2018 Philanthropy Report

St. Joseph Health
Santa Rosa Memorial • Petaluma Valley
Dear Friends,

Thank you for being one of the more than 3,000 donors who showed your support to our hospitals and the communities that we serve by making a gift to us over the last two years. Your generosity has made an extraordinary difference in both saving and changing lives here, close to home.

Despite the devastation of the October 2017 fires and the challenges of the current health care landscape, we have much to celebrate. Our community is resilient and is slowly rebuilding. Our hospitals continue to provide outstanding care to our entire community.

I would like to highlight some of the ways your generosity has impacted our community. At Santa Rosa Memorial Hospital (SRMH), your philanthropy allowed us to purchase a da Vinci Xi Robotic Surgery system and establish a Robotic Surgery Program. Our surgeons are now able to perform procedures that would otherwise not have been possible here in the North Bay. Your philanthropy also provided the funding for two 3-D Tomosynthesis Mammography units, which have already had a significant impact on the health of our patients; our physicians have experienced a 9% improvement in detecting breast cancer. This means more early-stage breast cancers are being detected. At Petaluma Valley Hospital, your generosity allowed us to purchase a 3-D Tomosynthesis unit and a C-Arm-imaging device used in our operating rooms. These devices allow us to provide the best possible care to our patients.

Perhaps the biggest and most obvious sign of change at SRMH is the construction project that is underway across the street on Montgomery Drive. A new 92,000 square foot medical office building and 600 space parking garage are being built to house our growing medical staff and serve our patients better. It’s expected that construction will be completed in the summer of 2020.

I can’t say enough about the many ways you and others in our community have stepped forward to support the development of our hospitals’ facilities and programs. We rely on your partnership to assure the ongoing health of our community. Thanks to your steadfast support, our future is bright and we are confident that we will continue to provide the finest care available north of the Golden Gate.

As many of you are aware, March 1st was my last day with St. Joseph Health — Sonoma County. It has been an honor and a privilege to serve our ministry and Sonoma County. It has been an honor and a privilege to serve our ministry and to you, please know that your donation will positively impact the entire community. Every dollar donated provides us with an opportunity to help people and save lives.

Your contributions are tax deductible and unlike most other charities, 100 percent of every gift goes to the project you choose. No portion of your gift is used for administrative costs.

Thank you,

Todd Salnas, President and CEO

“Your generosity has made an extraordinary difference in both saving and changing lives here, close to home.”

Your Gifts at Work
Thanks to the generosity of our many donors, over 20 million dollars has been raised over the last 2½ years to provide Santa Rosa Memorial Hospital and Petaluma Valley Hospital with much needed equipment.

Whether you make an unrestricted donation to the Foundation or select a specific project or service important to you, please know that your donation will positively impact the entire community. Every dollar donated provides us with an opportunity to help people and save lives.

Your contributions are tax deductible and unlike most other charities, 100 percent of every gift goes to the project you choose. No portion of your gift is used for administrative costs.

What Your Gifts Have Accomplished

**Santa Rosa Memorial Hospital Foundation**
(July 2016 – December 2018)
- Surgical Equipment (includes daVinci Robot) $2,440,215
- Linear Accelerator Upgrade and CT Simulator $732,983
- Cardiac Projects $129,840
- Emergency Department/ Trauma Center Equipment $114,249
- Women’s & Children’s Services Equipment $104,761
- Oncology Projects $103,473
- Dental Clinic Upgrade $14,385
- Other Essential Equipment $11,683

**Total** $3,651,589

**Petaluma Valley Hospital Foundation**
(July 2016 – December 2018)
- 3-D Mammography System $566,005
- C-Arm Imaging Device $90,072
- Emergency Department Equipment $84,612
- Medical/Surgical Equipment $61,220
- Hospice Project $7,253

**Total** $809,162

Members of the Finley Foundation, SRMH staff and board members gather to celebrate the receipt of the Finley Foundation’s generous gift to support the cath lab modernization project.
John Taylor, a former 49ers offensive lineman and Sonoma businessman, founded the NEVER GIVE UP Foundation to help, support and encourage trauma victims and their families to NEVER GIVE UP.

1st Annual NEVER GIVE UP Foundation Celebrity Golf Classic

In 2015, John Taylor was involved in a head-on collision in Sonoma that changed his life forever. He was brought to Santa Rosa Memorial Hospital’s Trauma Center where he was given a one percent chance of survival. Against all odds that he would ever walk or talk again, he survived. Today, with extensive physical and speech therapy, John has surpassed his doctors’ expectations. “I know I wouldn’t be here without the support and skill of my surgeon, Dr. Brian Schmidt and the many other doctors and nurses who cared for me.”

Santa Rosa Memorial Hospital Foundation received a generous gift from the 1st Annual NEVER GIVE UP Foundation Celebrity Golf Classic, a local charity founded by John Taylor. The funds supported Memorial Hospital’s Level II Trauma Center, which serves the Northern California Region from north of the Golden Gate Bridge to the Oregon Border.

