



# 2018 Philanthropy Report

St. Joseph Health 

Santa Rosa Memorial • Petaluma Valley



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

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 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 community for the past ten years. The support and close relationships that my family and I have formed with so many of you have been a true blessing —but have made this decision extremely difficult.

Tyler Hedden, who has been our Chief Operating Officer for the last 3 years, will be taking over as Interim Chief Executive and I'm confident that he will serve us well in this role.

I am proud of all that we have been able to accomplish together and look forward to all the progress that is sure to come in the years ahead. Be assured that every gift to St Joseph Health makes an impact on the health of our community.

Thank you,

Todd Salnas, President and CEO

## Your Gifts at Work

Thanks to the generosity of our many donors, over 20 million dollars has been raised over the last 2 ½ 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

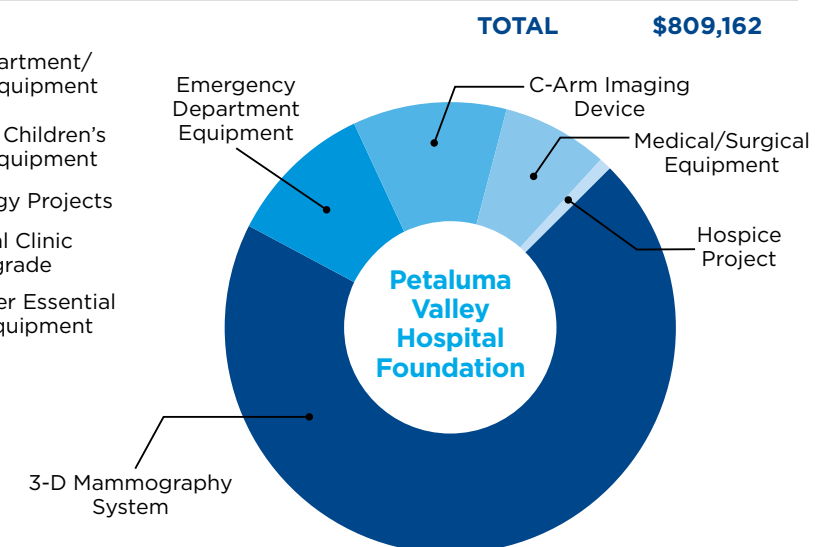
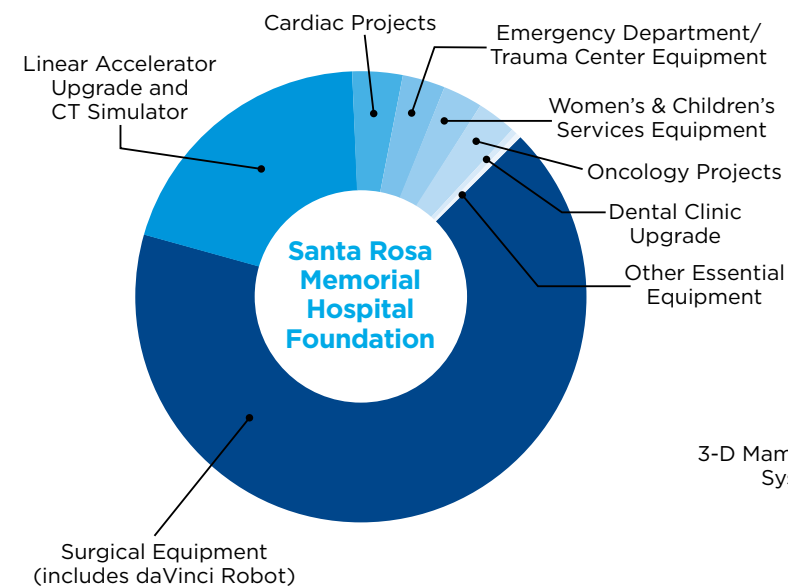
**TOTAL \$3,651,589**

### 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 Foundations's generous gift to support the cath lab modernization project.







John Taylor and  
Dr. Brian Schmidt

**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.

The trauma center provides specialty care including general-vascular surgery, neurosurgery, orthopedic surgery, cardiothoracic surgery, ENT, maxillofacial, urology and rehabilitation services 24-hours a day.

