

HOAG HOSPITAL FOUNDATION in support of Hoag Memorial Hospital Presbyterian

Scanner

MEDICAL/TECHNOLOGY:

Hoag Prostate Cancer Program provides men with state-of-the-art robotic surgery and lasting bonds

TO WORK WITH LOVE

Hoag Oncology Nurses Provide Much More than Excellent Care



The summer of 2009 was one of success and fulfillment as Hoag Hospital continues to make progress with Renaissance Hoag.

- In June, we dedicated the Mary & Dick Allen Diabetes Center.
- Hoag Hospital Irvine construction has begun and the new hospital is scheduled to open in 2010.
- Robert Tancredi, M.D., has been appointed the first Executive Medical Director of Hoag Heart & Vascular Institute.
- In September, we will host our Major Donor Tribute at the new Hoag Health Center-Newport Beach where each year over 150,000 people will receive important outpatient clinical services and diagnostic tests.

These successes are due in large part to the long-term support of Hoag by our community. We are especially grateful for the continued extraordinary support in these uncertain economic times.

Private philanthropy has defined Hoag Hospital from the very beginning and continues to play a vital role in advancing the promises of Renaissance Hoag. That philanthropy often begins with becoming a member of the 552 Club or participating in Circle 1000 and continues as donors provide major support for projects and programs that interest them the most. In many cases, families provide a legacy to Hoag through an estate gift.

The result of all this effort means that in 2009, the Foundation will distribute over \$20 million to advance Renaissance Hoag initiatives. All contributed funds are used exclusively for programs that have a direct and positive impact on the health and well-being of our community. Donor funds are focused on technology, people, and facilities and not used for routine hospital expenses.

The Board of Directors and Foundation staff are committed to maximizing the benefits of your philanthropy and welcome your comments and questions about our operations, endowment, and fundraising philosophy.

Fulfillment of our promises is very important and this issue of Scanner highlights several of our accomplishments. Please be a regular visitor to our website at www.hoaghospitalfoundation.org for news, updates, information, to purchase tickets to our events, and to make an online gift. Enjoy this issue of Scanner, and I hope to see you some time soon at a Hoag community event.

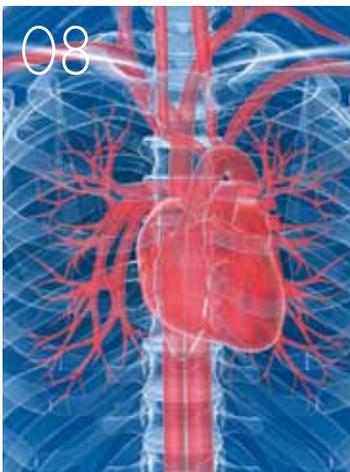
With grateful thanks,

A handwritten signature in black ink that reads "James C. Madden". The signature is written in a cursive, flowing style.

Jim Madden
Hoag Hospital Foundation, Chairman

In this Issue

SCANNER FALL 2009



Medical & Technology

- 02 Band of Brothers: Hoag Prostate Cancer Program
- 04 To Work with Love: Hoag Oncology Nurses
- 06 Kindness in Action: Hoag Palliative Care Program
- 08 Generation Next: Hoag Heart & Vascular Institute

Personal Profile

- 10 A Life Well Spent: In Loving Memory of Elizabeth Colyear Vincent

Hoag Hospital Foundation

- 12 Strategic Estate Planning
- 13 Renaissance Hoag

Hospital News

- 13 Great News!: Hoag Breast Care Center

Events

- 14 Big Boats Raise Big Bucks for Hoag Hospital
- 14 Stag Shooting for a Cause

HHCNB Update

- 16 Grand Opening Celebration

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Band of Brothers

Hoag Prostate Cancer Program provides men with state-of-the-art robotic surgery and lasting bonds

Jeffrey Yoshida, M.D., is a realist—not only does he understand the importance of creating a leading-edge prostate cancer program, but he also appreciates the need to forge ahead and break new ground.

So does Ken Rogers, 53, of Lake Forest. It was Dr. Yoshida, associate medical director of urologic oncology at Hoag Cancer Center, who performed surgery on Ken's cancerous prostate without any resulting loss of continence or sexual function. Dr. Yoshida, who joined Hoag in May 2008, has quickly become a favorite of patients like Ken. He doesn't take their admiration lightly.

