Charitable Giving’s Role in Health Care

Philanthropy (charitable giving) plays an important role in helping ProMedica bridge the gap between needs and available funding. Once operating costs are covered, ProMedica uses all other funds to expand patient and family services; update facilities; provide cash donations to agencies that are focused on meeting our community’s basic needs such as food, shelter and clothing; offer reduced fees for certain patient services; and provide medical residency training to help educate, recruit and retain physicians to care for future generations of patients in our region.

As a not-for-profit healthcare system, ProMedica depends heavily on donor support. A vital source of funding for our efforts to improve your health and well-being is the generosity of donors who participate in annual giving, planned giving, specific events, and memorial gifts or gifts in honor of a friend or loved one. Without this kind of community support, many of the services and programs provided at our hospitals and other facilities would not be possible.

In this issue of On A Mission, enjoy reading about how philanthropic support from 2013 has impacted our programs and services. We have also highlighted ProMedica’s Physician Philanthropy Council and Grateful Patient Program, as well as some of our plans for 2014.

On behalf of our communities, thank you for your generosity, which makes it possible to provide the unparalleled care that our patients deserve and expect.

Happy New Year,

Randy Oostra, DM, FACHE
President and Chief Executive Officer
ProMedica

Danberry Check Presentation

On Dec. 30, 2013, Danberry Realtors presented ProMedica Toledo Children’s Hospital (TCH) with a check for $67,000, their highest donation to date. This total included $57,000 that was raised at the 2013 Danberry Treasure Chest Charity Auction Dinner and other Danberry fundraisers, as well as $6,000 donated by ProMedica Toledo Hospital’s facilities departments and $4,000 donated by Johnson Controls employees. Thank you Danberry Realtors and our generous donors who support the annual Danberry Treasure Chest event!
In the spring of 1978, a seemingly healthy 14-year-old Mary Ellen “Meme” Falzone wasn’t feeling well. Her family initially thought she had the flu. One of her two sisters had just recovered from the flu, so it seemed likely the active Toledo teen had it, too.

But unknown to anyone, Meme had Type 1 diabetes, also known as juvenile diabetes or insulin-dependent diabetes. She went into a diabetic coma, and after a prolonged stay in the intensive care unit where she was on a ventilator and received kidney dialysis, she died from complications of the disease nearly a month after becoming ill.

“It was a shock to us that Meme died from a disease we didn’t know she had,” says her sister, Sue Falzone Jablonski, of Columbus. “She was full of energy, and she was super smart and active.”

To honor Meme’s memory and to help our community confront a devastating disease, the Falzone family dedicated their resources to the construction of the ProMedica Mary Ellen Falzone Diabetes Center. The 55,000-square-foot center began construction in early 2013 on ProMedica Toledo Hospital North Campus near the Center for Health Services and opened for business in February 2014.

To date, more than $2 million of a targeted $2.4 million in donations has been raised in support of the Center’s mission to provide multiple services to patients of all ages with diabetes in one convenient location. ProMedica Flower Hospital Foundation is leading philanthropy efforts for the Center. For more information or to learn how you can support this community-wide initiative, call Tolani Kashimawo at 419-291-7473 or visit promedica.org/falzonediabetescenter.

Learn how other ProMedica programs and services are helping our community members manage their diabetes and other related health issues by visiting promedica.org/diabetes.

ProMedica Breast Care – The Best in Breast Care Technology

Did you know that ProMedica Breast Care Center has one of the highest volumes of breast imaging in the state of Ohio? Fundraising efforts are under way to support the addition of breast Tomosynthesis technology at the Breast Care Center to help detect cancer earlier. Breast Tomosynthesis (also known as 3D mammography) produces a more detailed image of the breast, allowing doctors to examine breast tissue layer by layer and spot abnormalities not visible in a 2D image. To date, $1.2 million of the $1.5 million goal has been raised, and the ProMedica Toledo Hospital Foundation is matching up to $2 million in support of this new 3D breast imaging technology. You can help through your support of ProMedica Toledo Hospital Classic, scheduled for Fri., May 2, 2014, or by making a donation at promedica.org/givetoledo.

For more information on how you can help make Tomosynthesis a reality in our community, contact Christi Rotterdam at 419-291-5756. To schedule your annual mammogram, call 419-291-2131.
Collaboration is the Heart of ProMedica

Thanks to a strong commitment to multidisciplinary collaboration, ProMedica Heart and Vascular Institutes are pleased to provide nationally recognized heart and vascular services right here in our region. Throughout northwest Ohio and southeast Michigan, the Institutes’ team of experts is dedicated to delivering an integrated and comprehensive approach to patient care that includes education, heart attack prevention, diagnosis, treatment, and cardiac rehabilitation.

