



healthy roots

SERVING THE WESTERN PENNSYLVANIA HOSPITAL –
FORBES REGIONAL CAMPUS & FORBES HOSPICE

Young Man Prioritizes Philanthropy at Forbes Hospice

Dodie Natali's family crowded around her hospital bed, anxiously awaiting a sign. Dodie considered carefully – then she nodded and gave the homemade ravioli two thumbs up.

“Every Christmas, she made ravioli from scratch,” said grandson Gene Natali, Jr., 29. But cancer took Dodie from her kitchen to a room in The Western Pennsylvania Hospital – Forbes Regional Campus, so the grandchildren armed themselves with Dodie's recipe and went to work. They carted the Christmas feast to Forbes, and when Dodie signaled her approval “we knew the torch had been officially passed,” Gene said.

Dodie was transferred to Forbes Hospice shortly after the holiday meal, and she died on January 13, 2006. “The care was amazing,” said Gene, “and the selflessness of the volunteers and staff was incredible. The whole family knew she was in good hands.”

The Natali family connection to Forbes is of long standing. Gene's grandfather, the late Daniel Natali, MD, delivered hundreds of babies during his 30-year affiliation with Forbes, and his uncle David Natali, MD, is an emergency medicine physician at Forbes.

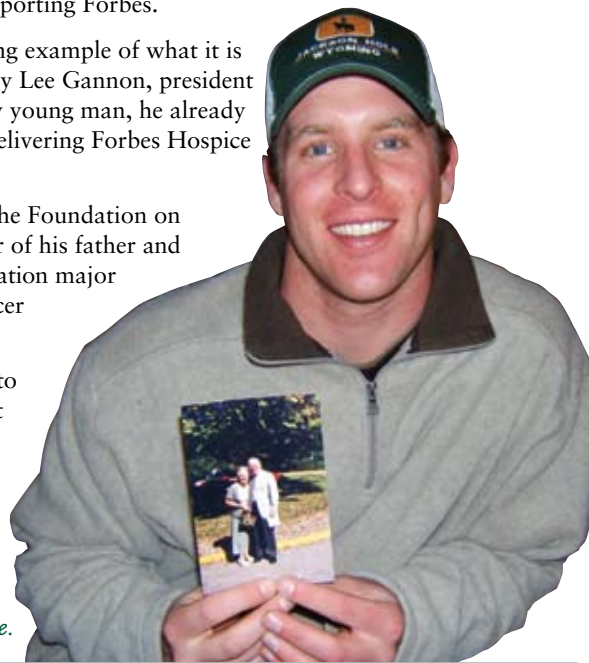
Although he lives outside the Forbes' service region, Gene, who specializes in client services and marketing for the investment management firm C.S. McKee, has honored his grandmother's memory by generously supporting Forbes.

“Gene demonstrates an outstanding example of what it is to have a generous spirit,” said Mary Lee Gannon, president of the Foundation. “For a relatively young man, he already sees the value philanthropy has in delivering Forbes Hospice care to this community.”

Gene made his first major gift to the Foundation on Father's Day two years ago in honor of his father and mentor, Gene Natali, another Foundation major gift donor and Chief Executive Officer at C.S. McKee.

“I'm fortunate to be in a position to give back,” he said, “and I hope that Forbes Hospice will continue to comfort and support families just like ours.”

Gene Natali, Jr. holds a photo of his grandmother Dodie and grandfather Daniel, both cared for by Forbes Hospice.



Do We Have or Have Not?



Mary Lee Gannon

What a year. The U.S. Bureau of Labor and Statistics recently reported that the unemployment rate is at 8.1 percent, the highest in more than 25 years. More than two million people faced foreclosure proceedings in

2008, an 81 percent increase, and 50 million had no health insurance. Currently, 12.5 million people are unemployed. That is the number of people that live in the state of Pennsylvania. In February alone, 31.8 million people in the U.S. applied for food stamps.

Many private economists are forecasting that the budget deficit for the current year will hit \$1.6 trillion, including the \$787 billion economic stimulus bill, and the \$13.4 billion in federal bailout loans to the auto industry. That's about three times last year's shortfall, and such year-to-year deficits contribute toward a mounting national debt of \$10.7 trillion.

Sounds pretty bleak, right? A wise friend recently put it in perspective for me: “It is up to those who still have a job and assets to carry those who don't.” Hmm. I guess that kind of frames it differently.

For me – I'll have three children in college in the fall, the third of whose college fund toppled in the stock market and won't have a chance to rebound before she has to purchase her first text book. I envision my retirement like a virtual reality show where I am played by Peppermint Patty who is trying to convince her family that peanut butter and jelly for Thanksgiving dinner is a delicacy.

Then I pass Marian Jonnet, manager of Forbes Family Health Center, in the hall and she tells me that they are suffering a dramatic increase in their accounts receivables – money that patients haven't been

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Poinsettias for Patients Program a Success!

Thanks to the kind generosity of the Forbes donors, 318 poinsettias were delivered to patients in December.