Over the past two years, your continued and generous support has made it possible for our hospital and medical staff to offer our patients the most recent advancements in treatment and care. Because of you, the hospital has acquired the following state-of-the-art equipment:

→ The Surgical C-Arm enables clinicians to obtain real-time x-ray images during surgery, limiting the patient’s exposure to radiation and delivering important information to the surgical suite without delay.

→ The acquisition of the S2 Drive Drills for use in orthopedic surgery has improved efficiency in procedures and improved patient outcomes. These high-speed, precision drills allow our spine, hand, foot and joint specialists to maneuver in small spaces more easily during surgery.

→ The addition of an ultrasound machine in our imaging department has significantly reduced wait times, allowing patients to have access to care in a more timely and convenient manner.

These important technologies have improved our patient experience and outcomes and help drive the excellence we strive to provide for our patients.

We continue to invest in new equipment that ensures the highest quality care for our community. We are currently seeking support for a Stryker Surgical Tower to be used in our operating rooms. This new equipment integrates five unique imaging modalities into one platform. The equipment can be used in a variety of surgeries including laparoscopy, arthroscopy, urology, gynecology, ENT, and GI.

We are very pleased that St. Joseph Health has signed a non-binding letter of intent with the Petaluma Health Care District to continue operations of Petaluma Valley Hospital under a 30-year term lease. Final lease negotiations will occur once approval is received from the applicable regulatory authorities.

For more information on our funding initiatives, please visit www.GiveToPVH.org.
Mike and Maureen Dolce

A Living Legacy

One thing I might say that supporting Santa Rosa Memorial Hospital is in Mike Dolce's DNA. His father was involved in the construction of this hospital in 1950 and his mother supported Memorial throughout her life.

Maureen also recounted her faith connection with the hospital. "I imagine, this fellow was frightened and pretty hopeless. I'm sure the roommate, who was a homeless man. Mike recounts: "As you might feel safe and well-cared for because of the way we are treated—with kindness, dignity and respect."
In early 2017, Santa Rosa Memorial Hospital began offering patients a new, minimally-invasive option for certain urological, cardiovascular and general surgeries using the latest technology in robotic surgery, the da Vinci Xi Surgical System. Dr. Adam Kaplan, Director of Robotic Surgical Services at Memorial, performed the first procedure using the da Vinci robot.

This amazing piece of equipment has had a tremendous positive impact on our patients. To date over 250 procedures have been completed using the da Vinci robot, with the most common being radical and partial nephrectomies, nephtotomies, complex kidney stone procedures, hysterectomies, hernia repairs and weight loss procedures.

The da Vinci has allowed Memorial to develop a more robust cancer program; we can now treat any type of prostate cancer. The enhanced vision offered by the robot allows the surgeon a superior view of the nerves surrounding the prostate. This “nervous sparing” procedure results in a better quality of life than “open” surgery.

The da Vinci also allows the surgeon to remove very large prostate tumors which is rarely possible without the use of the robot; although these tumors may be benign, their presence can cause a significant degradation in the patient’s quality of life. Memorial has also been able to develop a higher likelihood of saving the affected kidney versus traditional surgery. Studies have shown that having both kidneys prolonged the life of the patient, due to a lower incidence of renal failure and need for subsequent dialysis.

Dr. Kaplan related a story about “Gary”. Gary came into the Emergency Department with a very large kidney tumor. As a result of his metastatic malformation, his two kidneys had fused together. Dr. Kaplan performed a partial nephrectomy (removal of the affected kidney) using the robot to remove cancerous tumors. The use of the da Vinci surgical program has had a tremendous positive impact to both the patient and his family, but also for the community, because it was able to perform the surgery which “impossible” without the da Vinci.

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TAVR – A Minimally Invasive Procedure to Treat Severe Aortic Stenosis

In January 2018, Santa Rosa Memorial Hospital conducted the first Transcatheter Aortic Valve Replacement (TAVR) procedure in Sonoma County. TAVR is a minimally invasive alternative treatment option for intermediate and high-risk patients with severe aortic stenosis. Aortic stenosis restricts the blood flow from the left ventricle to the aorta. According to the American Heart Association, approximately 1.5 million Americans suffer from aortic stenosis and one-third of them suffer from severe aortic stenosis.

There are many benefits of TAVR, including eliminating the need of being placed on a heart-lung bypass machine, reduced recovery time, minimal scarring, and a lower risk of bleeding. These benefits are especially important in patients who are very ill, frail or elderly. (It’s estimated that 70% of individuals with severe aortic stenosis who may otherwise not receive adequate treatment due to their high risk for open heart surgery.) Patients are typically able to go home far sooner and normally experience immediate improvement in their quality of life after the procedure.

