



Healthy Roots

Spring 2007

A Note From the President & CEO

Dear Friends,

Volunteerism and charity are making a difference at Forbes Health Foundation.

A recent study of U.S. Census Bureau data and that of the Bureau of Labor and Statistics shows that 32 percent more Americans are volunteering today than in 1989, a turnaround from the previous 15-year segment. In keeping with the upward trend, we at Forbes Health Foundation see that volunteerism has certainly been attributable to our success in charitable giving.

A new poll by The Wall Street Journal Online and Harris Interactive shows that 83 percent of American adults say they have contributed to charity over the last year although their average gift fell from the previous year. Due to the volunteer efforts of our recently formed Hospital and Hospice Annual Fund Committees, our fund totals and average gift amounts have grown, both breaking all records.

The Forbes Hospice Annual Fund Appeal raised \$51,966, up 147% from the previous year. The average gift was \$173, up from \$102. The Hospital Annual Fund Appeal (Poinsettias for Patients) raised \$13,071, up 71% from the previous year. The average gift was \$58.88, up from \$37.75.

Additionally, volunteers have led our capital fundraising efforts at both the Hospital, where \$8.2 million has been raised, and for Hospice, where \$1.4 million was raised for its new home.

*At this year's Harmony Ball on May 11th at the Marriott City Center, Forbes Health Foundation will debut its **Community of Care Awards** to recognize those who have served the mission at West Penn - Forbes and Forbes Hospice. Dr. Martin Luther King, Jr. said, "We are prone to judge success by the index of our salaries or the size of our automobiles, rather than by the quality of our service relationship to humanity."*

We salute all of our volunteers for touching the lives of the people we serve with generosity and compassion. It is our privilege to serve beside you.

Sincerely,

A handwritten signature in cursive script that reads "Mary Lee Gannon".

Mary Lee Gannon, CAE
President and CEO



Annual Fund Updates

Forbes Health Foundation sends a special thanks to our many donors that responded to fall appeals for The Western Pennsylvania Hospital – Forbes Regional Campus and Forbes Hospice. For the first time, committees were formed to set campaign goals, sign appeal letters and identify potential new donors, and the results reflected this extra effort.



Forbes Hospice Annual Fund Committee members Eleanor Corcoran, Maryanne Fello, Karen Lupinetti, and Sandy Phillips sign letters to potential donors in October. Other members of the committee are: Kathy Bogacki, Mary Friday, Mary Lee Gannon, Jean Jacobs, Myra Kazanjian, Barbara Lewis, Jean Robinson, Ronna Scratow, Mary Irwin-Scott, Thomas Smith, Cal Stuckeman, and Ellen Walton.

The Foundation is currently seeking volunteers for the 2007 Annual Fund Committees. The time commitment is minimal, but the impact is great for the patients of Forbes Hospice and West Penn Hospital – Forbes Regional Campus. If you are interested in participating or would like additional information, please call Forbes Health Foundation at 412-858-4472.

Eat'n Park Hospitality Group Builds on Giving Tradition

With a generous gift of \$100,000 to support a new nursery in The Western Pennsylvania Hospital – Forbes Regional Campus, the Eat'n Park Hospitality Group continues its tradition of giving back to the community.

Eat'n Park maintains a commitment of service to the community that includes donating five percent of its pre-tax earnings every year to local charitable organizations. That corporate support is supplemented with personal gifts of time, talent and individual donations from Eat'n Park team members.

Eat'n Park has a soft spot for children, and every year the corporation's Caring

for Kids campaign raises hundreds of thousands of dollars to benefit children's health programs at area hospitals. That campaign is in addition to special gifts such as the one to The Western Pennsylvania Hospital – Forbes Regional Campus for the Eat'n Park Hospitality Group Nursery. The nursery will be part of the new Women's and Infants' Care Center at the Hospital.

Jim and Suzy Broadhurst, owners of Eat'n Park, selected the Hospital for two reasons: they wanted to honor the memory of the late Diana Tomko, a long-time employee who loved children, and they wanted to recognize

Mrs. Tomko's close connection to the Hospital through her daughter, Lisa Tomko, a nurse in the Hospital's intensive care unit.