Do We Have or Have Not continued from page 1

able to pay for care delivered more than 180 days ago. Additionally, Forbes provided a staggering \$14.5 million in uncompensated care last fiscal year, up 33 percent from the previous year.

The reality is that while 651,000 people in the U.S. lost their jobs in the month of February, some of them live in this region. And they still get sick. And they still have babies. And those babies still need vaccinations. And families still need Hospice care for dying loved ones. The light bulb is on.

So while I'm whining that my kids' college funds have tanked and my retirement fund is doing a synchronized nose dive with the Dow, I still have a job, food on my table each night, health insurance for when we are sick and a retirement fund. I still own a house, have the capacity to borrow for my children's college and can watch the Super Bowl in my living room on a flat screen TV. All this, while Forbes Family Health Center is seeing women who at eight months of pregnancy have not yet had any prenatal care. The Health Center will not deny vaccines to any child because of their parent's inability to pay. Forbes Hospice has never turned a patient away for financial reasons. And neither has the Forbes Emergency Room. At Forbes, the lights are always on.

You, our cherished donors, have responded with generosity to the call for care during these challenged times so that we may continue to serve those who are ill and those who are on their end-of-life journey. Thank you for remembering that in tough times people still fall ill whether they can pay or not.

We need you now more than ever.

Sincerely,

Mary Lee Gannon
President and CEO
Forbes Health Foundation

HEALTHY ROOTS

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.

Affairs of the Heart



Rose Ann Laddick

Murrysville resident Rose Ann Laddick was in her usual pre-Thanksgiving bustle of activity. If she felt a little tired and out of sorts – well, there was just so much to do.

But when the scale showed a sudden 20-pound weight gain, she called her doctor, who referred her to The Ed Dardanel Heart and Vascular Center at The Western Pennsylvania Hospital – Forbes Regional Campus for tests. Foundation donors raised \$10.4 million for the Center and other capital projects.

“I found out the day before Thanksgiving that I was in congestive heart failure,” Rose Ann said. The diagnosis was a shock to an energetic woman who “was never sick a day in my life.” The treatment plan was to first stabilize Rose Ann’s condition with medication and then to perform open-heart surgery to correct a mitral valve problem.

Rose Ann left the hospital when the medication seemed to control the problem, but a few days before her scheduled surgery, “I became very ill again. I went back into the hospital, and they kept my there until my surgery.”

Michael Culig, MD, Medical Director of the Center, performed a mitral valve repair and a modified cryomaze procedure on Rose Ann, as scheduled. “I was up the same day,” Rose Ann said. “I had surgery December 9; I was released on December 15. I thought, ‘I should be in good shape for Christmas’ – and I was!”

“I don’t know where Forbes found such a select group of people,” she continued. “Everyone in the Center staff is wonderful. The nurses are amazing, and the doctors can’t do enough for you. From the food service staff to the surgeons – everyone is bright, intelligent and so supportive.”

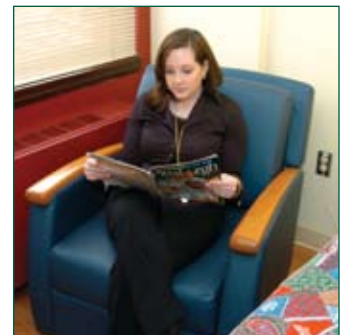
“I’m far too busy to be sick,” Rose Ann continued with a laugh, and her quick recovery has allowed her to begin scheduling volunteer hours at Forbes Hospice again. “There’s a misconception that you need to go to Shadyside or Oakland for this type of surgery,” she added, “but you don’t. The Ed Dardanel Heart and Vascular Center is the most up-to-date facility there is.”

Your Donations To Forbes Hospice Make a Difference!

Over the last year, donations to Forbes Hospice have been used for many important needs. Two in particular stand out for 2008.

The first is the new Compassion Garden, located at the Neville Street entrance to the inpatient unit in Oakland. Designed by landscape architect Mark McKenzie, the space provides benches for friends and family with a protective background of trees, a sloping hill, and plantings of perennials and annuals amidst large rocks. Truly an oasis in this urban setting!

An overnight stay for a friend or family member to be with their loved one is a common occurrence at the Hospice inpatient unit. The new sleep chairs afford friends and family members the ability to stay close while still being able to sleep comfortably.



Foundation donations provided 12 overnight sleep chairs at Forbes Hospice that open to a single size bed.

2009

Harmony Ball and Community of Care Awards



Please join us for the Foundation's annual Harmony Ball and Community of Care Awards with the theme "Work of Art" which will be held on Friday, May 15th at the Marriott City Center across from the Mellon Arena. Chairpersons of the event are Dr. and Mrs. James T. McCormick. Dr. McCormick is Vice Chairman, Department of Surgery.

Come enjoy an evening where our community partners, physicians, West Penn Allegheny Health System and Forbes Regional executives, and friends step into a world of creative and artistic expression created by a dynamic committee.

Invitation information and photos from last year can be found at www.forbeshealthfoundation.org.

