Summer 2015Munson Healthcare Foundations

Inside:

Henri Junod, Jr., on Estate Giving Physicians Play Unique Role Munson Healthcare at 30

FOCUS



Patrick Gartland, MD, told his wife, Erin, on their first date that if anything long-term developed between them, they would be moving to his hometown of Traverse City. They now live here with their two daughters, Madeline, 5, and Greta, 21 months. Patrick works at Munson Medical Center, where Greta was born weighing just over 2 pounds. The Gartlands credit the Neonatal Intensive Care Unit with saving her life.

Grateful for Greta: Munson Medical Center Neonatal Staff did 'Phenomenal' Job







Patrick and Erin Gartland were enjoying a quiet evening at home addressing Christmas cards in December 2013. Erin was just 26 weeks pregnant with the couple's second child when suddenly her water broke. They immediately headed to Munson Medical Center, where Patrick works as a radiologist.

"We were shocked and somewhat panicked, not knowing what to expect," Erin said. "We had no idea what was happening, or if our baby was even going to survive."

After the baby's heart tones indicated distress, obstetrician Stephanie Morreale, DO, made a quick decision to take Erin for an emergency C-section. Greta arrived weighing just 2 lbs., 2 oz. She was delivered "en caul," an extremely rare instance in which a baby is born within the amniotic sac.

"A ton of people were there with Greta while they were intubating her, but there was not a panicked look on anyone's face," Erin recalled.

The first few days of Greta's life in the Neonatal Intensive Care Unit (NICU) passed in a blur. "We felt so helpless looking at her, not knowing what to expect and not being able to hold her because she was too fragile," Patrick said. "We did not know what all of her monitors meant and we panicked each time her alarms went off. The NICU staff were incredibly comforting, treating us nearly as much as our daughter."

As days passed, the Gartlands celebrated every ounce Greta gained and fretted over occasional drops in her weight, the frequency of her alarms, and decreases in her hemoglobin level that ultimately required blood transfusions. With each setback, the NICU staff reminded them there would be highs and lows.

"The first time we held her was a huge milestone for us, but we were so afraid because she seemed so fragile," Erin said. "It was an incredible feeling holding her, barely being able to feel the tiny weight of her against our skin. She looked like a little bird with red, translucent skin."

Trusting the Team

The Gartlands came to trust Greta's NICU care team, which included neonatologists Steven St. Charles, MD, and David Sciamanna, DO, neonatal nurse practitioner Kim McCullen, and six to seven neonatal nurses assigned to her. The couple met weekly with a multidisciplinary team of professionals to discuss Greta's progress and the care plan for the week ahead.

"Every time we walked into the NICU, either the nurse practitioner or the neonatologist would come up and give us an update right away," Patrick said. "The NICU staff explained everything - good and bad. They bent over backwards to make sure we knew what to expect." Greta's first major setback came at one month. Staff suspected necrotizing enterocolitis, a serious disease caused by tissue death in the intestine. Greta was treated for the disease in the NICU until she developed a bowel obstruction that would possibly require surgery, and she was transported by North Flight ambulance to Helen DeVos Children's Hospital in Grand Rapids.

"The comfort we developed with the staff and environment at Munson was quickly taken away and we were starting over with more anxiety and uncertainty," Erin said.

The infant's intestinal surgery at DeVos was postponed for a month to allow her time to reach the four-pound milestone required for the procedure. Erin and Greta's three-year-old sister, Madeline, moved into a Grand Rapids motel and spent their days at Greta's side. "We were in our own little world there," Erin said. "There is no way I could have kept Madeline with me if DeVos didn't have private rooms for NICU babies." For Patrick, not being able to see Greta during the work week only increased his anxiety. "I would

be on the phone with Erin and I'd hear an alarm go off and she'd say, 'I gotta go' and I didn't know what was happening."