According to Mary Lee Gannon, CEO and president of Forbes Health Foundation, the Eat'n Park gift is among the largest of the memorial gifts received. And the match between Eat'n Park and the Hospital's new nursery is perfect, she added, because the nursery is a "joyous part of the hospital — happy like the Eat'n Park Smiley cookies."

Donor Profile: Forbes Hospice Volunteer Leaves a Legacy



Afterward, Bob wanted to give something back to Forbes Hospice for the care he and his wife had received. He made donations in Jean's memory and began volunteering once a week. He participated in memorial events, first as a family member and then as a volunteer, and was soon considered part of the Forbes Hospice family. When Bob's health permitted, he was at "the office," as he called it, making improvements in the family satisfaction survey process and being an "administrative assistant" to the volunteer director. His reaching out gave him a sense of purpose and belonging.

In April 2006, it was Bob's turn to be on the Forbes Hospice program, this time as a patient. The Hospice staff considered it a privilege to care for a member of the "family."

Bob received little in the way of personal dignity from the world because of his appearance due to his skin disease, but it did not stop him from being grateful to those who cared. When he died, he left behind a legacy of giving through his estate plan, designating charitable contributions to five nonprofit organizations, including Forbes Hospice. His legacy gift will be used to help other Forbes Hospice families.

Bob Hoover grew into a generously giving person through the personal crises he endured during his lifetime. He will be remembered for the way he grew through his pain and used it to help others. Thank you, Bob!

You too can leave a legacy through a planned gift to Forbes Health Foundation. Call Mary Lee Gannon, president and CEO, at 412-858-2073 to discuss meaningful giving options that meet your family's needs and satisfy your philanthropic goals.

Bob Hoover of Scott Township, a former PNC Bank employee, was enjoying retirement with his wife Jean, a nurse, when she became ill with lymphoma. Bob had chronic health problems stemming from a skin disease, which would make most people fearful of being in the public eye. He was not accustomed to being a caregiver and was relieved when Jean's doctor referred them to Forbes Hospice. The relationship grew among the Hospice caring team, Bob and Jean.

When Jean passed away in September 2003, Bob felt very much alone. He took advantage of the Forbes Hospice bereavement services available to families, working through the grief process with a social worker and then through group support meetings.

Planned Gifts for a Later Time – The Dardanell Legacy Society

Donors designating Forbes Health Foundation in their estate plan are recognized as members of the "Dardanell Legacy Society." If you wish to help insure quality health care for others by leaving a legacy gift in your will, please use the following language and know that your gift will touch many lives for years to come.

I give the sum of \$ _____ or ____% of the residue of my estate or describe the real or personal property to the Forbes Health Foundation, 2570 Haymaker Road, Monroeville, PA 15146, for the support of The Western Pennsylvania Hospital – Forbes Regional Campus or Forbes Hospice.

A New Center Says 'Welcome'

Women's and Infants' Care Center Designed to Meet Tomorrow's Family Needs Today

The Western Pennsylvania Hospital – Forbes Regional Campus has welcomed more than 30,000 babies since opening its doors in 1978. In that time, the needs and preferences of new and expectant mothers, fathers and families have changed.

In Spring 2007 The Western Pennsylvania Hospital – Forbes Regional Campus will open the new Women's and Infants' Care Center in anticipation of the delivery of more than 1,000 newborns every year for the foreseeable future.

A key element of the Women's and Infants' Care Center is a new service delivery model. The revamped labor, delivery, recovery and postpartum (LDRP) unit features 11 private suites designed to accommodate a patient throughout all the stages of labor, normal delivery, recovery and postpartum care, all in the same room. Each suite is attractively furnished, and comfortable accommodations for partners in parenting are available. Each room includes all the touches that make a woman stay more comfortable, as well as luxuries such as Jacuzzi® baths and couches for family members. And each suite is fully equipped with the latest medical technology, which is concealed until needed.

"This delivery model has been adopted by many of the top facilities in the country," said Joanna Jordan, RNC, BSN, Manager, Maternal & Infant Services. "Quality health care includes making patients more comfortable and helping families be a part of the birthing process. This single-room approach supports comfort and family needs."

