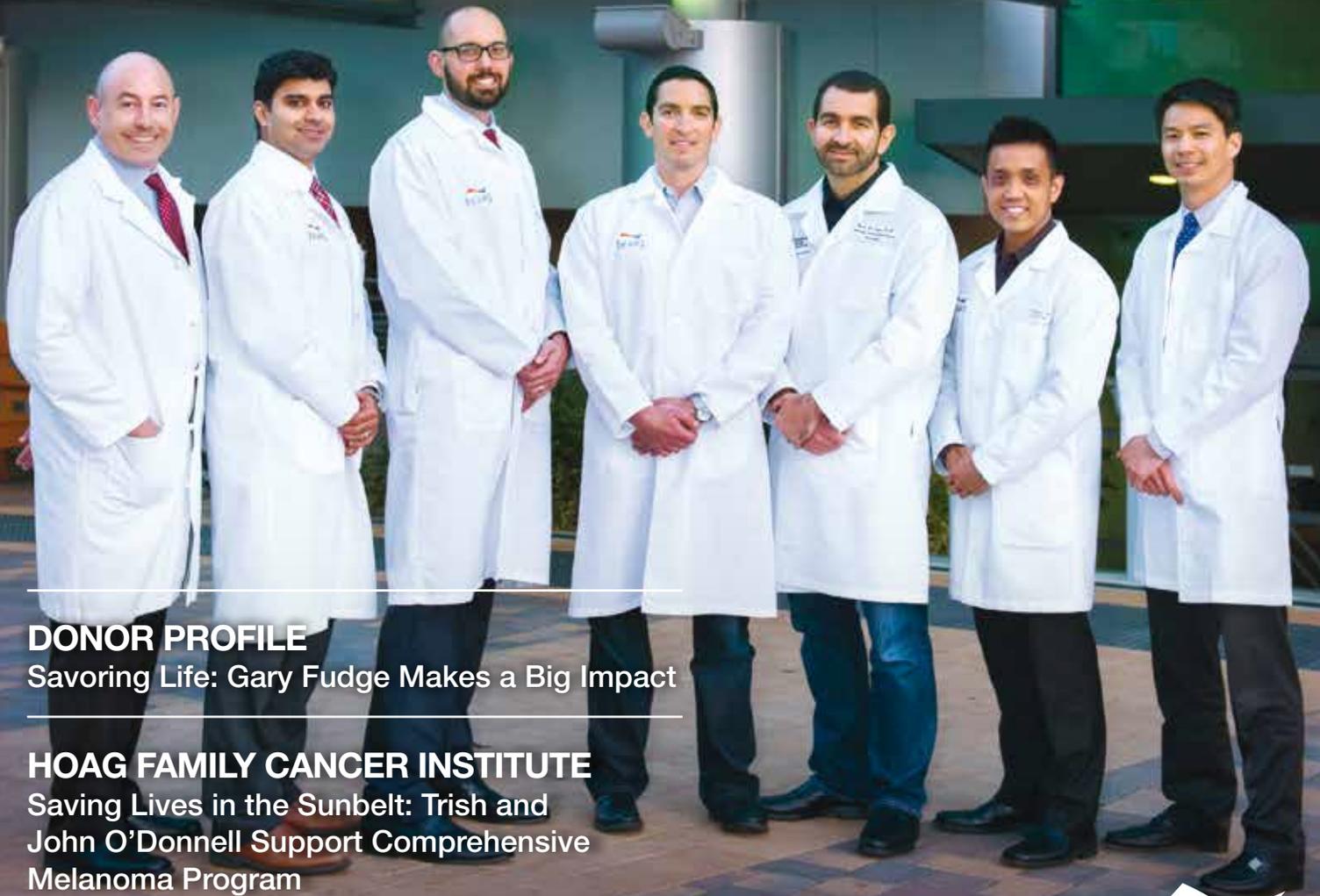


HOAG HOSPITAL FOUNDATION in support of Hoag

# Scanner

## Meet the All-Stars!

Thanks to donor support, the next generation of physicians are helping fulfill the mission of Hoag Neurosciences Institute



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### DONOR PROFILE

Savoring Life: Gary Fudge Makes a Big Impact

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### HOAG FAMILY CANCER INSTITUTE

Saving Lives in the Sunbelt: Trish and John O'Donnell Support Comprehensive Melanoma Program

*From left to right: David Millett, M.D., Ph.D.; Sandeep Thakkar, D.O.; Jason Muir, M.D.; Jerry Weichman, Ph.D.; Burak M. Ozgur, M.D.; Jay Puangco, M.D.; DABPN, DABSM and Andrew Ly, M.D. (not shown: Teryn Clarke, M.D. and Robert Louis, M.D.)*

Dear Friends of Hoag:

I continue to be astonished by the tremendous commitment of the donors and volunteers who make up the greater Hoag family. These are people who choose to make a difference. By doing so, they are collectively moving Hoag forward, and we are all reaping the benefits.

This issue of *Scanner* is a testament to the exceptional integration of the community's interests and Hoag's mission. Each story is a demonstration of the collaboration between Hoag and the donors and physicians who make it what it is.

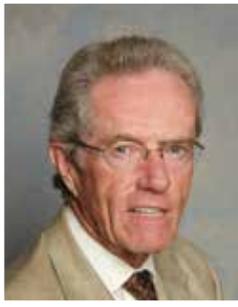
Nowhere is that more evident than in our cover story which features the next generation of Hoag Neurosciences Institute physicians. All dedicated healers who were recruited in large part through funding made possible by the Ron & Sandi Simon Executive Medical Director Endowed Chair held by Michael Brant-Zawadzki, M.D., F.A.C.R.

Our donor profile featuring Gary Fudge and the naming of the Fudge Family Imaging Suite in Hoag Neurosciences Institute is truly inspiring. You'll also read about how my good friends Trish and John O'Donnell along with the Winslow Maxwell Charitable Trust are helping Hoag enhance two very critical cancer programs, melanoma and lung cancer respectively.