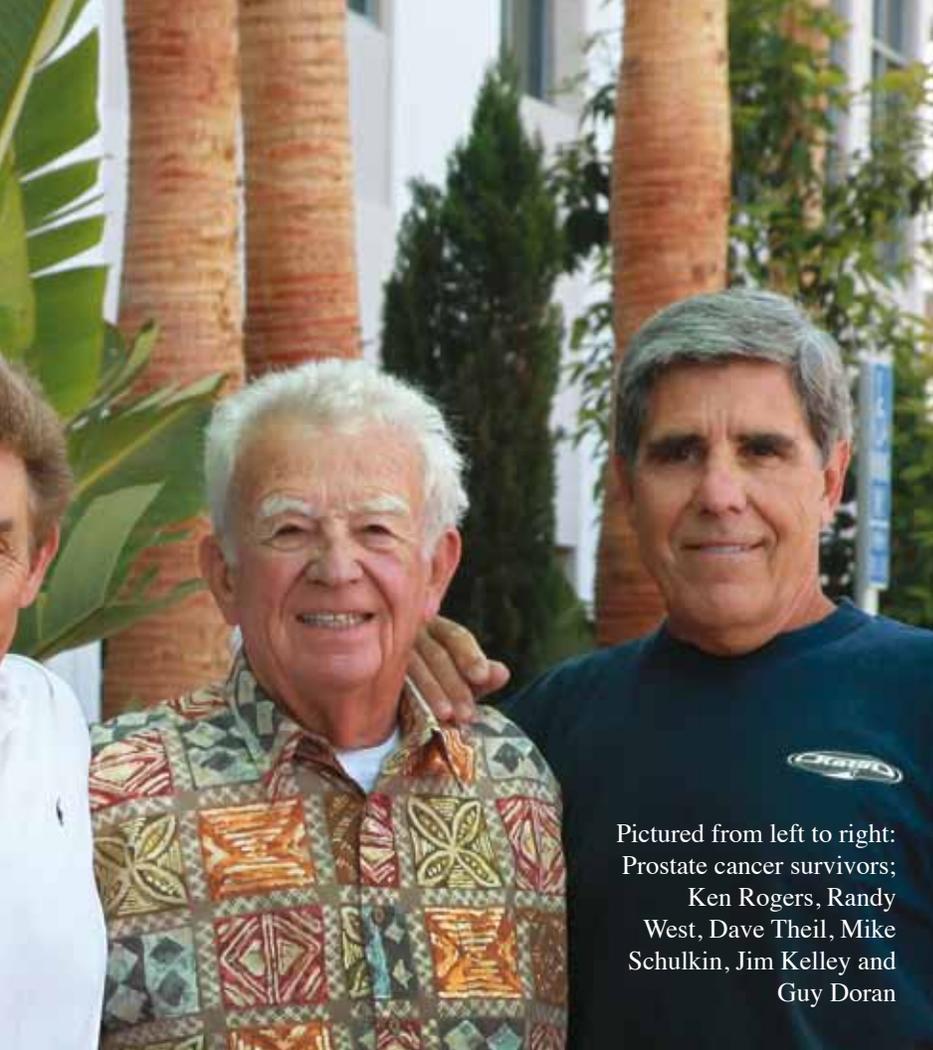
"I was drawn to Hoag because I saw this exceptional opportunity to bring my expertise in robotic surgery to the Cancer Center where I saw commitment to provide a comprehensive

program for prostate cancer patients right here in Orange County," he says. "This approach allows local residents to stay at home and receive world-class care."

Robotic Surgery the Cornerstone

The program is exceptional. The cornerstone is Dr. Yoshida's expertise in performing robotic prostatectomy using the revolutionary da Vinci Surgical System, a mainstay of top urologic oncology programs such as Hoag's. In five years, Dr. Yoshida has performed more than 900 robotic surgeries, ranking him among the most experienced surgeons in Southern California.

Prostate cancer is among the many forms of cancer to which the robotic surgery is very effective. In fact, robotic prostatectomy, a minimally invasive procedure, is the number



Pictured from left to right:
Prostate cancer survivors;
Ken Rogers, Randy
West, Dave Thiel, Mike
Schulkin, Jim Kelley and
Guy Doran

Reaching Out to Each Other

A touching aspect of the Hoag Prostate Cancer Program is the bond that emerges between men who are impacted by this experience. They turn to each other in the popular support groups moderated by Nancy Raymon, urologic cancer nurse coordinator and Nandini Narayanan, oncology social worker. “In the groups men openly share their deepest concerns about the disease,” Nancy says. “They talk with others who are going through the same thing, providing both comfort and hope.”

The groups also affirm that in life, when the chips are down, men truly are there for each other. Once on the other side of the experience, some men are inspired to reach out to others through a mentoring program, which trains survivors to meet one-on-one with new patients who are just beginning to navigate the prostate cancer continuum. In this intimate arena, the bond between men becomes even tighter, like chosen brothers.

one choice for treatment of localized prostate cancer in the U.S. because it results in minimal trauma compared with open surgery, lower rates of surgical margins with fewer or no detectable cancer cells, faster return to urinary continence and sexual function, and overall quicker recovery.

In his first year at Hoag, Dr. Yoshida has more than doubled the number of robotic prostatectomies performed at Hoag, with data showing that complication rates, cancer control and return to continence are equal to or better than published statistics from international robotic centers of excellence.

Impact on Community Felt

Adding to the depth of the program is Nancy Raymon, R.N., M.N., Hoag urologic cancer nurse coordinator.

“The prostate cancer program already is having a significant impact on the community,” she says. “Decreasing the fear that most men feel about prostate cancer surgery has made the option of robotic prostatectomy much less threatening, which allows men to be more open to considering this innovative technique.”

A specialist in oncology nursing, Nancy offers emotional support and guidance for newly diagnosed patients and their families; educates them about prostate cancer and what to expect after surgery and assists with information about community resources and Hoag complementary care services. She stays in

close contact with patients after their hospital discharge to assist them as they navigate all aspects of the healthcare system.

Dave Thiel, 57, of Huntington Beach, said undergoing treatment at a dedicated prostate cancer program such as Hoag’s is essential.

