



AN INVITATION TO INVEST IN YOUR HEALTHCARE

Memorial Foundation's Women's Health Committee Hosts *Healthy Me Luncheon*

Jan and Jim Cummings Present \$100,000 Challenge Match in Funds Raised for the Breast Service Areas of Memorial Healthcare System.

On October 26, Memorial Foundation's newly formed Women's Health Committee held the Healthy Me Luncheon at the home of Katia and Tom Bates in Fort Lauderdale. Highlights of the afternoon included special guest speaker Linda Ellerbee and the announcement by Jan Cummings of a challenge to match up to \$100,000 for funds raised from the luncheon.

One hundred community leaders gathered to raise funds for equipment and programs for the breast services areas of Memorial Healthcare System, including

Women's Imaging Centers, Surgical Oncology, Breast Cancer Centers, and Mobile Mammography Van. With breast cancer at an all-time high, it is vital to upgrade and enhance our diagnostic and treatment services so that women in our community can be treated without ever having to leave Broward County, regardless of their ability to pay.

Women's Health Committee Co-Chairs Jan R. Cummings, a Memorial Foundation Board member, and Laura Raybin Miller, Commissioner of South Broward Hospital District, welcomed guests to an afternoon filled with testimonials, announcements and information about the current status of breast cancer. Award winning journalist and breast cancer survivor, Linda Ellerbee was the featured speaker, who captivated the audience with her personal experiences.

A panel of physicians discussed Memorial Healthcare System's team approach in the diagnosis, treatment and recovery of breast cancer patients, to ensure that the resources of many professionals are shared and all available treatment options are considered. Dr. Mary Hayes, Medical Director of the Women's Imaging Center, Drs. Sandra Franco and Alejandra Perez, Directors of the Breast Cancer Center and Dr. Phyllis Neimark, surgical oncologist comprised the panel, and are among a team of the most experienced in the region.

For additional information about Memorial Foundation's Women's Health Committee or to make a donation, contact Felicia Bell at 954-985-3454.



(L-R) Jan R. Cummings, Dr. Alejandra Perez and Dr. Sandra Franco.



(L-R) Jan R. Cummings, Frank V. Sacco, FACHE, Chief Executive Officer of Memorial Healthcare System, Katia and Tom Bates, and Commissioner Laura Raybin Miller.

Linda Ellerbee Speaks at Annual Rodenberg Lecture Series

Linda Ellerbee, award winning journalist, best-seller author, and award-winning television producer shared her personal experience as a breast cancer survivor at the 8th Annual Thomas A. and Joan Rodenberg Lecture Series on Thursday, October 26.

Ellerbee's topic was *Surviving Breast Cancer to Laugh Another Day*. Members of the audience laughed, cried and cheered at Ellerbee's captivating stories of a deeply personal and enlightened perspective on breast cancer, survivorship and healthy living.

In 1994, Thomas A. Rodenberg, MD established an endowment to the Memorial Foundation to fund a lecture series, and in 1998, Joan Rodenberg expanded his dream by providing for a series of lectures for the community on subjects related to women's health.

A post-presentation VIP reception was held with Ellerbee where sponsors and participants received autographed copies of her book, *Take Big Bites, Adventures Around the World and Across the Table*.

Special thanks are extended to the following sponsors for their generosity: Pat Parnell, Gamma Surgery, Inc., Radiology Associates of Hollywood, Genentech, Hologic, Tri-County Pet LLC, and Memorial Regional Hospital Auxiliary.



Linda Ellerbee shared her personal experiences with guests.



(L-R) Pat Riggio, Lorraine O'Connor and Anna Smith. Pat and Lorraine are Auxiliary Members.



(L-R) Kathy Durbam, Commissioner of the South Broward Hospital District, Linda Ellerbee, and Mary Angelo.



Sponsor Pat Parnell and her friends, with Linda Ellerbee at the VIP reception: (L-R) Toni Lopez, Linda Longo, Pat Parnell, Linda Ellerbee, Beryl Reefé, Judy Bates, and Madeline Kaballey.



*Frank V. Sacco, FACHE
Chief Executive Officer
Memorial Healthcare
System*

This issue of the *Chronicle* centers around two of our Seven Pillars of Success at Memorial Healthcare System (MHS) – quality & service. Our MHS family works together as one team to provide exemplary service to our patients with compassion, skill and professionalism. As CEO of one of the finest healthcare systems in the country, I am both honored and humbled to know that our physicians, nurses and support staff give their best in providing service to our patients, families and the community throughout South Florida and beyond. Importantly, a vital part of our team that enables us to achieve this level of quality and service is you, our donors, who have a strong spirit of generosity and commitment, year after year.

Many milestones of quality and service have been reached at MHS that are worthy of recognition and thanks. Notably, our patient satisfaction rates are some of the most admired in the nation. Additionally, Memorial Regional Hospital recently received the “Consumer Choice Award for Most Preferred Hospital for Quality & Image” from National Research Corporation for the third consecutive year. Memorial Hospital West won the “Award for Quality” from Premier, Inc. for the second consecutive year. Furthermore, Memorial Hospital West was voted “Best Place to Give Birth in Broward County,” while Joe DiMaggio Children’s Hospital was voted “Best Hospital for Pediatrics in Broward County” and “Best Emergency Room for Kids in Broward County” by the readers of *South Florida Parenting* magazine.