We would also like to announce our newest endowed chair holders. In a ceremony late last year, two of our distinguished Hoag physicians were awarded this great honor. Dedicated donors named the Dr. Kris V. Iyer Endowed Chair in Diabetes Care and awarded it to Daniel A. Nadeau, M.D., director, Mary & Dick Allen Diabetes Center. And, the Grace E. Hoag Executive Medical Director Endowed Chair, Hoag Family Cancer Institute was awarded to Burton L. Eisenberg, M.D.

Our heartfelt gratitude goes to our donors, who see an opportunity to make a difference, and then do it. Every dollar that is given, every hour that is volunteered, comes with the promise of continued high quality and innovative health care. Thank you for partnering with us to bring the Hoag brand of care to the communities we serve!

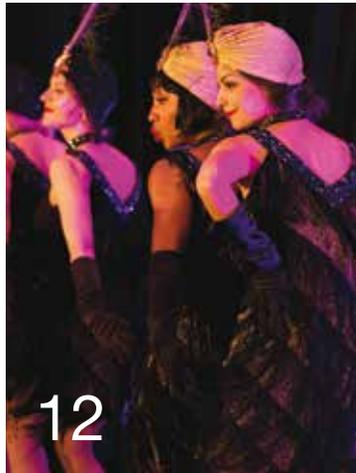
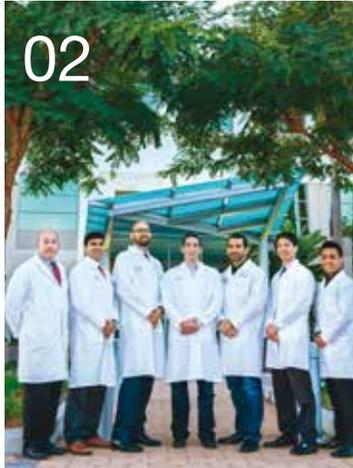
With gratitude,



Roger Kirwan  
Chair, Hoag Hospital Foundation Board

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# MEET THE ALL-STARS!

Thanks to generous donor support, the next generation of physicians is helping fulfill the mission of Hoag Neurosciences Institute

The mission of Hoag Neurosciences Institute rests on providing a patient-centered, integrated, multidisciplinary team approach to disorders of the brain and spine. To do that, Hoag Neurosciences clinical leaders have created focused programs, each addressing a discrete disorder, but overlapping in communally needed resources.

Thanks to tremendous donor support, a key component of the mission is being realized. Proceeds from the Ron & Sandi Simon Executive Medical Director Endowed Chair, and from other committed donors, have helped fund the ongoing recruitment of an “all-star” team of neurological specialists.

“Our community owes a debt of gratitude to Ron and Sandi Simon,” says Michael Brant-Zawadzki, M.D., F.A.C.R., Ron & Sandi Simon Executive Medical Director Endowed Chair, Hoag Neurosciences Institute. “Their leadership in creating the endowed chair is a transcendent gift that has allowed us to make quantum leaps forward in building our multidisciplinary team.” ■

For more information on how you can support the innovative work of Hoag Neurosciences Institute, contact Stacy Hunt at (949) 764-7210 or [Stacy.Hunt@hoag.org](mailto:Stacy.Hunt@hoag.org).

## Team Neuro

We are pleased to introduce you to some of the newer clinical experts on Hoag Neurosciences Institute’s expanding multi-disciplinary team.



*“What many people don’t realize is that Alzheimer’s Disease can be greatly slowed with the right medications and lifestyle changes. That said, most memory problems don’t signal Alzheimer’s. Memory loss can be caused by*

*many reversible conditions, so assessment is very important. We know that our proactive approach to all sorts of memory problems optimizes brain health.”*

**Teryn Clarke, M.D.**  
Neurologist, Memory and Cognitive Disorders Program



*“With advanced technology, most tumors of the brain, skull base and pituitary can now be removed with minimally invasive techniques. By decreasing disruption of surrounding tissue including skin, muscle, bone and the brain itself,*

*we are able to minimize complications. This results in less pain, shorter hospital stays and better overall outcomes.”*

**Robert Louis, M.D.**  
Program Director, Skull Base and Pituitary Tumor Program, Minimally Invasive Brain Tumor Surgery



*“My hope is that by marrying innovative approaches and technology, we can change the way health care is being delivered. Advancements in tele-health and new interventional clot removing devices are*

*continuing to transform the way we treat stroke victims. The new technological age has allowed us to quickly diagnose and treat our patients in a more efficient and effective manner that will have a higher likelihood of returning our patients to a normal life.”*

**Andrew Ly, M.D.**  
Co-Chief of Service, Neurophysiology / Intra-operative Neuro-monitoring Service



*“Given that seizures affect one in 37 individuals in our community, a dedicated program addressing epilepsy is a must. Many doctors dream of building a clinical program on the building blocks of excellence in patient care, supportive well-trained colleagues and an enthusiastic community. I am profoundly lucky and deeply honored to live this dream at Hoag.”*

**David Millett, M.D., Ph.D.**  
Program Director, Epilepsy / EEG Monitoring



*“Hoag has earned its reputation for delivering innovative, patient-centered care utilizing the collaborative efforts of a multi-specialty team. There’s no better example of this collaboration than what’s been achieved through the Hoag Neurohospitalist and Stroke Program. By working collaboratively with interventional radiologists, emergency department physicians, intensivists and nursing staff, we’ve achieved nationally-recognized outcomes that benefit both our patients and the community.”*

**Jason Muir, M.D.**  
Co-Chief of Service, Neurophysiology / Intra-operative Neuro-monitoring Service



*“Hoag is a compassionate system that focuses on the care of the individual. I value the sincere interest from those at Hoag in multi-disciplinary collaboration on behalf of patients. Innovation at Hoag comes in many forms. Not all back pain requires surgery, but when it does, ninety-five percent of surgical problems can now be treated with minimally invasive surgical options. But there’s also innovation in relying on a comprehensive approach requiring a team effort, each of us focusing on and contributing what we do best.”*