“When you’re told you have cancer, all of a sudden the expertise of the team becomes very important,” he says, visibly moved. “I can’t say enough about how I was treated. Hoag took away all of the reasons for me to have fear, especially when Dr. Yoshida looked at me and said, ‘I am here for you for the long haul.’”

Randy West, 61, of San Juan Capistrano, sums it up nicely. “The bottom line is Dr. Jeff Yoshida and Nancy Raymon,” he says. “You can have people who are skilled, but these two go way beyond being merely skilled. These are two people who are mature, personable, compassionate and who understand prostate cancer and what we are going through. At the end of the day, you can’t do better than Hoag, the Cancer Center and the prostate cancer program.”

If you would like more information on how you can support Hoag’s Prostate Cancer Program, please contact Doe Girling at (949) 764-1818 or Doe.Girling@hoaghospital.org. ■

To Work with Love

Hoag Oncology Nurses Provide Much More than Excellent Care

Everyone handles the journey through cancer treatment in their own way. For Vickie Guthrie, current patient, her coping mechanism is having her extended family around her while she goes through the six-hour long treatments at Hoag Cancer Outpatient Treatment Clinic. Having completed her first 22-week treatment course, Vickie is about half way through the process.

While some choose to come to treatments alone or with one companion, the Hoag oncology nurses quickly realized that it was critical to Vickie's well being to have a group of six or seven family members and friends with her each week. They worked with her to schedule her treatments during non-peak hours so they would have better odds of providing her with a private room to accommodate her entourage.

"These nurses become part of your life, like family," says Vickie. "They are the ones that make this easier to go through. Asking me questions about how I am is part of their job but it's how they ask that makes the difference."

Person First, Patient Second

Hoag oncology nurses provide compassionate care to those going through one of life's most harrowing experiences. Cancer survivor, and now a volunteer for the Hoag Cancer Outpatient Treatment Clinic, Shanna Lamare says the oncology nurses at Hoag made her feel like she was their only focus.

"They treated me like a person, not a patient," shares Shanna. "I had never been exposed to anything like that and I assumed it would be horrible and depressing but it isn't at all—everyone is upbeat, the patients are waving, the nurses are smiling and

joking around. Some days I went in crying and they were so compassionate, they would sit and talk with me like I was the only person there, and sometimes they would cry with me."

Having noted her birthday on her chart, one of the oncology nurses surprised Shanna with a homemade birthday cake when she came in for treatment on that day. "They not only take care of your physical needs, they are really present for you emotionally," says Shanna. "When I was done with treatment, I wanted to come back and help other people the way the nurses and volunteers helped me."

"Our patients are our passion and it's such a privilege and pleasure taking care of them during this time of their lives."

Nursing from the Heart

Kindness radiates from Sue Kelly, R.N., O.C.N., as she talks about her job as an oncology nurse at Hoag. "I know I speak for all of us, whether we work with inpatients or outpatients, when I say our patients are our passion and it's such a privilege and pleasure taking care of them during this time of their lives," she shares. "We give them everything we can and we get so much more in return." Sue stresses the importance of meeting patients where they are emotionally.

"We can be crying with a patient who is going through the worst time and in the next moment we are all laughing together and there is joy and hope there in the middle of it all."

According to Carolyn Hendrix, B.S.N., R.N., department director for Hoag Hospital 8th Floor Oncology and the Hoag Cancer Outpatient Treatment Clinic, not only do oncology nurses possess a strong caring nature, they must also keep up to date on the literal explosion of new cancer treatment agents.

"I've been a nurse for the past 38 years and in the last eight my learning curve is higher than the first 30," says Carolyn. "There



are new treatment modalities coming out all the time. It's demanding technically, emotionally and physically."

It takes a high degree of teamwork to meet the needs of patients facing very traumatic diagnoses. "These nurses are highly skilled and well educated and almost all are oncology certified," says Rick Martin, M.S.N., R.N., senior vice president of clinical operations, and chief nursing officer at Hoag Hospital. "We consistently get satisfaction ratings of 100 percent which is unheard of. If I had a diagnosis of cancer, that's where I would want to be."

If you are interested in learning more about how you can support the excellent nursing care at Hoag, contact Heather Harwell at (949) 764-7215 or Heather.Harwell@hoaghospital.org. ■

Circle of Support for Oncology Nurses

The members of Circle 1000, a donor association formed in 1988 to support cancer programs at Hoag, know that nursing is the core of excellent cancer care. "Many of our 33 committee members have had cancer themselves and experienced the extraordinary oncology nursing at Hoag," says Karen Linden, outgoing chair of Circle 1000. "This is a very complex area of nursing that requires specialized training. As grateful patients and passionate volunteers, we are honored to support the continuing education and development of these dedicated caregivers."

Circle 1000 has shown their gratitude through their generous support of oncology nursing at Hoag including the creation of the endowment in 2007 of the Sandy Sewell Nursing Oncology Scholarship, their annual underwriting of the yearly oncology nursing symposium attended by nurses from around the world, and other gifts to the oncology nursing program totaling nearly \$1,000,000 since 2004.

For more information on Circle 1000, contact Jane Penso at (949) 764-7200 or Jane.Penso@hoaghospital.org.