100 Days, Three Surgeries

After a successful surgery and recovery, three-month-old Greta came home for the first time in March 2014. Two weeks later, she was flown back to DeVos by the North Flight helicopter for a second surgery to remove an intestinal narrowing. Three weeks later, she needed a third surgery after developing an anastomotic narrowing, a common complication after colorectal surgery. A respiratory illness landed Greta back at Munson Medical Center for a short stay, but she has grown and thrived normally ever since.

Erin is still in awe of the care Greta received. "When you think about the magnitude of what it takes to care for a premature baby, changing IVs and PICC lines, everything that goes into a day. They have to be so careful

and meticulous in everything they do and they are so gentle and reassuring."

"Looking at Greta today we are incredibly grateful for the quality of care that she received and for how lucky we are that she has done so well," Patrick said. "There are many babies in similar situations in the NICU who do not have as positive an outcome. We are so thankful for the knowledge, professionalism, and dedication of the NICU staff who gave our daughter every opportunity for success. They did a phenomenal job."

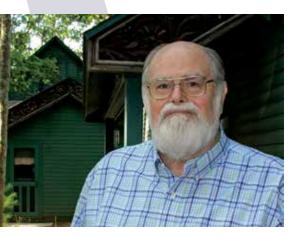
"She has gone from a helpless little baby to a joyful, outgoing toddler," Erin added. "The sound of her laughter today is worth every second of anxiety we went through."

Investing in the Future

Patrick, like Greta, was born at Munson Medical Center and is a 1998 graduate of St. Francis High School. The Gartlands met in Milwaukee while he was in his fourth year of medical school. Despite having a young family and student debt, the Gartlands are regular donors to Munson Healthcare Foundations. "Part of it is we're very grateful for everything they did for Greta," Patrick said. "The other part is in order to have the facility and tools we need to do our jobs, physicians have to be willing to invest in our hospital, our community, and health care in our region. I think it is part of our responsibility."



Estate Giving: Philanthropy at its Finest



Henri Pell Junod Jr. stands outside of his family's historic Higgins Lake cottage.

Nearly all of Henri "Hank" Pell Junod, Jr.'s 71 summers have been spent enjoying resort life at his family's 1870s circa cottage on Higgins Lake. Hank was one of 12 young boys who grew up together during the 1940s and 50s, reveling in long summer days of boating, swimming, tennis, and family meals in the Cottage Grove Association Dining Hall. Sundays were reserved for softball games with a rival association's team, a Higgins Lake tradition that began in 1873. Being invited to join the men's softball team was a longed-for rite of passage among his friends and Hank was tapped for the team at age 17.

Pleasant childhood memories made returning to Higgins Lake each summer a priority for Hank throughout his career as a history teacher, soccer coach, dean of students, and director of admissions at private schools in Ohio, Virginia, and Tennessee. History was a natural field of study for Hank, given the historic accomplishments of his distinguished ancestor Robert Livingston, who helped compose the Declaration of Independence, swore in George Washington as the nation's first president, served as Ambassador to France, and was primarily responsible for negotiating the Louisiana Purchase in 1803. Hank was named for his paternal grandfather, Louis Henri Junod, who served as the Swiss Consul-General, and his father, Henri Pell Junod, Sr., who retired as Executive Vice President and Vice Chairman of the board of Pickands, Mather, & Co., a major iron ore mining and shipping business based in Cleveland.

Hank also is related to Claiborne Pell, the U.S. Senator from Rhode Island largely responsible for creation of federal Pell Grants that provide financial assistance to college students. Among his multiple community activities, Hank served as president of the Central School of Practical Nursing in Cleveland, where 60 percent of the students qualified for Pell Grants.

Hank retired in 1993 when his mother became ill. He moved back to Shaker Heights, Ohio to oversee her care. He became a full-time philanthropist, serving on multiple boards. In 2004, he winterized the Higgins Lake cottage to spend more time up north. He helped coach Roscommon High School soccer for nine years, including a trip to the state finals in 2006, served as a Vice President of the Roscommon County Community Foundation, and was co-chair of a capital campaign for an Emergency

"I believe we are all put on this earth to give back."

- Henri Pell Junod Jr.