**Burak M. Ozgur, M.D.**  
Program Director, Neuro Spine Program



*“Hoag Neurosciences Institute recognizes that sleep medicine integrates with all aspects of neurological health. When one is impacted by a neurological disorder such as Parkinson’s, brain tumor, multiple sclerosis or stroke, sleep is impacted as well. It’s vital to not only address each disorder in its own specialty but to think more broadly about how sleep health can improve a patient’s prognosis and quality of life.”*

**Jay Puangco, M.D., DABPN, DABSM**  
Chief of Service, Voltmer Sleep Center



*“Our goal is to diagnose, heal and prevent decline in function for those suffering from movement disorders and Parkinson’s disease. Innovation in treating Parkinson’s disease with new medications and therapy are occurring rapidly. We are making them available here at Hoag sooner than most university settings, including Deep Brain Stimulation and clinical research trials.”*

**Sandeep Thakkar, D.O.**  
Program Advisor, Parkinson’s and Movement Disorders Program



*“Hoag recognizes the value of assembling a premier team under one roof, and this is particularly helpful in the field of mental health. The Weichman Clinic at Hoag Neurosciences Institute focuses exclusively on the mental health needs of children and adolescents. Our in-house team of neurologists, psychiatrists and psychologists use a collaborative, multi-systemic approach. Working together, we can more accurately and efficiently identify issues and provide tools and resources.”*

**Jerry Weichman, Ph.D.**  
Clinical Psychologist, Adolescent Specialist

# Savoring Life

## Hoag Donor and Grateful Patient Gary Fudge Makes a Big Impact

Gary Fudge lives in a state of gratitude. Since his brush with death, which began on November 18, 2010, he calls every day an “extra.” That was the day that he woke up with the worst headache of his life. Something was terribly wrong. After a call to 911, Gary was soon rushed through the doors of the Joan & Andy Fimiano Emergency Pavilion at Hoag Hospital Newport Beach. The next thing he remembers is waking up in the neurological ICU where he would spend 20 days recovering from a hemorrhagic stroke.

Doctors at that time could not find the “leak”

that caused his brain to bleed. Once released, Gary was warned to keep his blood pressure as low as possible. Although he came back periodically for MRI scans, he felt that he was living on borrowed time. After 18 months of thinking that every day could be his last, he received a call that changed everything.

His latest MRI had revealed an arteriovenous (AV) fistula, an abnormal connection between an artery and a vein. His physicians now believed that his previous stroke had been caused by this fistula which had spontaneously ruptured and sealed off.

*Dr. Wallace Peck, Dr. Michael Brant-Zawadzki, Gary Fudge and Dr. Binh Nguyen*



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*“The really big thing for me is that, before I had this problem, I didn’t even know this technology existed. It’s amazing and, while I hope I never have to use it again, I’m glad it will be there for others!”*

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Now it was back. After two intense but minimally invasive procedures using catheters inside of his brain’s blood vessels to repair it, Gary went home as good as new.

### **The Day I Didn’t Die**

Today there are no residual traces of Gary’s stroke or brain procedures. He has his life back. Along with that, he has a deep sense of appreciation for each and every day. In fact, every November 18 he commemorates “The Day I Didn’t Die” with a celebration dinner attended by his closest friends.

He also has a new appreciation for the physicians at Hoag Neurosciences Institute. A life-long learner with degrees in physics, engineering and finance, Gary was curious to learn more about the processes and technology that saved his life. “I had never heard of interventional radiology,” he smiles. “I was truly flabbergasted when my doctor described the procedure to me. It was pretty sobering.”

Inspired by his experience and the dedication and expertise of the Hoag physicians who restored his health, Gary made the decision to make a major gift to Hoag Neurosciences Institute. In recognition of

his \$1.5 million gift, Hoag named the Fudge Family Imaging Suite at Hoag Hospital Newport Beach in his honor.

### **Bringing the Best to Hoag**

The Fudge Family Imaging Suite empowers Hoag Neurosciences Institute’s Stroke team with the most advanced technology currently available. The equipment it houses enables precise and efficient 3D-image-guided, minimally-invasive stroke rescue.

“The new suite allows us to fully leverage innovations in our field,” says Wallace Peck, M.D., F.A.C.R. “The image quality of the monitors is spectacular. The technology makes the experience much easier on the patients with lower doses of radiation, shorter procedures and less anesthesia.” Dr. Peck adds that the equipment also allows physicians to get immediate CT scans meaning that patients are no longer moved to another room and back for scans during delicate procedures.

Michael Brant-Zawadzki, M.D., F.A.C.R., Ron & Sandi Simon Executive Medical Director Endowed Chair, Hoag Neurosciences Institute, shares that while a boon to the stroke program, the Fudge Family Imaging Suite will also benefit other programs. “This technology will be used for brain tumor mapping and epilepsy diagnosis as well as advanced image-guided cancer treatment of the brain and elsewhere in the body,” he says. “It’s particularly rewarding for us when a donor experiences something and realizes that, through their generosity, they can facilitate a better experience for others. We are very grateful to Gary and the Fudge Family Foundation.”

For his part, Gary is very pleased to know the tremendous impact his gift will make. “The things they do at Hoag are life transforming,” he says. “The really big thing for me is that, before I had this problem, I didn’t even know this technology existed. It’s amazing and, while I hope I never have to use it again, I’m glad it will be there for others!” ■

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For more information about supporting the stroke program or Hoag Neurosciences Institute, please contact Stacy Hunt at (949) 764-7210 or [Stacy.Hunt@hoag.org](mailto:Stacy.Hunt@hoag.org).



# Saving Lives in the Sunbelt

Trish and John O'Donnell  
Provide Foundational Support  
for a Comprehensive Melanoma  
Program at Hoag Family  
Cancer Institute

Melanoma rates in Orange County are among the highest in the world. Thanks to the generous support of Trish and John O'Donnell, Hoag is fulfilling its commitment to develop a comprehensive melanoma program. Under the leadership of Burton Eisenberg, M.D., Grace E. Hoag Executive Medical Director Endowed Chair, Hoag Family Cancer Institute and Professor of Clinical Surgery, Keck School of Medicine of USC, the program in alliance with Keck Medicine of USC, will address the full spectrum of care, from prevention and early detection to leading-edge treatment options that address advanced and recurrent disease.