I take great pride in knowing how hard our terrific staff has worked to achieve these awards and I am very pleased to know that our community also recognizes the high standards of quality and service we achieve. These milestones and many more, are what help make us one of the premier healthcare systems nationwide.

Our extraordinary achievements would not be possible without our donors, who help us to fulfill our mission. This issue of the *Chronicle* highlights a few of our donors. On behalf of Memorial Healthcare System, thank you all for continuing to be part of our MHS family. It is a privilege to be able to touch lives, lift spirits and heal the human body. Together, we walk the path of improving the health of our families, friends and neighbors.

Twenty Years of Laughs and Smiles for Patients and Families at JDCH

When it comes to clowning around, Linda Herbert, aka Lotsy Dotsy takes her job seriously. For twenty years, Lotsy has blown bubbles, painted faces and performed magic tricks for sick children and their families at Joe DiMaggio Children’s Hospital. With a regular job and regular hours, the seasoned clown has also shown up after hours, on weekends, or whenever staff has felt she was needed.



Bubble blowing is a favorite past-time in the pediatric wing.

Ms. Herbert began her career as a respiratory therapist, and after taking a clown course at Broward Community College soon realized she could help children and their parents by moonlighting at the hospital as a volunteer.

“I walked into the hospital one day (dressed as a clown) and after being able to make people smile, and take people away from their problems, I was hooked,” Herbert said.

Frank V. Sacco, FACHE, CEO of Memorial Healthcare System, praised Herbert for 20 years of service. “What makes Joe DiMaggio Children’s Hospital unique is the tireless commitment we have to our patients in providing them with outstanding medical care and that their emotional needs are being fulfilled through our



Lotsy provides support to patients like Daniella during treatment.

family-centered care approach. Lotsy Dotsy is one example of the care and compassion that is practiced every day through our entire healthcare system,” Mr. Sacco said.

Complete with a red nose, a costume, and wearing a big clown smile, Lotsy Dotsy rides her little bike (with a safety helmet, of course) through the hospital’s halls, from one pediatric wing to another, riding elevators, smiling and joking.

Herbert’s dedication has earned her respect and admiration throughout the hospital. “She is with children when they are diagnosed with life-threatening illnesses, when they go through surgery, and when they pass away. There aren’t many people who can do what she does,” said Jackie Johnstone, director of annual giving at Joe DiMaggio Children’s Hospital Foundation.

We are privileged to have had Lotsy Dotsy in our midst for twenty years and commend her for her dedication and compassion to brightening up the lives of our patients and their families.

Excerpts reprinted from the Sun-Sentinel.

Our Family-Centered Care Philosophy

The Joe DiMaggio Children’s Hospital has an avid commitment to family-centered care. Our hospital staff and leadership recognize the family as the strongest foundation in a child’s life and the greatest influence over a child’s health and well-being.

The family-centered care philosophy recognizes three basic needs for patients and their families: the need for information, the need for reassurance and support, and the need to be near one another throughout the healthcare experience. This leads to increased understanding and cooperation, improved patient safety, better health outcomes, more accessible healthcare services, and increased customer and staff satisfaction.

Features of our family-centered care include: teddy bear tours for children and families prior to surgery to help ease the fear of hospitalization, family presence in the recovery room, a Parents Helping Parents Program providing peer support, a classroom with computers and textbooks so hospitalized children can keep up with their school curriculum, residential clown, relaxation room, teen room, big screen television in the family viewing area, laundry room and a boundless playground.

“When a family is going through a crisis because of a child’s disease process, our approach provides families a higher level of care and emotional support beyond the medicine,” said Dr. Nick Masi, Director of Family-Centered Care. By involving families from the beginning, we can be sure that our young patients are getting the best healthcare possible.

New Board Members Welcomed

The Memorial and Joe DiMaggio Children's Hospital Foundations are pleased to announce the addition of Dr. Mitchell Eisenberg, Dr. Michael Jofe, Tom Katz, and Greg Marsh to the Board of Directors. All four are Broward County residents and will serve three-year terms, working directly with Foundation staff to help lead the fundraising organization.



Mitchell Eisenberg, M.D. joined Sheridan HealthCorp., Inc., in 1982, and has been Chairman and CEO since 1994. Dr. Eisenberg graduated cum laude from Muhlenberg College in 1972, and received his M.D.

degree from the Medical College of Pennsylvania in 1976. He completed his residency in internal medicine at New England Deaconess Hospital and his residency in Anesthesiology at Massachusetts General Hospital, both affiliated with Harvard Medical School. He holds board certifications in internal medicine and anesthesiology.



Michael H. Jofe, M.D. joined Memorial Healthcare System in 1992 and has been Chief of Surgery in the Division of Orthopedic Surgery at Joe DiMaggio Children's Hospital since 1998. A long-time resident

of Hollywood, he is an internationally renowned pediatric orthopedic surgeon. Dr. Jofe received his M.D. degree from Harvard Medical School and was a Peabody Fellow in pediatric orthopedic surgery. He has been a reviewer for *The Journal of Bone and Joint Surgery* since 1996, a delegate for the American Medical Association, and is host of the 2007 Pediatric Orthopedic Society of North America Annual Meeting.