Kindness in Action

The Hoag Palliative Care Program Improves Life for Those with Advanced Disease

As a provider of leading-edge care, Hoag Hospital is doing its part to help patients live longer lives. Along with its success, however, the challenge remains: how to provide care to those patients for whom the options of cure-focused treatment are becoming limited.

To address this community need, Hoag began developing the Hoag Palliative Care Program in 2000. Paul A. Selecky, M.D., the champion of the original program, continues to garner support and provide leadership direction. In early 2009, Adam Kendall, M.D., M.P.H., a board-certified palliative medicine specialist, joined the staff to guide the program to the next level.

Adding Quality to Life

Palliative care involves an interdisciplinary medical consult service directed at optimizing the quality of life for patients and their families during advanced illness. “It differs from hospice care in that it too can be provided concurrently with cure-focused and disease-focused

“It is gratifying and a deep privilege to closely assist people during a time of severe suffering and to see them to an outcome of comfort and peace.”

treatment,” says Dr. Kendall. “Palliative care may begin at any time during a patient’s course of treatment—even at the time of diagnosis.”

As with many who do this work, Dr. Kendall’s choice of this specialty was influenced by his own family experiences. “I observed my own grandparents in their final months and weeks, in and out of the hospital and in a state of suffering. It’s from those experiences that I found inspiration to enter a field that provides care to a very vulnerable population.”

An Early Proponent

Longtime Hoag friend Pat Yoder,



Dr. Adam Kendall and his “angels” Pat Yoder (left) and Margaret Larkin (right).

who lost a daughter and husband to cancer and who has supported establishment of a palliative care program with her time and resources since 1990, is among its most ardent supporters.

"I lost two members of my family to lengthy diseases where palliative care would have been wonderful," says Pat, a member of Circle 1000. "That is why I've been working so hard to help bring a program such as this to Hoag."

Under Dr. Kendall's direction, the scope of the palliative care program has broadened to a team-based service which includes Dr. Kendall, a clinical nurse specialist, a part-time social worker, and a chaplain. At the request of an attending physician, the team consults with patients and makes available a broad array of interdisciplinary services, including medical, psychological, spiritual and social services.

Striving for Excellence

Dr. Kendall foresees the Hoag Palliative Care Program developing into a comprehensive service incorporating the widely respected tenets of excellence in palliative care as defined by the National Quality Forum. His proposal envisions: development of an outpatient palliative care program to deliver care to those patients who are homebound; the addition of a full-time palliative care social worker; the development of a dedicated volunteer program; and strong consideration of an inpatient palliative care unit or virtual unit all by the end of 2012. The immediate hope is to begin creating a network of 40 to 60 volunteers who can assist patients by performing a range of non-clinical duties by the end of 2009.

Peace of Mind

Nick Dickson experienced the kindness and sensitivity of the Hoag Palliative Care team first hand during the last weeks of his mother's life. Chris Dickson had a strong personality and an independent spirit and Nick struggled with how to best care for her at the end of her life. "I worked with Janet Batt, R.N., clinical nurse specialist on the palliative care team, and she helped me accept what was happening and make my mother comfortable," says Nick. "They really humanized the whole thing and made it easier for my mother and easier for me. Thanks to them, I have no regrets and that gives me tremendous peace of mind."

"I was once asked what makes palliative care rewarding work when I don't receive feedback from patients who die," says Dr. Kendall. "I explained that although it is profoundly sad when people die, it is still gratifying and a deep privilege to closely assist people during a time of severe suffering and to see them to an outcome of comfort and peace."

If you would like more information on how you can support palliative care at Hoag, please contact Doe Girling at (949) 764-1818 or Doe.Girling@hoaghospital.org. To read an extended version of this article or for more information, log on to www.hoaghospitalfoundation.org. ■



Comfort and Companionship

One component of the Hoag Palliative Care Program is being designed to ensure that no patient dies without someone close at hand to offer love, comfort and simple kindness. Supported by Margaret Larkin, a member of the Hoag Hospital Foundation board, this program, currently in the planning stages, will be guided by volunteers.

According to Margaret, whose parents did not have family at their side when they passed, a volunteer called to the bedside might bring music, poetry, spiritual materials or other end-of-life comforts—anything to ease the transition from life to death.

"This program will involve being there to care for someone whose life is ending," says Margaret, who helped initiate the program in 2007. "I'm most excited about this coming to Hoag because the hospital is so caring in every respect. This is one more way that the hospital can fulfill its mission of providing the best care possible for patients—even if it means helping them die peacefully."



Evolving from the Cutting Edge to the Catheter's Point

The latest and greatest in the cardiovascular arena is an evolution from traditional “open” surgical fixes for common cardiac problems to minimally invasive “closed” procedures. The technology at the center of the buzz is the cardiac catheter. By threading it up through the groin or arm, it can treat and correct a plethora of heart and vascular conditions that formally required major surgery.

“What’s exciting about the catheter is what you can put on the end of it to diagnose and treat problems,” says Tom Lonergan, MBA, FACCA, executive director of operations for HHVI, “everything from a multitude of sensors to lasers, heat, cold, and even heart valves to name just a few. Hundreds of hi-tech companies are evolving cardiovascular science with new technologies all the time.”