"We are quite grateful to the O'Donnells for their understanding of the community need for a comprehensive program," says Dr. Eisenberg. "Their gift provides the foundational support for program development and enhancement. Their generous action on behalf of our community will help us create a sustainable program that will save lives."

The O'Donnells, whose son had a brush with melanoma at age 27, are thrilled to support this important program and the renowned physician behind it. "Living in Southern California, we are all exposed to the sun year-round," shares Trish. "John and I believe that it's important to have a robust program where it's needed the most."

John adds, "We are pleased that our community has a physician leader of the caliber of Dr. Eisenberg at the helm of the Hoag Family Cancer Institute. He's focusing his career on saving lives right here in our backyard, and Trish and I are honored to support him in his important work."

According to Dr. Eisenberg, the O'Donnell's gift will assist him in recruiting physician expertise to treat melanoma from early action and surveillance to interventional therapies. The impact will spread as the melanoma program physicians become resources for community dermatology and family practice physicians. It will also allow him to integrate clinical trials and incorporate advanced genetic and genomic testing. ■

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To support Hoag Family Cancer Institute, please contact Carlin Schneider at (949) 764-7209 or [Carlin.Schneider@hoag.org](mailto:Carlin.Schneider@hoag.org).

Winslow (Win) Maxwell was a vibrant man who lived life to the fullest and gave generously. With Win's passing in 1999, the dedicated trustee of his estate, real estate lawyer Scott Pollard, has served to further his legacy of philanthropy. According to Scott, Win had a great affinity for Hoag. As a result, Scott has continued to direct funds to Hoag on behalf of the Winslow Maxwell Charitable Trust.

Most recently, the trust has made a significant five-year pledge to support the Lung Cancer Program at Hoag Family Cancer Institute. This is fitting. Win was treated for lung cancer at Hoag and, according to Scott, he was a man interested in seeing the results of his actions. By supporting the lung cancer program, Win's legacy is helping Hoag to develop an integrated program that will have a direct and positive impact on outcomes.

Burton Eisenberg, M.D., Grace E. Hoag Executive Medical Director Endowed Chair, Hoag Family Cancer Institute, acknowledges that lung cancer is responsible for more cancer deaths than any other type of cancer. "Lung cancer requires a very specialized and comprehensive approach," he says. "We are very grateful that the Winslow Maxwell Charitable Trust has made this important gift."

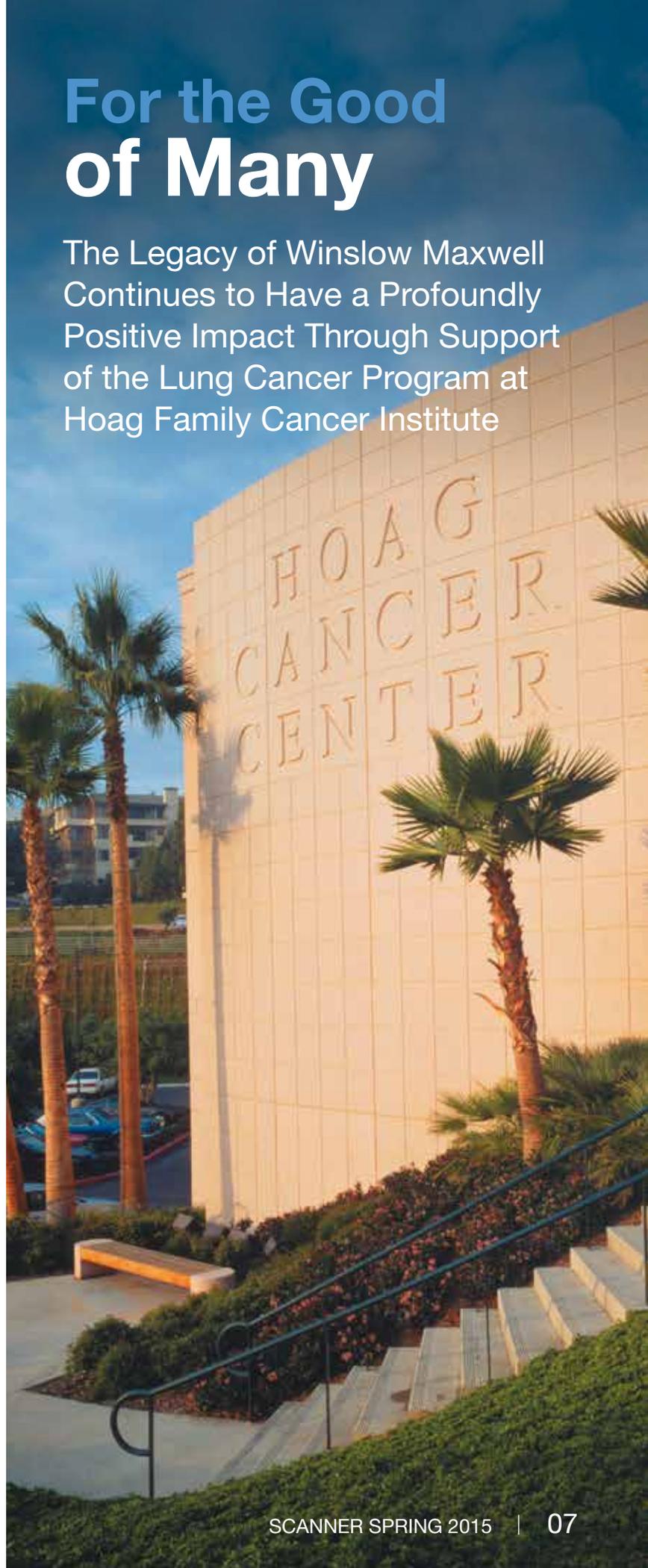
To build the nationally-renowned program, Dr. Eisenberg is making strategic recruitments of clinical program leaders. He shares that the program will incorporate advanced biomarker tests that will enhance screening and early detection. Additionally, clinical trials will play a crucial role going forward.