Department at what is now Munson Healthcare Grayling Hospital. He is currently involved in a capital project for nearby Kirtland Community College.

Great Care in Grayling

While up north, Hank has used the services of Grayling Hospital on four occasions, beginning with a child-hood sword fight that went wrong, and including a three-day inpatient stay as an adult. "I've been in a lot of hospitals and the care I received in Grayling was second to none," he said. "The nursing care and the services of Dr. Cvitkovich were absolutely first rate. The nurses were so nice. It was just fantastic."

Hank has included the Grayling Hospital in his estate plans. Estate gifts and endowments are critical to maintaining the success of schools, hospitals, libraries, and other non-profit organizations, he said. "Often, capital campaigns raise just enough to put the bricks and mortar in place. It's very important to leave an endowment to support the programs that take place within those facilities."

"I encourage everyone to remember in their estate plans those organizations that have been important to them," he added. "I've been very fortunate in my life. I was able to live very nicely and do what I wanted, which was teaching. I also believe we are put on this earth to give back."

Legacy Society Members



The Legacy Society represents a list of donors who have named Paul Oliver Foundation or Munson Healthcare Foundations in their will or estate plans to support Kalkaska Memorial Health Center, Munson Hospice, Munson Medical Center, or Paul Oliver Memorial Hospital. It also includes those who have made a Charitable Gift Annuity or other life income arrangement. If interested in becoming a Legacy Society member, call our office of Legacy Giving at (231) 935-6448.

IRA Rollover News

In late July, the U.S. Senate Finance committee advanced a two-year extension of the IRA Charitable Rollover as part of a bipartisan tax extenders bill. Prior to expiring on Dec. 31, 2014, the IRA Charitable Rollover allowed taxpayers age 70 ½ or older to make tax-free charitable gifts of up to \$100,000 per year directly from their Individual Retirement Accounts to eligible charities. If enacted, the Finance Committee bill would retroactively extend the IRA Charitable Rollover for two years, from Jan. 1, 2015 through Dec. 31, 2016.

While committee passage of a twoyear extension is progress, the path forward for the bill remains unclear. The most likely scenario remains that it will play out similar to last year where there was drama right up to the last minute. Stay tuned for updates later this fall.

> To learn more and receive personalized information, call (231) 935-6448.

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Physicians Have a Unique Role in Philanthropy



A Message from Munson Healthcare Regional Foundation Board Vice Chair David Wright, MD

This issue of FOCUS includes what will become a regular feature. As chair of the Physician Outreach Committee for the Munson Healthcare Regional Foundation, I would like to share profiles of physicians who not only give their expertise in their day-to-day practices, but also share their passion for supporting Munson Healthcare. Their interests are diverse and their support involves many different areas. Hopefully, their stories will inspire you to find your passion and contribute to an organization that helps so many individuals by supporting many aspects of health care in northern Michigan.



Dr. Klee (far left) in Kenya

David Klee, MD

Assistant Professor MSU College of Human Medicine Munson Family Practice Center

Primary Care Physician David Klee, MD, and his wife, Christina Ianitelli, support national and international organizations, but also are committed to helping their local community by donating to Munson Healthcare Foundations.

"My wife and I are very blessed and we've always felt it is important to give back to the community," Dr. Klee said. "It's a family decision. We discuss it, and both of us feel strongly about supporting the Foundation and the programs it supports."

He appreciates the funding assistance the Foundation gives to educate medical students and residents, as well as the Foundation's collaborative support of the PCEA Chogoria Hospital in Kenya, where Munson Family Practice residents and faculty travel twice a year. "Without funding from the Foundation, our residents

would not be able to experience the very exciting, very fulfilling work we are doing in Kenya."

"When we look around at our own lives, we have incredible blessings," Dr. Klee said. "We always have the potential to help. I encourage people to share as they can with their community. The Foundation funds a lot of programs. If you can align your gift with a program you are passionate about, it makes it even easier to give generously."