Generation Next

At Hoag Heart & Vascular Institute the Future is Now

The next generation of cardiologists and cardiac surgeons is arriving at Hoag. Trained in the art of progressive, minimally invasive techniques emerging from the health care technology revolution, these talented physicians are dedicating themselves to mastering leading edge treatments—and pioneering new ones. While holding on to the best of the tried and true, Hoag Heart & Vascular Institute (HHVI) is proactively ushering in the next generation of physicians, treatments, equipment and technology.

Blazing the Trail to Hybrid Surgery

Cardiac surgery has taken a quantum leap forward with the introduction of the Hybrid Operating Room (Hybrid OR). A new concept in delivering advanced patient care, the Hybrid OR

combines the best elements of the operating room with state-of-the-art imaging technology necessary for interventional heart and vascular procedures.

Jacques Kpodonu, M.D., a member of the HHVI surgical team, is one of just a handful of hybrid cardiac surgeons in the world trained as both a cardiovascular surgeon and an interventionalist who can combine highly advanced, minimally invasive interventional procedures with open surgical procedures.

A pioneer in the field of cardiac hybrid surgery, Dr. Kpodonu is playing an active role in partnering with the community to raise the funds to build a Hybrid OR at Hoag. “This will shape the future of the specialty,” says Dr. Kpodonu. “Combining first rate imaging capabilities with an operating room gives us unprecedented flexibility in real time to do what’s best for the patient. It’s also a tremendous opportunity to adapt things we

know today into the minimally invasive procedures of tomorrow.”

“We are very excited about the potential of the Hybrid OR to revolutionize the way we treat patients by integrating traditional cardiac surgery with endovascular surgery techniques and technology,” says Aidan Raney, M.D., F.A.C.C., medical director of cardiovascular surgery at HHVI. “This truly bridges the best of what we do today with the latest advances in our quickly evolving field.”

The Battery of Our Being

Inside the heart is a little understood piece of tissue that while in the womb spontaneously begins to send out an electrical signal and starts the heart beat, our human battery. The electrical activity of the heart is the domain of Electrophysiology (EP), the segment of cardiology that treats cardiac rhythm disturbances.

EP is undergoing significant technological advances and therapeutic/diagnostic changes. Hoag, committed to being on the forefront of those advances, is creating a premier Center of Advanced Electrophysiology. It will be one of the few facilities in a community hospital setting to offer advanced treatment called ablation for atrial fibrillation, the most common heart arrhythmia.

The plans include upgrading the existing EP lab with state-of-the-art equipment, creating a second EP lab and adding to the staff of specialty cardiologists called electrophysiologists. “We are trained to treat arrhythmias aggressively with complex ablation techniques,” says Michael Panutich, M.D., an electrophysiologist on staff at HHVI. “Many people who develop arrhythmias have debilitating symptoms and may benefit from ablation therapy to treat their arrhythmias. My goal is to help build the EP center into a world-renowned program.”

“These are very exciting times in the treatment of heart disease,” says HHVI electrophysiologist, Neala Hunter, M.D. “The convergence of several new technologies will allow us to treat patients with a level of precision and efficacy that were simply unimaginable not long ago.”

For more information on how you can help bring exciting new advances in cardiac care to Hoag, contact Greg Gissendanner at (949) 764-7209 or Greg.Gissendanner@hoaghospital.org. ■



Leading the Way into the New Frontier

Robert Tancredi, M.D., F.A.C.C., newly hired HHVI Executive Medical Director, is to Hoag Heart & Vascular Institute what Phil Jackson is to the Lakers, a world-renowned veteran coach poised to lead his team of superstars to the world championship.

Like Phil Jackson, he's got what it takes to do it. Selected from a pool of the top cardiologists in the world, Dr. Tancredi has a long history of participating in, working with and influencing nationally prominent cardiovascular programs including Johns Hopkins and the Mayo Clinic.

A former CEO of the Mayo Clinic Scottsdale, he has served as a member of the Board of Trustees of the American College of Cardiology, the Mayo Clinic Board of Trustees, and the Mayo Foundation Board, just to name a few.

“HHVI is already one of the preeminent cardiovascular centers on the West Coast and is home to some of Orange County's most promising technological breakthroughs,” says Richard Afafe, M.D., president and CEO of Hoag Hospital. “Dr. Tancredi's impressive combination of field experience, knowledge and leadership skills will continue to evolve the institute to one of the finest in the world.”

A Life Well Spent

In Loving Memory of Elizabeth Colyear Vincent

Elizabeth Colyear Vincent, a longtime supporter of Hoag Hospital, passed away in February of this year after living a full and beautiful 94 years that focused on family, home, a deep dedication to the arts, and a love for Hoag Hospital. Like her long life, her giving to Hoag spanned many years – more than two decades – and was particularly meaningful because of the care she received at Hoag.

Having her nine children with her was very important to her. One of the ways she brought them together was aboard Nordic Star, which gathered family, friends and guests for holidays and parties. It was also, Elizabeth discovered, great for charity, too.

She often loaned the Nordic Star to Hoag, which became dearer to her as her relationship to the hospital grew. It was important for her to be able to give back to Hoag for celebrations

and event auctions. In fact, her Nordic Star was a spectator boat for Hoag 2007 Regatta, and her involvement with other Hoag events included, among others, the Christmas Carol Ball, Festival of Trees, and Sandpipers' Annual Jazz Concert.