"The infrastructure for a premier lung cancer program is very costly and must be supported by philanthropy to be sustainable," adds Dr. Eisenberg. "This gift helps to support that infrastructure and is vital for the program growth and development."

Blessed to carry Win's vision of making a difference into the future, Scott knows that his friend would be pleased with the gift to Hoag. "Acting as a trustee for Win's trust is a wonderful way for me to honor my long-time friend and client," he says. "I get a lot of satisfaction in knowing that Win is still doing good for people because that was always his goal." ■

# For the Good of Many

The Legacy of Winslow Maxwell Continues to Have a Profoundly Positive Impact Through Support of the Lung Cancer Program at Hoag Family Cancer Institute



# Helping Expand Hoag's Reach

## Planned Giving Donors Nancy and Jerry Lippert Support Hoag in Huntington Beach



“We are excited to have a Hoag facility so close to our home,” says Jerry. “We are proud that, along with other donors, we’re helping people up North get easier access to Hoag.”

In honor of their gift, and their long-term service to the Hoag Hospital Auxiliary where Jerry sits on the Executive Board, Hoag honored the Lipperts by dedicating the lobby of Hoag Health Center Huntington Beach in their name.

### Welcome to Hoag in Huntington Beach

Hoag Health Center Huntington Beach is a state-of-the-art facility which provides residents with a robust roster of Hoag physicians. A partial list of services available includes:

- Allergy & Immunology
- Cardiology
- Dermatology
- Endocrinology
- Family Medicine
- Gynecology/Obstetrics
- Gastroenterology
- Internal Medicine
- Neurology
- Orthopedics
- Oncology
- Ophthalmology
- Pediatrics
- Psychology
- Physical Therapy
- Rheumatology

Jerry and Nancy Lippert have first-hand experience with the wonderful care provided at Hoag. In 2001, Jerry had three major surgeries at Hoag Hospital Newport Beach, and the couple was very impressed with the care he received. “The doctors were terrific and everything went so well,” says Nancy. “It was truly a blessing.”

That’s why they were thrilled when Hoag Health Center Huntington Beach held its grand opening in spring 2014. The newly expanded center, conceived as a “one-stop shop” for health care, offers convenience and an enhanced continuity of care, including Hoag Urgent Care Huntington Beach.

Long-time Hoag donors and 13-year Hoag Hospital Auxiliary volunteers, the couple made a provision for Hoag in their estate trust. They are proud and excited that their gift is helping to bring the Hoag brand of care to North Orange County.

Residents also have convenient access to the Hoag Imaging Center, as well as breast imaging, laboratory and pharmaceutical services. For a complete list of services available, visit [hoag.org/hb-health-center](http://hoag.org/hb-health-center).

Staffed by Hoag Medical Group doctors, Hoag Urgent Care – Huntington Beach operates seven days a week, after hours and on weekends to attend to all the sprains, fevers and non-life-threatening medical situations that arise in a city known for high-energy and active lifestyles. ■

For more information on how you can support Hoag Health Center Huntington Beach, contact Jennifer Witucki at (949) 764-1818 or [Jennifer.Witucki@hoag.org](mailto:Jennifer.Witucki@hoag.org).

# Strength of Heart

## Melinda Clark Thrives after Cancer and Comes Back to Leave Hoag Better Because She Was Here

No one was more surprised than Melinda Clark when she was diagnosed with Stage 2 breast cancer in March of 2014. A self-described exercise junkie, the healthy 53-year-old had long enjoyed a plant-based diet and daily yoga. Melinda loved her active lifestyle on the Big Island of Hawaii, happily married with two young-adult children. But, the “good life” began to crumble with the reality of her diagnosis.

Never one to give in to fear, Melinda made immediate plans to get her care at home in Hawaii. She soon discovered that if she wanted the most advanced care, she needed to leave Hawaii. Her good friend and cycling buddy, who was also a local surgeon, strongly recommended that she go to the very best he knew—Hoag Family Cancer Institute and Melvin J. Silverstein, M.D., F.A.C.S., Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery.

Within 10 minutes of her first call to Hoag she had an appointment scheduled with Dr. Silverstein for later that week. Within 48 hours of that first call, the Hoag Breast Care Center Nurse Navigator had scheduled her surgery and supporting appointments with a plastic surgeon, radiation oncologist and oncologist. Melinda remembers this as the “beginning of my love affair with Hoag.” Her tumor removal and reconstruction occurred simultaneously during her oncoplastic surgery. Due to the particularities of her case, her Hoag team recommended she follow up with five weeks of radiation.

Melinda made a conscious choice to use her cancer treatment experience as a healing time. She dubbed her daily radiation her “radiance” treatments. Staying



*Left to Right: Dr. Maria Stapfer, Dr. Brian Kim, Dr. Mel Silverstein, Melinda Clark and Dr. Nirav Savalia. (Melinda's physicians not pictured: Dr. Lisa Abaid, Dr. Gary Levine, Dr. Phuong Nguyen and Dr. Louis Vandermolen)*

in her brother's pop-up trailer in Newport Dunes, she chose to cycle the eight-mile round trip to Hoag as a way to combat fatigue. During her five weeks of treatment she clocked over 500 miles.

From the very first day she noticed there were no bike racks and an idea took hold. She began to do research, recruit family and friends, and raise the funds to place eight bike racks around the Hoag campus. Between her family and supporters, Melinda quickly secured the funds for the first five.

Making her way home after a treatment, she was still wondering how to raise the rest of the money when she began a companionable conversation with two fellow cyclists. She told them about the bike rack project, and they excitedly shared that they often rode to raise money for local medical charities. An instant bond formed that led The Weekend Warriors, a group of philanthropic cyclists, to donate the funds above and beyond what was needed for the remaining three bike racks.