Thomas O. Katz is a graduate of The Wharton School of the University of Pennsylvania with a



B.S. in Economics. He received his law degree from Georgetown University Law Center, cum laude. Mr. Katz is board certified by The Florida Bar in tax law and has been selected as one of the *Best*

Lawyers in America. His community involvement includes serving on a variety of boards, providing lectures on planned charitable giving, and advising charitable organizations on tax and business related activities. He is currently a partner at the law firm of Ruden McClosky and Chairman of the Board of Directors at the Community Foundation of Broward.



Gregory S. Marsh joined Keyes Coverage Incorporated in 1991 and currently serves as Vice President. He graduated with honors from the University of South Florida, with a B.A. in Business

Administration and Advertising. Mr. Marsh is board certified by the Florida Department of Insurance and Florida Association of Insurance Agents. Currently he serves as chair of the Conine All-Star Golf Classic, which raises over \$200,000 annually, to cover day-to-day operations of the Conine Clubhouse at Joe DiMaggio Children's Hospital.

"We are thrilled and honored that these outstanding community leaders have dedicated their time and expertise to assist and guide the Foundations on behalf of the patients we serve within the Memorial Healthcare System," said Lynn M. Croneberger, CFRE, Executive Director of the Foundations. "Their diverse backgrounds and commitment to the Foundations will serve our Board well."

Tax-Assisted vs. Tax-Supported

Memorial Healthcare System relies on community support to deliver the highest quality healthcare services to everyone – regardless of a person's ability to pay.

Unlike tax-supported hospitals that receive major public funding, Memorial Healthcare System is tax-assisted with less than five percent of its total revenues coming from taxes. While tax revenues help support our charity care initiatives, they cover less than twenty percent of the cost of total uncompensated care. The remaining amount must be funded from community support and other sources.

That's why we depend on the support of our community and your generosity to continue our mission of providing the finest quality of care.

Gary A. Birken, MD
Chairman
Memorial Foundation
Joe DiMaggio Children's
Hospital Foundation



As we approach the end of the year, it is a time to reflect on the many achievements of 2006 and look forward to the exciting challenges of 2007. As Chairman of the Memorial and Joe DiMaggio Children's Hospital Foundations Board, I lead an esteemed group of board members who donate their time, expertise and philanthropic dollars to support Memorial Healthcare System. Their tireless efforts and commitment have a great impact on our achievements and enable us to look ahead in meeting the future healthcare needs of our community.

Recognition of you, our donors, are also owed a special note of gratitude. Without your generous contributions we could not expand and improve our healthcare services to meet the growing South Florida community. As you may know, Broward County will approach 2.3 million and Palm Beach County will approach 1.6 million by 2020 – this means Memorial Healthcare System must take the necessary steps to keep pace with this growth and subsequent demand on healthcare services. Through your ongoing beneficence, we can meet the challenge.

This issue features our annual *Wish List* in which we ask our colleagues within the Memorial Healthcare System to define their needs for the upcoming year. The list is long and spans from a kaleidoscope to help our young patients cope with painful procedures, to a new mobile mammography van that provides free screenings to uninsured and underserved women. Fulfilling the needs on the *Wish List* is vital in maintaining the tools and technology required to assist our doctors, nurses and support staff in providing the highest level of healthcare services possible. With your donation designated toward an item on this list, you actively become a part of our mission to improve the health status of our community, one person at a time.

May I extend a heartfelt thanks to each and every one of you who in some way has contributed to improving the healthcare needs of our patients, families and community. Whether small or large, each contribution makes a difference. We look forward to your involvement in 2007 and wish you and your loved ones a safe and happy holiday season.

South Florida Parenting magazine recognizes the best in Broward through their annual reader poll. This year, Memorial Healthcare System was the winner in three categories:

Best in Hospital for Pediatrics

Joe DiMaggio Children's Hospital / *Gold Award*
(11th consecutive year)
Memorial Hospital West / *Silver Award*

Best Hospital for Pediatric Emergency Care

Joe DiMaggio Children's Hospital / *Gold Award*
(4th consecutive year)
Memorial Hospital West / *Silver Award*
Memorial Hospital Miramar / *Bronze Award*

Best Hospital to Give Birth

Memorial Hospital West / *Gold Award*

Reprinted from *Memorial Times*, August 2006.

"When You Wish Upon A Star, Your Dreams Come True"

So come with me where dreams are born... Just think of happy things, and your heart will fly on wings, forever, in Never Never Land!

- Peter Pan

The classic children's fairy tale, *Peter Pan*, written by English author, Sir James Barrie is a story about wanting to remain young at heart forever, in a world filled with happiness, where dreams come true. Within Memorial Healthcare System we strive to make dreams come true for our patients and their families, by providing safe, quality, cost-effective, customer-focused healthcare services to our patients, regardless of their ability to pay.

We do this by providing the most distinguished and compassionate physicians, nurses and support staff available, in state-of-the-art facilities. To do this means having the best and most up-to-date medical technology available and other items that create comfort in our family-centered care environment. Our aim is to ensure that our patients and their families have everything they need during treatment and recovery that positively influences their healthcare experience and ultimate well-being. While its not home, their experience with us is one filled with hope, compassion and comfort... it is our way of creating dreams at Memorial.