Philanthropy plays an integral role in the quality of care that is available to heart and vascular patients. “The generosity of our community members and our own foundations has been overwhelming,” says Gopinath Upamaka, MD, FACC, Medical Director, Heart Failure Clinic, ProMedica Heart and Vascular Institutes. “The support has allowed us to deliver the excellent, personalized care that all patients deserve, regardless of their ability to pay. It also has helped fund the Heart Failure Clinic and our patient care packages as well as our research and educational efforts,” he adds.

With heart failure becoming the number one new diagnosis in the region, the success of the Heart Failure Clinic is important to the health and well-being of our community. Dr. Upamaka notes that “This clinic provides resources and services to help patients control their symptoms and avoid repeat visits to the emergency room. Our goal is to help patients manage their disease and enjoy a better overall quality of life.”

Additionally, many patients cannot afford their medications or treatment because of high copays. To help these uninsured or underinsured patients, the Clinic’s patient care packages help pay for certain medications or follow-up care, such as cardiac rehabilitation, which may be crucial to a full recovery.

If you are interested in making a contribution in support of heart health, contact Betsy Kelsey at 419-469-3818 for details. To learn more about ProMedica’s Heart and Vascular services, visit promedica.org/heart.

Sharing the Good

Every year, ProMedica has the honor of serving tens of thousands of people across our region. And every year, we’re amazed by the countless stories of compassion, hope and healing that we receive from patients and families – stories that explain the dedication of our staff and the difference they make in the lives of our patients.

Last year, ProMedica Physicians cardiologists James Bingle, MD; Gopinath Upamaka, MD; and Paul Berlacher, MD, invited their patients to a reception at ProMedica Toledo Hospital for a look into the future of Heart and Vascular services. More than 120 patients joined these doctors and many of them, including some spouses, were willing to share why they are grateful for the heart and vascular care they received at ProMedica.

If you’re grateful for the care and compassion you or a loved one received at ProMedica, we’d love to hear from you. Sharing your story will help us recognize our dedicated staff and our Mission. To share your story or express your gratitude by making a donation, simply visit promedica.org/give or call Maria Dvorak Schmalzried at 419-897-8470.

If you meet a healthcare professional who has helped you or a loved one, take a picture and make a note of it. It may be available in a future issue of Sharing the Good.
Physician Philanthropy is Critical to ProMedica’s Success

Roger Kruse, MD

Since its founding in 2011, members of ProMedica’s Physician Philanthropy Council (PPC) have worked diligently to maximize the power of grateful patient philanthropy for ProMedica. A number of receptions have been held to let our patients – our family – know that we’re doing great things for our community and why we are doing them.

Today, the Physician Philanthropy Council consists of more than 35 physicians and its new chair, Roger Kruse, MD, is preparing to roll out a new grateful patient program. This program provides patients with an opportunity to show gratitude to the physician, nurse or other caregiver who played a special role in their care by sharing their story or making a donation in honor of their caregiver.

Why is this important to ProMedica? A gift in honor of a caregiver not only recognizes the exemplary work of ProMedica’s physicians, nurses and other staff, but it helps enhance the outstanding level of care the community has come to expect from ProMedica. Contributions help ProMedica purchase state-of-the-art equipment, support innovative clinical education, and provide support to world-class programs, services, research activities, and so much more.

PPC physicians are being equipped with the proper materials and processes to better serve those patients who are interested in sharing their story or making a gift in honor of their caregiver. If you are interested in joining or learning more about the Physician Philanthropy Council, contact Beth Carr at 419-291-2716.

Charitable Giving Has its Rewards

Charitable giving is a choice, but it’s one that comes with many personal, social and financial benefits: supporting a cause that’s personal and that you believe in; helping improve a community or neighborhood; expanding your professional network and using your skills for good; connecting with passionate and like-minded people; and receiving a tax deduction for a financial or in-kind contribution.

Every gift, no matter how large or small, makes a difference in the lives of our patients and the health of our community. Gifts to our foundations allow us to provide state-of-the-art technology, programs and services that result in the highest quality of care.

Thank you for partnering with us to make a powerful difference in the lives of others.

Questions?
Call 419-897-8470, or visit us at promedica.org/give.

Would you like to leave a lasting legacy? Consider a bequest to ProMedica Foundations. For more information call 419-469-3818, email planned.giving@promedica.org, or visit promedica.org/plannedgiving

Your privacy is important to us. If you no longer wish to receive any ProMedica fundraising communications, please call 855-646-1815 or email foundation.optout@promedica.org.