On February 2, 2015, during a joyous ribbon-cutting ceremony, Melinda dedicated the eight bike racks to the Hoag physicians who cared for her and expressed her gratitude to her family and The Weekend Warriors. “This project is another miracle on my journey of healing from breast cancer,” she shared. “I’m so filled with joy that I have this amazing way to give back to Hoag and inspire other cancer patients to incorporate exercise into their healing program.” ■

# Honoring Our Healers



## Hoag Hospital Foundation Recognizes Donors and Honors Physicians with Endowed Chair Investiture Ceremony

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Hoag's commitment to innovation has led to a new twist on the traditional. It has adopted the endowed chair model, common in academia but rare in a community health care setting. By doing so, Hoag has employed a time-honored academic convention as a dynamic tool for Hoag clinical leaders to advance their specialties.

Endowed chairs are one of the most prestigious honors that can be bestowed on a physician. Bringing medical advances to our community, Hoag's endowed chair holders are as much leaders of care as they are providers of care. In a very tangible way, endowed chairs provide financial resources to fund innovative approaches and programs.

In a formal Investiture Ceremony late last year, Hoag Hospital Foundation announced its newest endowed chair holders. Dedicated donors Mary and Dick Allen, Margaret and Tom Larkin and Melinda and Chuck Smith collaborated to create the Dr. Kris V. Iyer Endowed Chair in Diabetes Care in honor of a renowned physician leader. Daniel A. Nadeau, M.D., director, Mary & Dick Allen Diabetes Center was the first recipient of the newly-minted endowed chair.

Melinda and Chuck Smith were on hand as Burton L. Eisenberg, M.D. was awarded the Grace E. Hoag Executive Medical Director Endowed Chair, named for Melinda's grandmother. ■



*Tom Larkin, Dr. Kris V. Iyer and Dr. Daniel Nadeau*



*Vicki Eisenberg and Dr. Burton Eisenberg with Melinda and Chuck Smith*



*Dick and Mary Allen with Dr. Kris V. Iyer*

## 8 and Counting!

Hoag now has a total of eight endowed chairs in a variety of areas including cancer, heart and vascular, neurosciences and diabetes. Each endowed chair holder, and the donors who support them, are recognized and honored in formal Investiture ceremonies.

Hoag Hospital Foundation Endowed Chair Holders:

**Gross Family Foundation Endowed Chair in Oncoplastic Breast Surgery in honor of Dr. Melvin J. Silverstein** held by Melvin J. Silverstein, MD, FACS

**Grace E. Hoag Executive Medical Director Endowed Chair, Hoag Family Cancer Institute** held by Burton L. Eisenberg, MD

**Dr. Kris V. Iyer Endowed Chair in Diabetes Care** held by Daniel A. Nadeau, MD

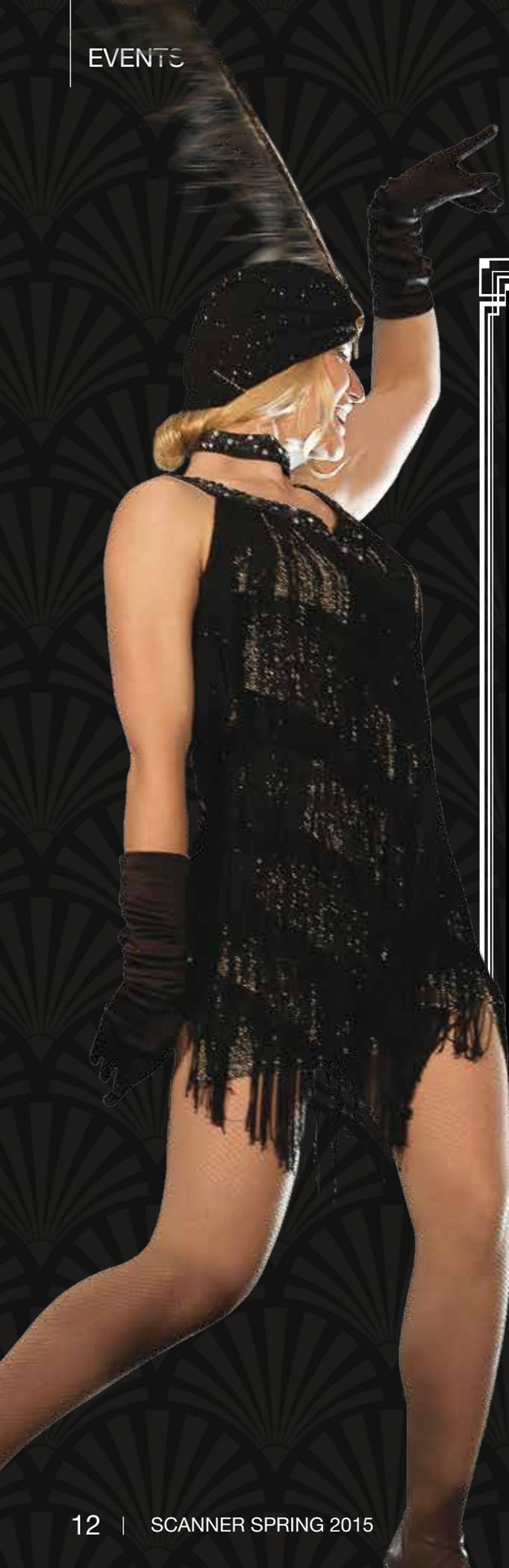
**James & Pamela Muzzy Endowed Chair in Cardiovascular Surgery** held by Aidan A. Raney, MD, FACS, FACCP, FACC

**James & Pamela Muzzy Endowed Chair in GI Cancer** held by John C. Lipham, MD, FACS

**Robert & Georgia Roth Endowed Chair for Excellence in Cardiac Care** held by Dipti Itchhaporia, MD, FACC

**Ron & Sandi Simon Executive Medical Director Endowed Chair, Hoag Neurosciences Institute** held by Michael N. Brant-Zawadzki, MD, FACR

**Judy & Richard Voltmer Endowed Chair in Memory and Cognitive Disorders, Hoag Neurosciences Institute** held by William R. Shankle, MS, MD, FACP



ROARING 20<sup>S</sup> THEME IS THE  
**BEE'S KNEES!**

**HOAG'S PLANNED GIVING DONORS  
GATHER AT THE 21<sup>ST</sup> ANNUAL HOAG  
HERITAGE SOCIETY LUNCHEON**

A ROARING 20<sup>S</sup> THEME SET THE STAGE AS HOAG HOSPITAL FOUNDATION HONORED AND THANKED OUR DEDICATED PLANNED GIVING DONORS AT THE 21<sup>ST</sup> ANNUAL HERITAGE SOCIETY LUNCHEON IN FEBRUARY. THE ANNUAL EVENT IS A CELEBRATION AND RECOGNITION OF THOSE WHO HAVE MADE GIFTS TO HOAG THROUGH A BEQUEST, CHARITABLE TRUST OR GIFT ANNUITY.