Our *Wish List* has been compiled by our staff and indicates departmental needs that assist us in providing state-of-the-art, compassionate healthcare. If you are considering a holiday or year-end gift to the Memorial or Joe DiMaggio Children's Hospital Foundations, please consider designating your donation towards the purchase of one of these items. By doing so, you contribute to dreams coming true. Please use the coupon on page 5 to make your gift and send it in the enclosed envelope. You may also give this gift in honor or in memory

of a loved one, and we will notify the recipient with a beautiful card.

All you need is faith and trust... and a little bit of pixie dust!

MEMORIAL REGIONAL HOSPITAL

Memorial Regional Hospital is one of Florida's largest and most sophisticated hospitals with 400 beds. Located in Hollywood, this hospital opened in 1953 and has been an integral part of the community ever since. We offer an extensive scope of services – complemented by a highly qualified medical staff representing a full range of medical and surgical specialties. Among Memorial Regional Hospital's renowned programs are Memorial Cardiac & Vascular Institute, Memorial Cancer Institute and the Neuroscience Center. The hospital is one of only six Level I trauma centers in the state qualified to treat the most severe, life-threatening injuries, and is home to the only Sickle Cell Day Hospital in South Florida. Rapid Response Heart Attack and Brain Attack Teams are available around the clock for emergency treatment of heart attack and stroke. In addition, Memorial Regional Hospital offers a Fitness & Rehabilitation Center, as well as surgical options for severe obesity through Memorial Comprehensive Weight-Loss Surgery Program.

Radiology Unit

Philips 100222 Upgrades CV - \$7,048.30
Bard Site Rite V Ultrasound System 9760029 - \$16,000
Steris VIC429ST Video Imaging Chair with accessories - \$5,219.50
MRI Compatible Patient Monitoring System - \$52,740
Blanket Warmer for Cat Scan Room - \$6,463
Blanket Warmer for 3rd Floor US/CT area - \$6,463
Unetixs Vascular Equipment - \$37,000

Laboratory Services

Items for Pediatric Blood Drawing Center
Toys - \$100
Children's books - \$30
Microscope - \$8,000
Flow Cytometer - \$150,000
Slidemaker/Labeler - \$35,000
Coagulation Centrifuge - \$2,000
Microtome - \$10,000

Memorial Child Care Center

Playground Shade structures - 3 Shades @ \$2,000 each
Playground trikes and bikes - 6 @ \$200 each
New 4 seat stroller - 1 @ \$900 each
Big set of building blocks, plastic - 1 set @ \$150
20" Television w/DVD - 2 @ \$300 each
New Playground Set for St James Site - \$6,000

Breast Services at MHS

Digital Mammography Unit - \$242,500
R2 Image Checker - \$40,000

US Imaging Unit - \$122,000
US Imaging Tables - \$2,700
Prone Biopsy Table - \$168,000
Faxitron - \$65,000
Array Digitizer - \$40,000
Mobile Mammography Van - \$250,000
High Dose Radiation applicators - \$100,000-\$200,000
Ultra Sound Unit - \$40,000

Health and Fitness Center at MRH

Cardiac Telemetry and Data Management System - \$94,440
Nustep (seated stepper) - 3 @ \$3,300 each
True Stretch Station - \$2,400
Cabinet Filing System - \$8,000

MEMORIAL HOSPITAL PEMBROKE

Memorial Hospital Pembroke joined Memorial Healthcare System in 1995. It provides a full scope of essential healthcare services in a compassionate, community setting. From emergency, medical and surgical care to innovative outpatient services, home health and educational programs, patients benefit from a full continuum of care with skilled professionals committed to delivering medical excellence. The Emergency Department provides medical treatment 24 hours a day and also offers a FastER program for expedited care with select patients. Diagnostic services include CT scans with an advanced, 16-slice CT scanner, MRI, ultrasound, nuclear services and mammography services. A Sleep Disorder Center, Memory Disorder Center and Center for Wound Healing further enhance the level of specialized care available at Memorial Hospital Pembroke, as does a Canadian program featuring French-speaking medical professionals and support staff to assist Canadian patients. New in 2006, Leeza's Place is a multifaceted resource for those providing care for a loved one with a memory disorder and those recently diagnosed with neurological disorder. Also, affiliated with Memorial Hospital Pembroke is an Urgent Care Center in Pembroke Pines, open 24 hours a day, 7 days a week for minor injuries and illnesses.