A Level 1 Nursery on the same floor provides care for babies in their first days, and a state-of-the-art security system helps ensure the safety of newborns from abduction.

The center also features a facility for performing Caesarean sections and a Level II Nursery for newborns who need special care.

This approach supports the Hospital's determination to provide family-centered care on one floor. "Forbes is proud to be opening a state-of-the-art obstetrical unit," said Michael Pelekanos, MD, vice chair of obstetrics and gynecology at The Western Pennsylvania Hospital – Forbes Regional Campus. "We are proud to have board certified, university-trained physicians providing the highest quality of care in a community setting."



Dr. Michael Pelekanos reviews information with patient Angela Hepler, who is looking forward to touring and to giving birth in the new facility.

Mark Palmer Named West Penn Hospital President and CEO



Mark R. Palmer officially took charge as President and Chief Executive Officer of The Western Pennsylvania Hospital (which includes the Forbes Regional Campus)

in November 2006. He has more than 16 years of experience in healthcare administration and management. Before assuming his duties here, Mr. Palmer served as Chief Executive Officer at Alvarado Hospital Medical Center/San Diego Rehabilitation Institute (SDRI) in San Diego, Ca.

Mr. Palmer is no stranger to western Pennsylvania or West Penn Hospital. Before heading to the West Coast, he served as Vice President of Operations at The Western Pennsylvania Hospital from 1995 to 1997, and he earned a Master's of Business Administration degree from the University of Pittsburgh's Joseph M. Katz Graduate School of Business. "The Forbes Health Foundation is doing an outstanding job of supporting The Western Pennsylvania Hospital – Forbes Regional Campus," said Mr. Palmer, who now serves as a member of the Forbes Health Foundation Board of Directors. "I look forward to being a part of the Forbes Health Foundation team."

Golf Classic Update

A sold-out field of 144 golfers enjoyed the annual Forbes Health Foundation Golf Classic at Longue Vue Club last September. More than \$47,000 was raised for capital projects at West Penn Hospital – Forbes Regional Campus. Plan to join us for the 2007 Golf Classic, which will take place on Monday, September 24 at Longue Vue. Sponsorship packages will be mailed in May but may be reserved now by calling Forbes Health Foundation at 412-858-4472.



Calendar of Events

April 2007

Mother's Day/ Father's Day
Tribute Tree Campaign

May 11, 2007

Harmony Ball

Pittsburgh Marriott City
Center

September 24, 2007

Golf Classic

Longue Vue Club

November 2007

Poinsettias and Plants
for Patients Program



**FORBES
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WEST PENN ALLEGHENY HEALTH SYSTEM

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Healthy Roots is published by Forbes Health Foundation whose mission is to raise funds to advance quality health care at The Western Pennsylvania Hospital – Forbes Regional Campus and Forbes Hospice. For more information, please call 412-858-4472.

Harmony Ball and Community of Care Awards



Mark your calendar for Forbes Health Foundation's fifth annual Harmony Ball, which will be held this year on Friday, May 11 at the Pittsburgh Marriott City Center. This year's theme of "Moonlight Serenade" promises great music and dancing, fine dining and an opportunity to enjoy the company of friends and colleagues.

This year's ball will also feature the inaugural presentation of the Foundation's Community of Care Awards. The following awards will be presented:

- Ed Dardanell Legacy Award: Marie Langan
- Distinguished Service Award: Pennsylvania State Senator Sean Logan
- Corporate Partner of the Year Award: Respironics — John L. Miclot, President & CEO

For more information about the Harmony Ball, call the Forbes Health Foundation at 412-858-4472. Please plan to join us!

President's Circle

Last month, Forbes Health Foundation saluted leading corporate executives and companies for their support of the West Penn Hospital – Forbes Regional Campus *Redefining Community Medicine* campaign. These members of the Foundation's newly established Presidents' Circle were featured in a full-page advertisement in eight weekly newspapers in the Hospital's service area. The Foundation hopes to grow the Presidents' Circle recognition society in the coming year to include other corporate leaders. For more information, contact Mary Lee Gannon, president and CEO of Forbes Health Foundation, at 412-858-2073.