hisey, shared her patient experience at Methodist Hospital when she was a victim of sudden cardiac arrest. She recounted how fortunate she was to have been brought to this hospital as it was the only one in the area that could provide therapeutic hypothermia treatment. She gratefully thanked her physicians and hospital staff for the care and the advanced technology that was used to save her life.

Foundation President Mike Driebe announced a lead gift from Lee and Mickey Segal.

He also thanked the Zeilstras and redwhite+bluezz co-owner Russ Meeks, for hosting the event. He acknowledged Meeks' help in arranging the perfect evening and commended the restaurant for their ongoing support of local non-profits' efforts.

The evening's program inspired gifts from Don and Julie Hopf and Robert Zeilstra. In addition, several guests offered to host Cardiac Council events in their home or volunteered to serve on the council.

With such a caring response, this council got a strong start to kick off its initiative to raise more than a \$1 million dollars in 2011 for Cardiac Care.

If you would like more information on cardiac care or future Cardiac Council events, please call Laura Lueke at 626-898-8888.



From left: Dr. K. Heiner Vogelbach, Lee and Mickey Segal, Amy and Tom Hulick.