Urgent Care Center

Single Plate Reader - \$71,277
14 x 17 Imaging Plate - 5 @ \$1,120 each
Intellivue MP20 Junior Patient Monitors - 4 @ \$8,145 each
Stretchers - 4 @ \$5,100 each
Slit Lamp - \$15,000
Cast Cutter - \$3,012
Rocking Chair - \$770

Diagnostic Radiology

14 x 17 Imaging Plate - 8 @ \$1,120 each
AMX4 Plus - \$40,344
Prodigy-bone density - \$78,000
XG5000 Multi Plate Reader - \$130,000
Stretcher - \$5,100

MRI

MRI - \$1,000,000
Pacs Scanner - \$1,900
Inventory Scanner - \$2,000

Nuclear Medicine

Survey Meter - \$1,698
Digital Dose Calibrator - \$9,000
Imaging Chair - \$2,500
Blanket Warmer - \$6,614

Cat Scan Unit

Blanket Warmer - \$6,614
Inventory Scanner - \$4,766

Ultrasound

Blanket Warmer - \$6,614

Interventional Unit

Blanket Warmer - \$6,614
Stretcher - \$5,100

MEMORIAL HOSPITAL WEST

Memorial Hospital West opened in 1992 in Pembroke Pines to meet the diverse healthcare needs of the rapidly growing community. It offers a comprehensive array of innovative, high-quality healthcare services, including one of the busiest adult Emergency Departments in Broward County and a separate, family-focused children's Emergency Department. The hospital features advanced cardiac, oncology and neurology programs through a fully equipped Cardiovascular Interventional Suite, Memorial Cancer Institute and the Neuroscience Center. Rapid Response Heart Attack and Brain Attack Teams are available around the clock for emergency treatment of heart attack and stroke. In addition, Memorial Hospital West has an Intensive Care Unit with a Level II Neonatal Intensive Care Unit, a Family Birthplace and a Fitness & Rehabilitation Center. Memorial Hospital West is fully equipped with separate Adult and Pediatric Emergency Departments, along with an inpatient pediatric unit affiliated with Joe DiMaggio Children's Hospital.

Medical Units

Hoyer Lift w/Scale - \$2,900
Bladder Scan - \$14,875
Lifepak 20 Monitor/Defibrillator - \$9,800

Newborn Nursery

Warmer Cribs - 10 @ \$9,400 each

Neonatal ICU

Giraffe Omni Bed - \$35,000

Labor and Delivery

Sofa Beds - 12 @ \$3,500 each
Single Chair Beds - 18 @ \$1,200 each
Entertainment Cabinet - 26 @ \$2,000 each
Renovation of 2nd Floor - \$1,500,000

Emergency Department

Lifepak 20 Monitor/Defibrillator - 3 @ \$9,800 each
Mac 1200 EKG - \$4,700

Pediatric Emergency Department

Lifepak 20 Monitor/Defibrillator - \$9,800
Mac 5500 EKG - \$11,500

Endoscopy

Video Gastroscope - \$22,000
Small Bowel Scope - \$140,000

me True." Please Be A Star This Holiday Season...

Laboratory

IQ Urinalysis System - \$96,000
Platelet Rotator - \$7,500
Blood Refrigerator - \$6,800

Nuclear Medicine

Nuclear Med Camera - \$422,000

Radiation Therapy

Extracranial Radiotherapy Frame - \$120,000

Respiratory Therapy

Servo Ventilator - 3 @ \$31,000 each

Outpatient Rehabilitation

Biobox Upper Body Cycle - \$3,000
Life for Swimming Pool - \$3,000

Cardiac Rehab

Lifefitness Treadmill - 2 @ \$7,000 each
Medtronic Lifepak - \$2,200

Information Technology

Computers for all patient rooms - 300 @ \$3,200 each

Operating Room

Orthopedic Drill - 4 @ \$42,000 each

MRI

3D Video System - 2 @ \$38,700 each

JOE DIMAGGIO CHILDREN'S HOSPITAL

Joe DiMaggio Children's Hospital is a world-class hospital that has earned the distinction of being the leading children's hospital in Broward and Palm Beach Counties, with the only Pediatric Trauma Center in South Broward County. This premier facility combines advanced technology and the expertise of the largest diversity of board-certified specialists in the region - all in a

caring, compassionate setting designed specifically for children. Uniquely qualified to treat some of the most complex and critical medical conditions, Joe DiMaggio Children's Hospital is the only children's hospital in Broward and Palm Beach Counties performing cardiac catheterization and open heart surgery, and one of only a few hospitals in the nation performing minimally invasive, endoscopic surgery for cranial abnormalities. Our Family-Centered Care philosophy includes the Conine Clubhouse, a free-of-charge "home away from home" for families of sick children. Our Emergency Department is equipped to handle the most critical emergencies, and minor emergencies can be handled at KidsCare, a special department designed to treat and discharge patients in a quick and friendly manner.

Emergency Services

MAQUET Ventilator - \$30,000

Child Life Department Infant Toys

Pop-up Toys - \$10
Squeeze Toys - \$5
Music Box Toys - \$15
Teethers - \$5
Baby Gyms - \$50
Crib Mirrors - \$15
Busy Boxes - \$25
Rattles - \$5
Mobiles - \$25

Children's Toys

Matchbox Cars - \$5
Fisher Price People - \$5
Duplo Blocks - \$10
Etch-a-Sketch - \$10
Puzzles - \$5
Magna Doodles - \$10
See-n-Say - \$10

Jack-in-the-Box - \$10
Models - \$10
Multicultural Dolls - \$20
Barbie Clothes and Accessories - \$5

Board Games - \$15 each

Distraction/Therapeutic Items

(These items are used to help our young patients cope with painful procedures.)