As Alan Stameisen, her dear friend and caregiver for twenty years, remembers her beloved roses, it is clear that Elizabeth's life was a testament to her philosophy about what grows, lasts and matters. She needed her home, her children, her boat, her philanthropy and Hoag Hospital, and only then would she thrive. Recently, Alan watched as some of the roses in the garden had to be moved in order to make room for a new lawn. And to recognize Elizabeth's love for the flowers, he transplanted some of the treasured roses to her resting place and brought the well-loved garden to her. ■



Reserved, dressed to the nines always, Elizabeth was extraordinarily elegant. She never owned a pair of jeans. She adored evening gowns and hats and loved to be the best dressed at the many events she attended.



Elizabeth's son Dwight recalls that, when she was quite ill, she called him and said "I need you to come over right now." He raced to her house and she told him: "I'd like an ice cream." When he turned for the kitchen, she asked where he was going. Upon his reply, she clarified: "I want to go out for an ice cream." Taking advantage of the moment, Elizabeth and her necessary medical equipment were carefully tucked into the car & whisked away for an afternoon outing.



Longtime Hoag supporter, Margaret Richardson (shown here between her niece, Carol Howard, on the left and Elizabeth), remembers her dear friend Elizabeth as one of the most generous and kind people she's ever met. "We have been very good friends for over 20 years," says Margaret. "We shared a lot together including wonderful trips on the Nordic Star, the Orange County Performing Arts Center and other local events. Her friends called her the Grand Dame of Newport Beach."



According to her good friend and another longtime Hoag supporter, Nora Jorgensen Johnson (shown here on the right of Elizabeth with her husband Jim Johnson on the left), Elizabeth felt strongly about supporting the arts and loved to go to performances. She especially liked the symphony and programming for children.

Strategic Estate Planning

Top 5 Recession-Proof Giving Ideas

Whether you're looking to secure a fixed income that doesn't depend on the unsteady stock market or wanting to make a contribution that won't affect your day-to-day budget, we have the option that is right for you. Take a moment to review these five recession-proof giving ideas.

Steady Your Income and Make a Contribution

If you're approaching or in your retirement years, the current financial crisis can seem more than a little unsettling. You want to lock in a fixed income that's immune to market meltdowns and also ensure that your assets are used to benefit your community. Through these two gift solutions, you can do both!

1. Charitable Gift Annuity

With a charitable gift annuity, you make a donation to Hoag that provides you with fixed payments for life. After your lifetime, the remaining assets support Hoag. Through this arrangement you can increase your income and receive numerous tax advantages, including:

- An income tax charitable deduction.
- Partially income tax-free payments.
- Estate and gift tax charitable deductions.
- Capital gains tax spread over your lifetime.

2. Charitable Remainder Annuity Trust

Another arrangement that provides fixed income payments is a charitable remainder annuity trust. Here's how it works: You use cash and other assets to fund a charitable trust and decide on the size of the payments (within IRS limits) to yourself and others you choose. The trust assets remaining at the end of the beneficiaries' lifetimes go to Hoag. You also receive tax advantages such as:

- An income tax charitable deduction based in part on the trust's fair market value.
- Avoidance of any up-front capital gains tax when you fund the trust.
- Having no federal estate tax owed on the trust's value if only you and your spouse receive income from it.

Make a Cash-Free Contribution

If you want to make a contribution to Hoag but are worried about parting with assets you might need in the future, these three options allow you to make a gift that

will have no impact on your cash reserves.

3. Retirement Plan Assets

When you name Hoag as the beneficiary of your retirement plan assets, you don't part with a single penny today and you protect your estate from taxes later. If a charity like ours receives your retirement funds, estate and income taxes are avoided. If you leave these assets to your family, up to 65 percent of their value could be eroded by taxes.

4. Life Insurance Policy

You have two options when making a contribution of a life insurance policy. First, you could name Hoag as the beneficiary of the policy's death benefit. Or you could sign over ownership of the policy to us right now. This allows you to receive an income tax deduction equal to the policy's fair market value or the total premium paid, whichever is lower.

5. A Gift in Your Will

Including a gift to Hoag in your will or revocable living trust allows you to feel good about your contribution now and part with your assets later, after your lifetime. Contact us for our official bequest language.

Please call us with any questions you may have about any of these giving options that can give you peace of mind during these turbulent economic times. Your gifts are needed now more than ever, to sustain our essential programs that our community depends on.

If you have questions about how to include Hoag in your estate plan, call Sharon Thornton, vice president, gift planning, Hoag Hospital Foundation at (949) 764-7206 or Sharon.Thornton@hoaghospital.org. To learn more, visit our website at www.hoaghospital.org and see "Planned Giving" under the "Ways to Give" tab. ■

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Great News!

Hoag Breast Care Center is Among Six Hospitals in the Nation to Receive the Coveted Certified Quality Breast Center Designation

We are proud to share that Hoag Breast Care Center, one of the most advanced breast care centers in Southern California, has been recognized by the National Consortium of Breast Centers (NCBC) as a Certified Quality Breast Center. Hoag is the first hospital in Orange County (Calif.) and one of only six hospitals in the nation to receive this coveted designation, joining the ranks of Johns Hopkins.