Patrick Coleman, MD, Interventional Medical Director of the TAVR program says, “This is a historic health care moment. We are thrilled to be the first hospital in Sonoma County to offer a less invasive option to patients with severe aortic stenosis who may otherwise not receive adequate treatment due to their high risk for open heart surgery.” Prior to launching a TAVR program, hospitals must meet strict requirements set by the Centers for Medicare and Medicaid Services (CMS). “For the past year, Santa Rosa Memorial leadership and clinicians have been collaboratively working towards the goal of performing our first TAVR procedure,” says Ramzi Deek, MD, Surgical Medical Director of the TAVR program. “This signifies a huge step forward for cardiovascular care in the North Bay. Now, we’re able to treat more patients with advanced, less invasive treatment options.” Santa Rosa Memorial will be the only hospital in Sonoma County where TAVR is available.

“This is a historic health care moment. We are thrilled to be the first hospital in Sonoma County to offer a less invasive option to patients with severe aortic stenosis who may otherwise not receive adequate treatment due to their high risk for open heart surgery.”

Members of the Al and Helen Maggini Legacy Society

The Al and Helen Maggini Legacy Society

You can make a lasting impact on the availability of world class healthcare here in Sonoma County by including Santa Rosa Memorial Hospital in your estate plans or by making a life income gift. Regardless of the size of your gift, you will leave a meaningful legacy for future generations. All society members are acknowledged on a permanent donor plaque in the lobby of Memorial Hospital and are included in our annual Legacy celebration.

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Marcia L. and Paul Anderson
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Charles H. and O. Jesi Bailey
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Mabel B. Whitehead
Winston Family Trust

The Al and Helen Maggini Legacy Society

Dr’s. Patrick Coleman and Ramzi Deek perform the 1st TAVR procedure at SRMH.
The 23rd annual Keegan Leadership Series Luncheon took place on Thursday, May 17, 2018 at the Doubletree Hotel in Rohnert Park. Over 350 participants were there to see Pam Chanter receive the 2018 Leadership Award. For more than a quarter of a century, Pam has helped shape both the city and county through her participation in and leadership of many task forces, commissions and boards - including Memorial's Board of Trustees. Ana Lugo was the 2018 Next Gen Community Impact Award recipient. Ana has devoted her time to making our community better through her participation in various community projects. The keynote speaker, Ira Byock, MD, FAAHPM, shared insight into his work as a Palliative Care physician, author, and advocate for improving end of life care. Over $75,000 was raised for Palliative Care Services at Santa Rosa Memorial Hospital. This year’s Keegan Luncheon will be held on Thursday, May 2nd.

Our Mission
As expressions of God’s healing love, witnessed through the Ministry of Jesus, we are steadfast in serving all, especially those who are poor and vulnerable.

Our Foundations’ Vision
Our Foundations bring people together to foster a shared responsibility for the quality of life in our community. We build lifelong relationships with community members and raise funds to support Santa Rosa Memorial Hospital and Petaluma Valley Hospital.

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Phone: 707-778-2796
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James B. and Billie Keegan Leadership Series
The Santa Rosa Memorial Hospital Gala was held on Saturday, March 10, 2018 at the beautiful Mayacama Golf Club. The James Bond themed event was attended by over 230 hospital supporters who enjoyed a fabulous dinner, live auction and dancing to the group, Pop Rocks. The event raised over $275,000 which was used to purchase Ablation Equipment and Infusion Pumps for the St. Joseph Health Regional Cancer Center. Thank you to all who helped make the evening such a success. The 2019 Gala will be held Saturday, September 7th. Mark your calendars!
Philanthropy makes the difference between a good hospital and a great hospital.

Our hospitals are great because of your support!

For over 25 years, you have helped us raise more than 85 million dollars, which has funded countless improvements and enhancements to the care we provide to our community.

While other medical providers in our area serve as referral bases to more tertiary healthcare facilities located hours away, Memorial Hospital has the necessary expertise, equipment and infrastructure to offer a diverse and advanced level of medical care right here in Santa Rosa. Your support of Santa Rosa Memorial Hospital makes us a better and healthier community.

Our fundraising plans for the future are bold; we are currently focused on these important initiatives.

**Cardiac**

In response to our region’s aging patient population and growing demand for cardiac and interventional services, Memorial Hospital is embarking on an initiative to expand and modernize our existing catheterization (cath) labs. Memorial’s facility is the busiest in the region. Regardless of where individuals receive their primary care, over 80% of the region’s emergency heart attack patients are treated at our cath labs. The expansion and modernization of our cath labs is vital to the long-term health of our entire community. These crucial updates will allow Memorial to continue to provide the finest cardiac and vascular care available in our region.

**Residential Hospice House**

Our mission is to provide a setting for people and their families at the end of life that offers the highest quality of care. For too many terminally ill patients and their families, there has been an unmet need for a positive alternative to dying in a hospital or skilled nursing facility. Through the creation of a 12-bed Residential Hospice House, we will make the end of life experience less stressful for those who need it most. Offering a welcoming environment and dedicated staff that can take charge of caregiving is what all families and patients deserve.

For more information on these or any of our fundraising initiatives, please contact our Foundation office at 707-547-4680.