I Spy Books - \$10
Where's Waldo Books - \$10
Fisher Price Medical Kits - \$15
Sound Books - \$10
View Master and Slides - \$15
Individual Bubbles - \$1
Water-filled Toys - \$5
Kaleidoscopes - \$5
Hand-held Electronic Games - \$10

Arts and Crafts

Play Doh - \$5
Crayons - \$3
Washable Markers - \$5
Stickers - \$3
Glue - \$2
Glitter/Glitter Sticks - \$5
Tacky Glue - \$2
Colored Pencils - \$4
Tempera Paint - \$8
Fabric Paints and Markers - \$5
Plain White Shirts - \$8
Cross-stitch - \$6
Ceramics - \$5
Jewelry-making Kits - \$15
Wood Projects - \$4
Leather Crafts - \$20
Sand Art - \$10
Paint By Number - \$10
Bead Kits - \$15
Latch-hook Rugs - \$12
Scissors - \$4

Construction Paper - \$3
Coloring Books - \$2

Pediatric Intensive Care Unit

Digital thermometers - 22 @ \$400 each
Medfusion syringe pumps - 20 @ \$3,500 each
Over-bed tables - 10 @ \$500 each
3100 B Oscillating ventilator - \$37,000
LTV 1000 ventilator - \$20,000
Doppler pencil - \$2,000
Train of four monitor - 2 @ \$5,000 each
Escort transport monitor (air/ground) - \$10,000
Neonatal Transporter - \$70,000
Baxter transport infusion pump - 2 @ \$10,000 each
Rocking chairs - 5 @ \$300 each
Trauma bed - \$40,000
Cerebral Oximeters - 3 @ \$35,000 each
Peritoneal Dialysis Cycler - \$8,000
DDD Pulse generator (external pacemaker) - \$5,500
Transilluminators - 3 @ \$300 each

Miscellaneous

Baby Swings - \$50
Books on Tape - \$10
Magazine Subscriptions for children, teens and/or parents - \$12
Children's Books - \$10 - \$20

Pediatric Rehabilitation Unit

Bladder Scanner - \$13,605
Wheelchair Scale - \$1,767

Electronics

Video Camera - \$500
Game Boy and Blank Videotapes - \$10
CD Players - \$50
Videos - \$10
DVDs - \$10 - \$20
Discmans - \$30

Wish Upon a Very Special Star... You!

Here is my gift of: \$ _____ (amount)

Please designate my gift for purchase of a (item) _____

I am giving this gift in honor of / in memory of _____

Please notify _____

Address _____

City _____ State _____ Zip _____

My name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

___ My check made payable to MEMORIAL FOUNDATION or JDCH FOUNDATION is enclosed.

___ Please charge my credit card _____
VISA / MasterCard / American Express Exp. Date

Please send this coupon and payment in the enclosed envelope. Thank you!

Memorial Hospital West Receives 2006 Premier Award for Quality

Memorial Hospital West has won the 2006 Premier Award for Quality in the clinical area of "Pneumonia." This nationally recognized award honors hospitals that deliver high-quality, efficient patient care while reducing healthcare costs through resource management.

This is the second consecutive year Memorial Hospital West has received a Premier Award. "Receiving the Premier Award for Quality reinforces the fact that our employees are continuously striving to offer the highest quality patient care on a daily basis," said Miguel Venereo, MD, Director of Medical Affairs at Memorial Hospital West.

The Premier Award for Quality is given in six clinical areas and is based on quality and cost data regularly submitted to Premier, a strategic healthcare alliance that provides an array of performance solutions to hospitals and other providers. The award is distinguished by its consideration of performance-based criteria, including clinical quality outcomes, clinical process indicators and resource utilization outcomes. Only three winners were picked in each category from an eligible pool of nearly 400 Premier hospitals.

Reprinted from Memorial Times, August 2006.

Nursing Education Fund Established In Memory of Former Nurse

The Jessie J. Salone Nursing Education Fund was established in memory of a former Memorial Regional Hospital registered nurse. Jessie Salone worked for Memorial from 1963 to 1992, and was greatly appreciated by her colleagues, doctors, patients and their families for her caring and meticulous approach to nursing care.

Ms. Salone approached nursing much like our current "family-centered care philosophy," with care and compassion, interpersonal communication and experience in effectively managing difficult or complex situations. Her family has set up the Fund with this criteria in mind, to provide continuing education

and training of nurses, and honor her legacy at Memorial Regional Hospital.

"My mother would be very pleased to know she is still a part of Memorial," said her son, Michael. "She would also probably say that this is all common sense."

The fund may also be used to aid a promising nursing student to continue in the field of nursing. Consideration will be given based on performance, potential and financial need. To make a donation to this fund, please contact the Foundation Office at (954) 985-3454.



Pictured (L-R): Michael Salone, Joyce Beckford and Sandy Salicco. Joyce and Sandy are part of Nursing Education at MRH.

Call for Nominations: Spirit of Healing Awards

Do you know someone who gives back to the healthcare community in special ways? Someone who often puts the needs of others before him- or herself? Someone who embodies the "spirit of healing?"

The Memorial and Joe DiMaggio Children's Hospital Foundations are pleased to announce we are now accepting nominations for the 2007 *Spirit of Healing Awards*. These awards are presented to individuals who have worked with the Memorial Healthcare System, and whose selfless actions have impacted the health and well-being of our community.