Daniel Webster and his wife Barbara

Daniel Webster, MD

Associate Professor, Community Assistant Dean Munson Family Practice Residency Program

As Dan Webster, MD, was helping set up the first residency program at Munson Medical Center in 1990, a mentor gave him some astute advice: create a Rainy Day Fund. He did, and a decade later when Munson Family Practice Center needed to purchase equipment for an electronic medical record, money was available.

"In the mid 90s we barely knew what an EMR was. But 10 years later, we needed one," Dr. Webster said. Investing today for tomorrow's needs is prudent strategy for anyone, but especially for physicians, Dr. Webster said. "Munson Medical Center is our workshop, without which we cannot function. It should be a partnership between the hospital and the physicians."

The Michigan State University residency and medical school programs emphasize three areas for new physicians: Excellent patient care, professional responsibility, and social responsibility. "Giving back to the community through the Foundation is part of social responsibility," Dr. Webster said.

The Websters support their church, schools, and targeted Foundation funds: the EMR Fund; Simulation Lab Equipment; Medical Education Scholarships; and the Child Injury Prevention Fund.

"We have to provide not just for our current patients, but also for patient care in the future without even knowing what those future needs will be," he said.

1985-2015 | Munson Healthcare: Looking Good at 30



Edwin A. Ness President and CEO Munson Healthcare

As Munson Healthcare passes the 30-year milestone this year, it seems like an appropriate time for a system update. Fortunately, the news is all good.

In July, we welcomed Mackinac Straits Health System to the Munson Healthcare family as an affiliated hospital, making it the ninth hospital in our system. We're delighted to have them onboard. Our agreement doesn't change ownership or management of the St. Ignace hospital and its clinics. It does, however, allow for collaboration in both clinical and support areas, strengthening health care services in the Straits area.

This summer we also entered into a joint venture between North Flight EMS Air Division and Spectrum Health Aero Med's northern operations. The joint venture, called, North Flight Aero Med, allows for deployment of a larger, faster, more capable helicopter in our service area. Northern Michigan residents will benefit from response times and access to air critical care equal or better than what's available today.

In August, Munson Medical Center joined the Mary Free Bed Rehabilitation Network, an innovative alliance of hospitals and providers throughout Michigan. The network extends Mary Free Bed's expertise to Traverse City and will improve care coordination, transitions of care, and allow for

more patients to be cared for closer to home.

On the technology front, I'm pleased to report that seven Munson Healthcare system hospitals were recognized by the American Hospital Association's journal Hospitals and Health Networks as "Most Wired" hospitals for 2015.

Kalkaska Memorial Health Center,
Munson Healthcare Cadillac Hospital,
Munson Healthcare Grayling Hospital,
Munson Medical Center, Paul Oliver
Memorial Hospital and West Shore
Medical Center all were recognized
as Most Wired. Otsego Memorial
Hospital was recognized as Most Wired
- Small and Rural. The "Most Wired"
award means our system hospitals are
leading the nation with greater alignment between hospitals and physicians,
and more aggressive measures for
health data security.

We are able to make these kinds of investments and critical improvements thanks to the generosity of many people in our communities. Projects like integrated IT and facility improvements, such as the Elizabeth Hosick Dialysis Center at Paul Oliver Memorial Hospital and the Cowell Family Cancer Center in Traverse City, are made possible by philanthropic gifts of all sizes.

I'd like to thank each of you who have joined our efforts to provide quality health care services to people in our beautiful corner of the world. Thirty years after its founding, we have a high-quality, growing, and strong regional health care system we can all be proud of – thanks to you.

Munson Healthcare Regional Foundation Board of Trustees Kathy Dixon, Chair David Wright, MD, Vice Chair David Hunter, Secretary Ron Yocum, Treasurer Charlie Bumb, Past Chair **Lorraine Beers** Kvle Carr, MD Trish Fiebing Cynthia Glines, MD David Gordon, MD Ann Gregory Leslie Julian Ray Ludwa Jamie Marsh Bill Montgomery Edwin Ness, President and CEO Munson Healthcare **Brad Platt** Sarah Trippe Desiree Worthington, President

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Fiscal Year 2015 Fundraising Report



Des Worthington Chief Development Officer Munson Healthcare Foundations

One of the most stunning hallmarks of our treasured region in northern Michigan has nothing to do with the spectacular scenery that surrounds us. While our area is known for its natural beauty, it also is home to a remarkably generous and caring group of donors who work together to improve the quality of life for all citizens. A big part of our high quality of life centers on convenient access to great health care services.