FOR MORE INFORMATION ABOUT THE HOAG HERITAGE SOCIETY, PLEASE CONTACT JULIE HEGGENESS AT (949) 764-7206 OR [JULIE.HEGGENESS@HOAG.ORG](mailto:JULIE.HEGGENESS@HOAG.ORG).







## Making Merry!

### HOAG HOSPITAL FOUNDATION RANG IN THE HOLIDAYS WITH THE 48TH ANNUAL CHRISTMAS CAROL BALL

More than 500 of Hoag's family of supporters, volunteers and friends joined event chairs Tracy and Roger Kirwan to celebrate the Hoag Hospital Foundation's 48th Annual Christmas Carol Ball. A tradition since 1966, the event raised \$850,000 to support Hoag's comprehensive programs, research, education, clinical staff and patient support services.

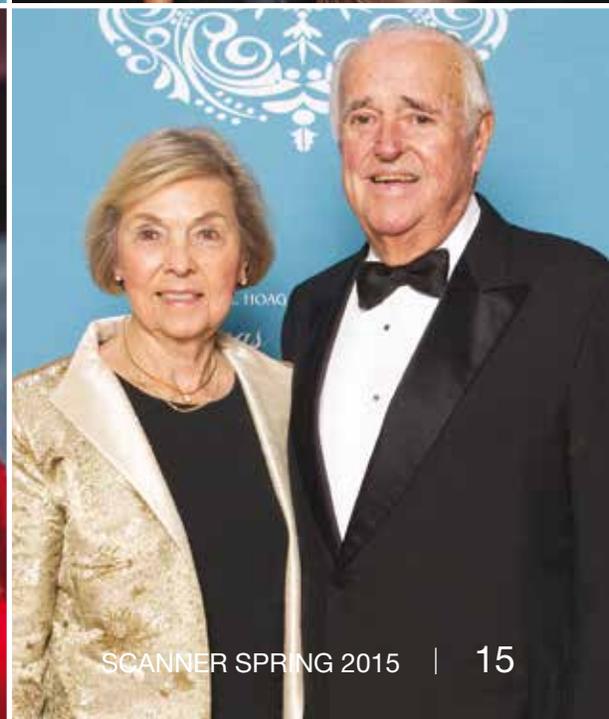
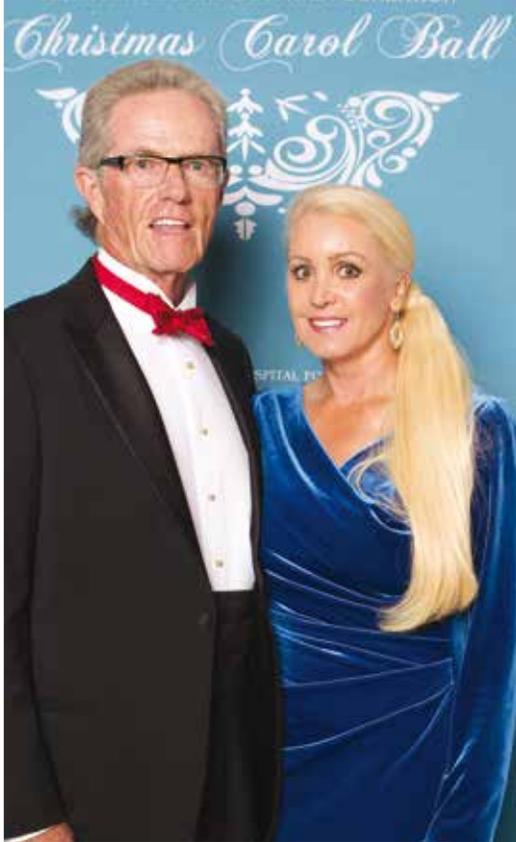
"The Christmas Carol Ball is not only a special way to celebrate the holiday season, it's an opportunity for us all to show our support for Hoag, one of our treasured community assets," said Roger Kirwan.

Guests enjoyed the live auction which included a private dinner for eight at Rick Bayless' Red O at Fashion Island, an Angels Baseball "Once in a Lifetime" Experience, and a TUDOR "United Sports Car Championship" experience at Mazda Raceway Laguna Seca from Traditional Jewelers that included a watch from TUDOR.

The "Bid For A Cause" silent auction featured opportunities for guests to make smaller donations with a big impact for Hoag patients. Items included buying new wheelchairs for patient transport, funding nursing scholarships for Hoag nurses, and providing education materials and refreshments for a month's worth of cancer support groups.

See more photos at [www.hoaghospitalfoundation.org](http://www.hoaghospitalfoundation.org).





# Reflections from Flynn:

## *Gearing Up for an Historical Moment in Hoag History*

The visionary community leaders who partnered with the greater community to open the original Hoag Hospital in 1952 changed the trajectory of community health in Orange County. Their history-making achievement set the foundation for unprecedented access to outstanding health care in our region.

Since that time, through an extraordinary sixty-year partnership with the communities we serve, Hoag has evolved into a world-class health care asset in Orange County. Over the years, many successful fundraising initiatives have raised significant funds to firmly establish Hoag as a leader on the forefront of advanced care.

At Hoag Hospital Foundation, we are preparing to launch Hoag's first-ever comprehensive, long-term campaign. What's revolutionary about the upcoming Hoag Promise Campaign is that our priorities fit into a bigger strategy driven by programs. We collaborated with Hoag clinical leaders and administrative leaders to create strategic plans that encompass programs, innovation opportunities, education, research, technology, facilities and clinical staff for each area. With a working goal of \$500 million, the comprehensive campaign will launch on September 26, 2015.