To assist our committee in evaluating your nomination, please fill out this form and attach a narrative explaining why the nominee is worthy of receiving this award. Your nomination should include the following information with specific examples:

- Excellence and accomplishments within his or her profession;
- Contributions (monetary and/or in a volunteer capacity) to the community;
- Involvement with the Memorial Healthcare System; and
- Commitment to the mission of the Memorial Healthcare System "to provide safe, quality, cost-effective, customer-focused healthcare services to its patients, regardless of their ability to pay, with a goal of improving the health status of the community it serves."

Please fill out this form completely and return it with your attachment before January 16, 2007 to:

Spirit of Healing Awards
Memorial and Joe DiMaggio
Children's Hospital Foundations
3435 Johnson Street
Hollywood, FL 33021

Award recipients will be honored at the Foundation's annual *Circle of Friends Reception*, to be held in the spring. The *Circle of Friends* is made up of donors who make annual gifts of \$500 or more to the Memorial or Joe DiMaggio Children's Hospital Foundations.

For more information, please call the Foundation Office at (954) 985-3454.



Pictured (L-R): Ted Bohne, Elizabeth Pino, Cariann Moore, Director of Sponsorship Development at Joe DiMaggio Children's Hospital Foundation, and Ray Price.

Pino Tile Children's Charities Golf Tournament Raises \$11,000

With the support of over 120 golfers, friends and employees, Pino Tile and Carpet raised \$11,000 in charitable funds at its annual golf tournament, which were donated to Joe DiMaggio Children's Hospital Foundation.

In addition to the tournament Pino added a Friday night "Tee Off" cocktail party this year. Two hundred golfers and guests enjoyed an evening of great food, drinks, live music and a silent auction highlighted by a toy miniature poodle.

Owner and founder of the Pino Tile Children's Charity (PTCC) Ted Bohne and fundraising Chairperson Elizabeth Pino founded the charity on the principal that the proceeds raised would benefit children, and help make memories for them to cherish. This year PTCC added Joe DiMaggio Children's Hospital Foundation as the main benefactor.

Date _____

Nominee _____

Address _____

City _____

State _____ Zip _____

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E-Mail _____

Your Name _____

Address _____

City _____

State _____ Zip _____

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It's Good to Give

GIFTS THAT BENEFIT TODAY, TOMORROW AND FOREVER

Support the Foundations Today, Supplement Your Retirement Income for Tomorrow and Sustain a Legacy Forever. Consider a Deferred Charitable Gift Annuity.

The Deferred Charitable Gift Annuity (DCGA) is a form of charitable gift annuity that will pay you, you and your spouse, or another individual you designate a fixed annual income starting at least one year after you establish the gift.

Deferred Charitable Gift Annuities are ideal for high income earners in their 40s and 50s, those planning for retirement, and those who are restricted in the amounts they can contribute to qualified retirement plans. You receive a large charitable deduction now (during your high-income-earning years) and tax-favored, high annuity payouts during your retirement years.

Deferred Charitable Gift Annuities are also popular for those who want to benefit a cause today while ensuring fixed payments for aged relatives or dependents or special-needs individuals in the future.

And if you donate appreciated securities instead of cash, you may be able to reduce your capital gains tax liability as well.

The advantages to Deferred Charitable Gift Annuities are numerous:

- You will provide generous support to Memorial Foundation or Joe DiMaggio Children's Hospital Foundation today
- You will receive a fixed annuity starting at a future date you have selected. When you defer the payment date, the rate to which you will be entitled may be considerably higher than if you began taking payments immediately
- The annuity rate is calculated based upon your age(s) and the length of the deferral period. The longer you defer the payments, the higher your annuity rate will be
- If you defer until retirement, you will receive payments when you will likely be in a lower tax bracket than your current one. Therefore, you will retain a greater portion of the payments after taxes
- You will be entitled to a current charitable gift income tax deduction for the year you establish the DGA. The amount of your deduction is equal to the present value of the charitable portion of your gift and is determined by the applicable federal discount rate when the gift is completed, the deferral period and your age(s) at the time of the gift



Example:

Adam has decided to establish a Deferred Charitable Gift Annuity for both the future of Memorial Foundation and to supplement his own retirement. Today, at age 50, he is arranging an annuity that will begin to provide him annuity payments when he retires at age 65. He is funding this gift with \$100,000 in appreciated securities that he acquired in 1990 for \$25,000 that have been yielding income at 4 percent annually. Because of the duration of years between the date of the gift and the time when his annuity payments will begin, Adam will receive payments at a fixed 12.3 percent of the original \$100,000 value of his contribution.

The following are benefits Adam will receive from his Deferred Charitable Gift Annuity:

1. He is entitled to an immediate income tax deduction of \$54,161, which can be taken in the year of the gift and, if desirable, spread over five subsequent years;
2. He will have partial avoidance of capital gains tax on the \$75,000 appreciation if he sold the securities to reinvest;
3. Instead of the \$4,000 in income currently generated by the securities, he will receive annual annuity payments of \$12,300 of which \$1,725 will be tax-free for his expected life span.
4. He is able to join the Foundation's Dream Builders Society and feel good about the opportunity to provide future healthcare for others.

For a no-obligation financial illustration of a deferred charitable gift annuity or other estate planning charitable gift vehicles, please contact Felicia G. Bell, Esq., Director of Major Gifts & Planned Giving at 954-985-3454.