Philanthropy plays a crucial role in health care delivery today.

Active community support is a key ingredient in meeting the challenges posed by today's rapidly-evolving health care environment. While the health care industry undergoes unprec-

edented change, some things do not change. Donor intent, for instance, is and always will be honored. Every single dollar donated for a designated purpose supports that purpose.

Munson Healthcare leadership is committed to developing strong philanthropy for each local hospital. Community support is a necessary component as we work collaboratively to ensure services are available as close to home as possible.

Donated dollars are always used for patient care. Even though you may not personally meet the people you help, your donated dollars directly enhance the care of individual patients.

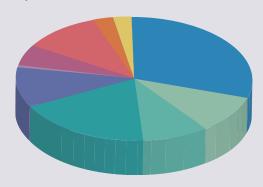
We use our resources wisely. Leadership of our local hospitals continues to work with the Munson Healthcare Foundations to develop plans to efficiently maximize fundraising to benefit their important work in a way that 1) meets IRS rules and regulations, 2) honors donor intent, and 3) is effective to long-term sustainability of local health care services.

Together, we've built something truly extraordinary here. Visitors often remark how fortunate we are to live here and to have some of the nation's leading health care services readily available to us. We could not do it without the incredible support we receive from you.

Sincerely

Desiree Worthington, Chief Development Officer Munson Healthcare Foundations

Munson Healthcare System Contributions FY 2015



- Hospice and Palliative Care \$517,221
- Paul Oliver Memorial Hospital \$480,441
- Cancer Vision \$947,003
- Cancer Research \$535,169
- Heart Center \$31,921
- NICU, Infants, Children \$286,990
- Munson Medical Center \$552,561
- Munson Healthcare Cadillac Hospital \$144,456
- Munson Healthcare Grayling Hospital \$122,893
- Remaining \$1,551,131

Total: \$5,169,786

Fiscal Year 2015 Fundraising

Munson Healthcare	Funds Raised
Munson Medical Center	\$3,904,775
(Includes Cowell Family Cancer Center, Webber Heart Center, and others)	
Paul Oliver Memorial Hospital	\$480,441
Munson Healthcare Cadillac Hospital	\$144,456
Munson Healthcare Grayling Hospital	\$122,893
Hospice and Palliative Care Group	\$517,221
Total Funds Raised	\$5,169,786

This report includes donations received from July 1, 2014 - June 30, 2015 and is generated from audited financial statements. Gifts received after July 1, 2015 are not included.

Total includes all corporate and foundation giving, grants, annual giving, major giving, planned giving, and special events.

Fundraising and operating costs are covered by hospital operations. No donor funds are used for fundraising. You can be assured that 100 percent of every dollar you give goes directly for the purpose you designated.

Fiscal Year 2015 Financial Overview

Donations of every size are always appreciated and are always used as directed by the donor. In Fiscal Year 2015, Munson Healthcare Foundations received more than 6,400 gifts totaling \$5,169,786.

Contributions	\$5,169,786
Costs	
Direct Fundraising Costs	\$1,050,820
Operating Costs	\$371,851
Total Costs	\$1,422,671
Cost to raise a dollar in FY 2015	\$0.20
Three-year rolling average cost	\$0.08
Return on expenses	392%

To see the entire report, visit munsonhealthcare.org/foundation/annualreport.

Many Funds to Choose From

Munson Healthcare Foundations oversee dozens of funds that support programs at each of the four Munson Healthcare-owned hospitals as well as Munson Hospice. Donors are encouraged to direct their dollars to funds that are meaningful to them. Here is a sampling of just some the targeted funds available.