### **Why a Comprehensive Campaign Now?**

In the past, the decision to build, renovate or expand was made with the faith that community members would step in and assist us in bringing the latest advances to Hoag. That faith was well placed and the result is world-class care right here in our community. This approach was very successful in the decades of relative stability in the health care market.

Today and going forward, philanthropy plays a critical role in Hoag's ability to push past limits imposed by diminished reimbursements. The time is right for a comprehensive campaign. It's a powerful rallying point that unifies our supporters and builds momentum and excitement for our common goals.

The community built Hoag, the community has helped shape it into what it is today and the community's support will determine what it grows into tomorrow. You have put your trust in Hoag to lead the way forward in providing extraordinary care.

The strategic priorities of the Hoag Promise Campaign represent certainty in uncertain times. Meeting the campaign fundraising goals ensures that Hoag will continue to provide the level of service and care you've come to expect.

**Flynn A. Andrizzi, Ph.D.**  
*President, Hoag Hospital Foundation*  
*Senior Vice President, Hoag*



# Hoag Hospital Foundation

## 2015 Board of Directors

### Directors

Richard Afable, M.D.	Lauri Delson	Joseph C. Obegi
Byron E. Allumbaugh	Benjamin R. Du	Thomas L. Olds, Jr.
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Robert S. Brunswick	Margaret G. Larkin	Sandi Simon
James O. Buckingham	Gary S. McKitterick	James D. Slavik
Pei-yuan Chia	James T. Morris	

### Officers

Roger T. Kirwan, Chair	Flynn A. Andrizzi, Ph.D., President
Cynthia Stokke, Vice Chair	Ex-Officio
Andrew A. Fimiano, Treasurer	Mark A. Hardtke, 552 Club President
Kathleen M. Armstrong, Secretary	
James A. Coufos, Immediate Past Chair	

### Hoag Hospital Foundation Senior Leadership Team

Flynn A. Andrizzi, Ph.D., President, Hoag Hospital Foundation & Senior Vice President, Hoag

Kenya Beckmann, Vice President, Development & Campaigns

Deb McCune, Vice President, Stewardship, Donor Relations & Events

Greg Gissendanner, Assistant Vice President, Development

Julie Heggeness, J.D., C.S.P.G., Executive Director of Gift Planning

### 552 Club 2015 Board of Directors

#### Directors

Kurt Armstrong, M.D.	Emily Hung, Ph.D.	Chris Rabbitt
Jeffrey Brandt, M.D.	Robert W. Josten	Bradley Schmitt
Terry Callahan	Cindy Kansky	Tyler F. Terry
Curtis H. Ellmore	Lisa M. Karamardian, M.D.	David A. Wright
Lisa J. Hale	Arlene C. Key	
Noel D. Hamilton	Elaine King, M.D.	
J. Brian W. Horn	Olga Megdal	

#### Officers

Mark Hardtke, President  
Terri Turner, Vice President  
Gina Cereda, Secretary

### OC Giving Day

In celebration of its 25th anniversary, the Orange County Community Foundation (OCCF) is super-charging local giving by hosting Orange County's first-ever county-wide Giving Day on April 21-22, 2015. During a 30-hour period, Hoag will be eligible to receive funding through bonus awards and prizes provided by OCCF and its Giving Day partners.

To participate and support Hoag, visit [iHeartOC.org](http://iHeartOC.org) and select Hoag Hospital Foundation.

### Save the Date

Mark your calendar for Hoag's Summer Classic at Newport Dunes to be held on June 24, 2015. Watch your mail or log onto [hoaghospitalfoundation.org](http://hoaghospitalfoundation.org) in the coming weeks for more information.

### Scanner on the Web

If you would like to view an electronic version of this issue of *Scanner*, visit [hoagfoundationscanner.org](http://hoagfoundationscanner.org).

# Scanner

HOAG HOSPITAL FOUNDATION in support of Hoag



Hoag Hospital Foundation  
330 Placentia Avenue, Suite 100  
Newport Beach, CA 92663

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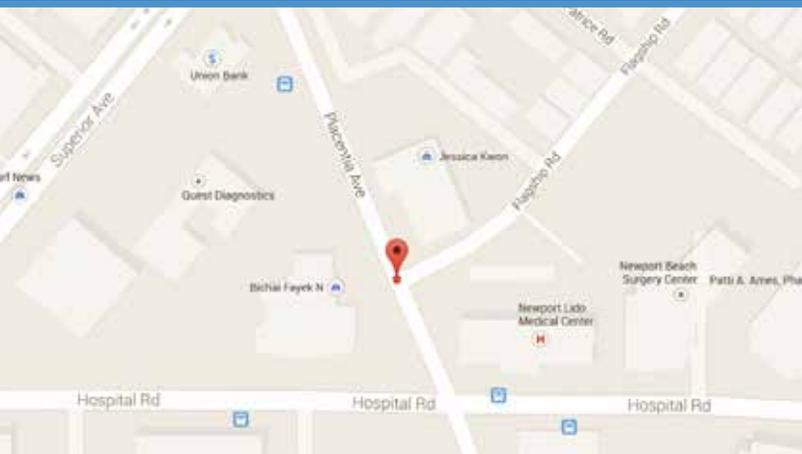
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## We've Moved!

Please note that the Hoag Hospital Foundation has relocated to our new address adjacent to Hoag Hospital Newport Beach:

Hoag Hospital Foundation  
330 Placentia Avenue, Suite 100  
Newport Beach, CA 92663

All of our contact phone numbers and e-mails are the same. If you have any questions, please contact Hoag Hospital Foundation at (949) 764-7217.



Circle 1000  
Hoag Family Cancer Institute

## The 28th Annual Circle 1000 Founders' Celebration Brunch

Monday, May 4, 2015  
9:00 to 11:00 a.m.

Island Hotel Newport Beach  
690 Newport Center Drive, Newport Beach

[www.circle1000.org](http://www.circle1000.org)

For information please contact Jennifer Garner,  
(949) 764-7211 or [Jennifer.Garner@hoag.org](mailto:Jennifer.Garner@hoag.org).