You should consult with an attorney or other expert in the area of charitable gifts and estate planning. We will provide a draft of the deferred gift annuity agreement for review by you and your attorney.

Mark Your Calendar



For more information about these events, please call the Foundation Office at (954) 985-3454.

December 10, 2006 - Toys in the Sun Run. Annual motorcycle parade.

January 26, 2007 - Memorial Classic. Player reception and sports/entertainment memorabilia auction.

January 27, 2007 - Joe DiMaggio Legends Game. All-star baseball game.

January 28, 2007 - Walk for Special Needs. The 4th annual walk-and-wheel-a-thon.

January 29, 2007 - Conine All-Star Golf Classic. All-star golf tournament, hosted by former Florida Marlins Jeff Conine and his wife, Cindy.

February 3, 2007 - Love Jen Family Festival. Day of fun includes rides, games, face painting and clowns.

March 9, 2007 - KISS Cares for KIDS Radiothon. All-day, on-air radiothon hosted by WKIS 99.9 KISS Country.

April 15-17, 2007 - Excalibur Classic. Two-day star golf tournament, auction and black tie gala.

Spring 2007 - Circle of Friends Luncheon and Spirit of Healing Awards. Annual luncheon to recognize Spirit of Healing Award honorees and Foundation donors.

Spring 2007 - Hollybrook Golf Tournament. All-day golf tournament.



The Rick Case Automotive Group recently donated \$70,000 for the Pediatric Trauma Center at the Joe DiMaggio Children's Hospital. Pictured (L-R): Dave Amchir, Joe Dargavich, Rick Case Automotive Group, Lynn M. Croneberger, CFRE, Executive Director at the Foundations, and Bob Amchir. Both Dave and Bob are members of the South Florida President's Council of Motorcycle Clubs and Organizations.

Outstanding Philanthropist of the Year... The Fernandez Family

One of Broward County's most successful and respected families has been named Outstanding Philanthropist for 2006 and was recognized at National Philanthropy Day November 15, 2006. The Fernandez family was honored for their tradition of community giving through corporate and individual contributions.

Over 30 years ago, Alberto "Al" E. Fernandez began a successful construction firm. That company, ANF Group, Inc. has become one of South Florida's most respected construction firms, not only for their professionalism and expertise, but also for their philanthropic involvement in the community. ANF Group, now operated by sons Al and Nelson Fernandez, continues the tradition of giving, having contributed over \$1.5 million to Joe DiMaggio Children's Hospital Foundation and Memorial Foundation, in addition to their support of other organizations.

The Fernandez family's commitment to Memorial Healthcare System's mission to provide safe, quality, cost effective, customer focused healthcare services to its patients regardless of their ability to pay, is evident in their 2006 pledge of \$1,000,000 to support Joe DiMaggio Children's Hospital. This pledge is the pinnacle of our long-term relationship with the Fernandez family.

Since 1994, they have contributed annually to the Memorial Classic and are now an annual \$100,000 Century Sponsor. They also sponsor the Conine All-Star Golf Classic, a celebrity golf tournament that supports the day-to-day operations of the Conine Clubhouse, which offers a "home away from home" for the families of patients at Joe DiMaggio Children's Hospital at no charge, as well as the Diamond Angels Fairy Tale Ball, a prestigious gala which benefits the Pediatric Oncology Unit at Joe DiMaggio Children's Hospital.

The Fernandez's philanthropic support extends to the Memorial Sports Center, a state-of-the-art facility designed so that everyone from professional athletes to Little League hopefuls can hone their baseball



A donation from the Fernandez family and the ANF Group helped build the new batting cage at the Memorial Sports Center. Pictured (L-R): Al Gil and his son, Anthony, Nelson Fernandez and his son, Jonathan, Blanca and Alberto E. Fernandez, and Jackie and Al Fernandez.

skills. At the grand opening in April 2006, three generations of the family came out not only to celebrate the new facility but also to enjoy each other and their community.

As impressive as their financial contributions are, the Fernandez's community giving extends beyond cutting a check. In 1999, Al Fernandez joined the board of Joe DiMaggio Children's Hospital Foundation and Memorial Foundation, where he now serves as 2nd Vice Chair. His wife Blanca is a member of the Diamond Angels, a committee of women serving as advocates and raising significant philanthropic dollars to help the hospital care for the community's children. In 1994, Al founded the Peaceful Haven Ranch Group Home, a home for the developmentally disabled. He started Peaceful Haven Ranch to help his own daughter, Lissette, who is autistic and mentally handicapped and others with similar challenges.

With their long-standing involvement in the community, the Fernandez family is known for its ability to identify needs, and to get the job done. "If you've gotten somewhere in life, you have to step back and realize that you have to give back, not just your money, but your time," says Al Fernandez. It is because of this commitment to the community that the Fernandez family has been named the 2006 Philanthropist of the Year.

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For more information, please contact the Foundations at:
**Memorial Foundation/
Joe DiMaggio Children's Hospital Foundation**
3435 Johnson Street
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www.mhsfoundation.org • www.jdchf.org

Memorial Foundation Joe DiMaggio Children's Hospital Foundation

3435 Johnson Street
Hollywood, FL 33021

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