2009 Community of Care Awardees

Ed Dardanell Legacy Award
LaDonna H. Fuge, MD

.....

Distinguished Service Award
Forbes Emergency Medical Services Providers

.....

Corporate Partner of the Year
Turner Dairy Farms, Inc.

Patient Satisfaction Scores are at 99 Percent

The Ed Dardanell Heart and Vascular Center at Forbes recently celebrated its first anniversary by marking two important milestones. Since opening in March 2008, the Center has performed more than 150 open heart surgeries and more than 1,350 cardiac catheterizations.

With the help of a \$262,500 grant from the Highmark Foundation, The Ed Dardanell Heart and Vascular Center is in the midst of a three-year effort called Redefining Chronic CARE. This effort is helping to change the organizational culture and enhance the quality of care patients receive by adopting Toyota production system concepts.

Redefining Chronic CARE is already having an impact at Forbes. For two quarters in a row, the Cardiovascular Intensive Care Unit received Forbes' Patient Satisfaction Award for scoring in the 99th percentile among hospitals of similar size in the Press Ganey Patient Satisfaction Surveys database.

Recently, Forbes was also the first hospital in the Pittsburgh region to be named an accredited Chest Pain Center by the Society of Chest Pain Centers. Only nine other hospitals statewide have earned this accreditation. To earn accreditation status, facilities must meet or exceed a wide set of stringent criteria and an on-site evaluation by a review team from the Society of Chest Pain Centers. Accredited facilities are committed to providing quality cardiac care to patients and have the resources available to do so.



Celebrating the Center's recent successes are (from left to right) **Diane Frndak**, Vice President of Organizational Excellence, West Penn Allegheny Health System, **Teresa Domit**, Clinical Nurse Specialist, Dardanell Center, **Christina Wilds, PhD**, Senior Program Officer, Highmark Foundation, **Michael Culig, MD**, Medical Director, Dardanell Center and **Michele Flatt**, Administrator, Cardiovascular Service Line.

Planned Gifts for a Later Time – The Dardanell Legacy Society



Ed Dardanell

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.

For additional information, visit www.forbeshealthfoundation.org and click on the link Planned Giving and the Dardanell Legacy Society. Please call the Foundation at 412-858-4472 with any questions.

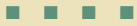
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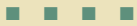
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FORBES HEALTH FOUNDATION

WEST PENN ALLEGHENY HEALTH SYSTEM

2570 Haymaker Road
Monroeville, PA 15146

www.forbeshealthfoundation.org

Calendar of Events

April 2009
Tribute Tree
Campaigns

May 15, 2009
Harmony Ball and
Community of
Care Awards
Pittsburgh Marriott
City Center

September 28, 2009
Golf Classic
Longue Vue Club

November 2009
Poinsettias and Plants
for Patients Program

Employee Campaign Breaks Record

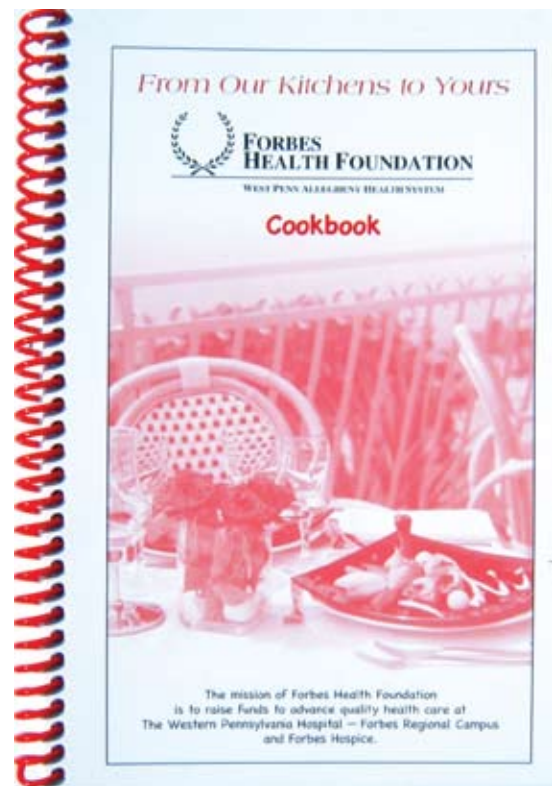


The Forbes Health Foundation Employee Campaign raised a record breaking \$74,075 for ten funds across the Hospital and Hospice. The Campaign is championed by a team of employee volunteers led by **Sharon Lewis**, Director of Information Systems (left), pictured here with **Sue Caldwell**, RN, at Nickel Sundae Monday, the Foundation's annual event to kick off the Employee Campaign.

Hospice Donors Fund New TVs

Hospice volunteer Cal Weissert adjusts one of the 12 new televisions on the inpatient unit in Oakland.

In the next issue of *Healthy Roots*, we will feature the new donor funded Compassion Garden.



Forbes employee cookbooks are now available in the Hospital gift shop by calling 412-858-4472. Cost is \$10.