The National Consortium of Breast Centers has created a stratified certification program through their National Quality Measures for Breast Centers (NQMBC) Program. This program uses quality metrics to allow breast centers to compare their performance with others across the

United States. Example quality measures in breast imaging, surgery and pathology include timeliness of care, mammography call back rate, five-year stage specific survival rate, patient satisfaction survey response rate and breast conservation surgery rate, among other indicators.

Hoag Breast Care Center's commitment to patient-centered care through seamless coordination by its multidisciplinary team of specialists, in conjunction with the Hospital's dedication to offer patients the latest technology in breast screening, diagnosis and treatment, was paramount in Hoag receiving this recognition.

Hoag's comprehensive breast center provides the latest imaging and minimally

invasive biopsy procedures, as well as advanced breast conserving surgical techniques including oncoplastics. The center provides a multidisciplinary care team of breast specialists consisting of radiologists, technologists, breast surgeons, medical and radiation oncologists, pathologists, plastic surgeons, social workers, a breast care navigator, and a breast health educator.

If you would like to help support the wonderful work that is being done in the Hoag Breast Care Center, contact Heather Harwell, at (949) 764-7215 or Heather.Harwell@hoaghospital.org. ■

Renaissance Hoag

Leading to Superior Patient Outcomes

In 2006 the Hoag Hospital Board created a 10-year vision for an ambitious expansion and revitalization of the hospital to significantly improve the depth and quality of health care in Orange County—they called this vision Renaissance Hoag. One of the top priorities of Renaissance Hoag is the expansion of the Hoag Cancer Center to accommodate the expected growth in cancer patients in the coming years and build on the Center's delivery of the most sophisticated therapies and treatment available anywhere.

Did you know?

- In 2008, Hoag's Breast Cancer Program treated 600 new cases of breast cancer. In the most recent data, it had a 99 percent five-year relative survival rate.
- The five-year relative survival rate for Hoag patients with non-small cell lung cancer is twice as high as the national rate.
- Hoag's prostate Cancer program has consistently maintained a 10-year relative survival rate of 100 percent for prostate cancer patients.
- The five-year relative survival rate for Hoag patients with colorectal cancer is 14 percentage points and 22 percent higher than the national rate.

For more information on Renaissance Hoag and how you can help, call Floyd Harmon at (949) 764-7213 or log on to www.hoaghospitalfoundation.org. ■

Big Boats Raise Big Bucks for Hoag Hospital

The 2009 Invitational Regatta for the Hoag Cup brought a rare sight of big boat racing to the waters off the coast of Newport Beach June 12-14, raising \$200,000 for Hoag Heart & Vascular Institute. The Hoag Cup is the largest single charitable regatta event in the world, raising over \$900,000 to date for Hoag.

The third biennial regatta brought together renowned sailing yachts from around the world for an exciting three-day sailing competition. Roy Disney's Pyewacket II was the overall 2009 Hoag Cup winner, receiving the Hoag Cup trophy, created by local artist Kent Kahlen, and a Corum Admiral's Cup Trophy Watch, donated by Corum USA

and Traditional Jewelers.

"It was an outstanding regatta," says Glenn Highland, Hoag Cup Regatta Chairman. "It has fast earned its reputation as one of the West Coast's premier sailing events, and coupling it with philanthropy puts it in a class of its own."

On Saturday evening of the boating weekend, over 300 hospital supporters, crew members and sponsors gathered at Newport Harbor Yacht Club for the Big Boat Wine Bash. Event-goers tasted numerous fine California vintages, enjoyed hearty hors d'oeuvres and participated in a silent wine auction, featuring private wine collections of Newport Beach's finest wine cellars. All proceeds from the Big Boat

Wine Bash benefited Hoag Heart & Vascular Institute.

The Regatta and Big Boat Wine Bash were both a great success in part due to broad support from the business community, the Balboa Yacht Club and Newport Harbor Yacht Club, and individuals and family donations. Major sponsors included AlphaStaff, Los Angeles Times, Deloitte Consulting, Warmington Homes, Young's Market Company and Jeff, Carol and Becky Burch.

For more highlights on the 2009 Invitational Regatta for the Hoag Cup, visit www.hoagcupregatta.com.

The Invitational Regatta for the Hoag Cup will return summer 2011.

Stag Shooting for a Cause

In April, Hoag Hospital Foundation's 552 Club held its 28th Annual Stag Shoot, raising over \$85,000 for Hoag Heart & Vascular Institute. Since its inception, the event has raised over \$1.3 million for the hospital, making it one of the most successful and popular events in the history of the 552 Club.

John Townsend, this year's event chairman, deemed the event a success. "With the support of our community and the 552 Club committee, the 28th Annual

Stag Shoot was an exciting event to attend, benefiting a much deserving hospital," expressed Townsend.

Nearly 120 Hoag Hospital supporters turned out for the annual trap, skeet and sporting clays tournament, held at Triple B Clays Shotgun Sport Park in South El Monte. The day included five official shooting events, along with a hearty breakfast and lunch. A special treat for this year's Stag Shooters was the opportunity to shoot along side 18-time NSSA World

Champion Todd Bender, the first Master Instructor.