Munson Healthcare Cadillac Hospital

Breast Health

Cancer Care Programs and Services
Cardiac Pulmonary Rehab Project
Diabetes Education and Support
Emergency Department Programs and Services
Hospital Medical Equipment

Munson Healthcare Grayling Hospital

Disease Prevention and Education Programs
Hospital Equipment Fund
Infusion Center
Hospital Healing Garden
Nursing Scholarship Program

Munson Home Health

Munson Medical Center

Cancer Research

Cancer Treatment Programs and Services

Diabetes Initiative

Equipment Fund

Heart Failure Program

Infant and Children Programs

Leelanau Cancer Patient Needs

Mammography Assistance Fund

Navigator Program

Northern Michigan Adaptive Sports

Nursing Education

Patient Needs Fund

Paul Oliver Memorial Hospital

Elizabeth Hosick Dialysis Center Digital Mammography Hospital Equipment Fund

Community Members Provide Great Support



The 6th Annual La-Tea-Da tea and luncheon raised \$19,000 for the Leelanau Cancer Patient Needs Fund in June at Black Star Farms. The Family of John Stewart donated \$1,000 in memory of his late wife.

The 20th Annual Paul Oliver Memorial **Hospital Auxiliary Golf Benefit** raised more than \$12,000 to benefit the purchase of ultrasound equipment. Donna Phillips and Hallie Christian get ready to hit the links.





The 26th Annual Grayling Hospital Golf Classic was held in June at Fox Run Country Club. This popular event raised \$16,667 for the Cancer & Infusion Clinic at Munson Healthcare Grayling Hospital. Pictured here, Stephanie Riemer, President of Munson Healthcare Grayling Hospital, and Mark Cook, Munson Healthcare Grayling Hospital Auxiliary Treasurer



The Black Bear Bicycle Tour, coordinated by Thad Jackson, DO, is a 100-mile bike tour from Grayling to Oscoda benefitting Crawford Continuing Care Center. The event raised \$2,140.

Upcoming Events

September 18

5th Annual Chip In Fore Munson Hospice Lochenheath Golf Club Benefits Munson Hospice munsonhealthcare.org/chipinforehospice

September 19, 2 - 10 pm

7 Monks Fights Cancer 7 Monks Taproom, Union Street Benefits Cancer Patient Needs Fund

October 3

Remembrance Run 5k Run/Walk Timber Ridge Resort Benefits Women's Cancer Fund remembrancerun.com

October 9

Bras for a Cause
Streeters Center, Traverse City
Benefits Mammography Assistance Fund
brasforacausetc.com



The 12th Annual Golf Ball benefitting Munson Healthcare Cadillac Hospital and Pulmonary Rehabilitation Renovation and Expansion Project was held in June at Cadillac Country Club and Evergreen Resort. The event raised \$33,400. A fearsome foursome: (bottom) Jenni Johnson and Duane Dykhouse; (top) Margo Jacobs and Jen Moffit





The 5th Annual Running 4 Babies was held in August at the Grand Traverse Commons to benefit the Neonatal Intensive Care Unit at Munson Medical Center. This year's run also was in memory of Steve Barkel, a beloved and respected NICU nurse for 35 years who passed away a few days before the event.

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Join us to Celebrate '100 Years of Caring'



YEARS OF CARING

MUNSON MEDICAL CENTER

MUNSON HEALTHCARE

Tuesday, Sept. 15 | 5 - 7 pm (Brief ceremony at 5:30 pm)

Munson Medical Center front lawn (Along Elmwood Street near Medical Campus Drive)

To thank you for the important role you play in the continued success of Munson Medical Center, we'd like to invite you to join us for "100 Years of Caring" — a celebration of the vision and generosity of founder James Decker Munson, MD.

Brief remarks at 5:30 pm by Munson Healthcare President and CEO Ed Ness and Munson Medical Center President Al Pilong. These remarks will be followed by a tree dedication ceremony in honor of Dr. Munson.

To RSVP for this event, please call (231) 935-5886 or go to munsonhealthcare.org/100yearevent.