The Stag Shoot chair and committee members would like to thank all major contributors for this year's event, including Jacobs Engineering, Reliance Company, Bass Pro Shops, The Grant Boys, Straub Distributing, and all other underwriters, sponsors and volunteers for their generous contributions. ■

Allen Diabetes Center Debuts June 20 marked the dedication ceremony and celebration of the Mary & Dick Allen Diabetes Center. To see pictures and highlights of the event, log on to www.hoaghospitalfoundation.org

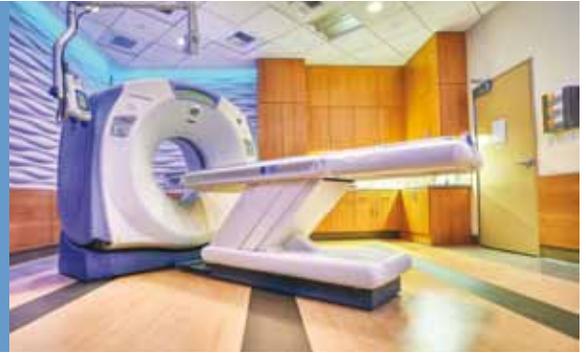
The Disney-owned Pyewacket II was the overall 2009 Hoag Cup winner.

© Bronny Daniels photo



Hoag Health Center-Newport Beach

Grand Opening Celebration



Saturday, October 3, 2009
11 a.m. to 2 p.m.

Hoag is celebrating the grand opening of its newest health center and inviting everyone in Southern California to bring their families and enjoy entertainment, activities and a free community health lecture. Guests will also have the opportunity to meet Hoag-affiliated physicians based at the health center and tour the newest facilities which are open to the public.

Outpatient health services now available at Hoag Health Center-Newport Beach:

Mary & Dick Allen Diabetes Center
520 Superior Avenue

The Mary & Dick Allen Diabetes Center provides access to adult and pediatric endocrinologists, ophthalmologists, podiatrists, social workers, nurse educators, dieticians, and other health care specialists, all under one roof. By collaborating with Children's Hospital Orange County, the Allen Center is providing children in our community with unprecedented access to care. Through strategic partnerships with local schools and universities and with agencies such as the American Diabetes Association and Share Ourselves (SOS), the Allen Center is providing education, support, and treatment for diabetes.

Hoag Imaging Center
510 Superior Avenue, Suite 100

The outpatient imaging services available at this new facility include: computed tomography (CT), radiographic/fluoroscopy, magnetic resonance imaging (MRI), ultrasound, Spect CT and nuclear medicine. Lab draw services are also available for patients with imaging appointments and a retail pharmacy is scheduled to open next year.



Hoag Voice and Swallowing Center
500 Superior Avenue, Suite 305

Hoag Hospital recently launched the most comprehensive voice and swallowing program in Orange County. Hoag Voice and Swallowing Center provides expert

treatment for patients who experience voice and swallowing issues that may require minimally invasive surgical care and/or a comprehensive speech therapy program. The center also offers specialized services for professionals who use their voices for a living, ranging from actors and singers to lawyers and teachers.

CHOC Children's Specialty Services
500 & 520 Superior Avenue

Hoag Hospital has partnered with Children's Hospital of Orange County, (CHOC Children's), to provide two new outpatient clinics at Hoag Health Center-Newport Beach. CHOC Children's will provide diabetes and endocrine services at the Mary & Dick Allen Diabetes Center, located at 520 Superior Avenue.

Other specialty services including cardiology, neurology, gastrointestinal, urology and hematology, will be located at the CHOC Children's Specialty Services located at 500 Superior Avenue. UrgiKids, after-hours pediatric urgent care, will also be moving from Hoag Health Center-Costa Mesa to the CHOC Children's Specialty Services at this new location. All subspecialty services are the first to be offered by CHOC Children's in the coastal area and provide a convenient location for those families seeking specialty treatment for their children. ■

Hoag Hospital Foundation

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Posthumous tributes set up by families in honor of loved ones

4-1-09 to 6-30-09

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Scanner on the Web

If you would like to view an electronic version of Scanner, log on to www.hoaghospitalfoundation.org and click on the Scanner Fall 2009 link.

Receive Scanner by E-Mail!

If you would like to help us save production costs and preserve the environment by receiving Scanner by e-mail, please call (949) 764-7217 or log on to: www.hoaghospital.org/newsletter_signup.aspx. All we need is your e-mail address and you can enjoy your Scanner electronically!

Scanner

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The background of the lower half of the page features a light blue and white color scheme. It includes several large, stylized snowflake graphics in shades of blue and white. A series of wavy, horizontal lines in light blue and white sweep across the page, creating a sense of movement and depth. A dotted line follows the curve of one of these waves.

43rd Annual Christmas Carol Ball

December 5, 2009
Ritz Carlton, Laguna Niguel

Orange County's premier Holiday event

Benefiting priority projects at Hoag Hospital
and featuring Hoag Neurosciences Institute

Ron & Sandi Simon, Honorary Chairs
Dr. Lisa Karamardian and R. Scott Shean, Event Chairs

For sponsorship and underwriting opportunities, please contact
Grace Meyer at 949-764-7212 or Grace.Meyer@hoaghospital.org.