Santa Rosa Memorial Hospital Foundation presented John Taylor with its recognition of Achievement Award, in grateful appreciation for his service and leadership to trauma victims and their families with his message to NEVER GIVE UP.

**John wants everyone to know that "day by day life can be better and better, just don't ever, ever give up!"**

## WHAM (Women's Health At Memorial)

WHAM is a group of dedicated women committed to improving lives through philanthropy. Together, they learn, have fun and support women's health at Memorial. Since 2009, WHAM has granted over \$500,000 to Women's and Children's services at Santa Rosa Memorial Hospital.

**Over the past several years, WHAM has provided funding to a wide variety of projects and programs that enhance the care of women and children in our community.** These include the purchase of a new incubator for the Neonatal Intensive Care Unit, education and training for our RNs to enable them to recognize and prevent maternal sepsis, a Hospice Caregiver Respite Program, a Patient Navigator for cancer patients, a "Music and Memory" program for Hospice and the Mobile Health Clinic's "Women's Health Days".

**Ordinary women become extraordinary when they join collectively to make a difference.** For information on how you can get involved, please contact Katie Kinzel at (707) 525-5357.



2018 WHAM Steering Committee

## Petaluma Valley Hospital Foundation Update

The Petaluma Valley Hospital Foundation Board's continued commitment to our hospital and community has sustained our forward momentum. Their unwavering support has helped provide important enhancements and upgrades for PVH. We remain committed to providing the people of South County with the finest medical care available.



Surgical C-Arm

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 is designed to improve patient outcomes by offering premium optics and advanced imaging capabilities and 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](http://www.GiveToPVH.org).

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have improved our patient experience  
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*Mike and  
Maureen Dolce*

**“I am completely supportive of Memorial having the latest and most up-to-date technology... I give to Memorial because I can see the impact of my giving. That is important to me.”**

## **A Living Legacy**

One 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.

Mike and his wife, Maureen, have made over 140 gifts to the hospital over the past 11 years. “I am completely supportive of Memorial having the latest and most up-to-date technology,” said Mike. “I give to Memorial because I can see the impact of my giving. That is important to me.”

Reflecting on what motivated them to become donors, Mike cites the attentive and compassionate care he has received during every one of his many stays at Memorial. “The nurses at this hospital are simply first rate. I cannot imagine a more caring group of people. We always feel safe and well-cared for because of the way we are treated—with kindness, dignity and respect.”

Mike recalls an early visit to the hospital. “I was in second grade. While playing baseball, I got hit in the ear by a ball. Being a kid, I wiped the blood off my ear and kept on playing. A couple of days later, I landed in Memorial with a blood infection. In those days, the halls of the hospital were filled with nuns. They brought a special kind of spirit, a reverence, to the hospital. On this particular visit, I was put in a room with a fellow who had rolled his jeep. He was very upset and angry, and he spent all his time swearing. I love to tell people that I learned to swear at Memorial Hospital, under the watchful eyes of those nuns.”

Mike's faith is important to him and he identifies with Memorial's mission of serving the less fortunate. During his last stay at the hospital, the chaplain came to visit. He also stopped at the bedside of Mike's roommate, who was a homeless man. Mike recounts: “As you might imagine, this fellow was frightened and pretty hopeless. I'm sure the chaplain had many visits to make, but he took all the time in the world with this gentleman. He comforted him and told him to use his time at Memorial to heal. He told him he would make sure that he would not be discharged until he was ready. He brought this man so much comfort. I felt lucky to be a witness to it.”

Maureen also recounted her faith connection with the hospital. “I considered the Sisters of St. Joseph of Orange my protectors when I was a child. We lived with my Grandmother when I was little, and we spoke only Italian at home. When I was in first grade, a group of kids would wait for me after school every day and taunt me because I didn't speak English. When my mother found out, she immediately put me into the local Catholic school, which was run by the Sisters of St. Joseph of Orange. Then, as now, the sisters made me feel safe. Once I was with them, I was able to learn and to live my life in peace.”

Donors like the Dolces are making a difference for Memorial as well as for their friends and neighbors. Thank you, Mike and Maureen!



# Robotic Surgery Program at SRMH

In early 2017, Santa Rosa Memorial Hospital began offering patients a new, minimally-invasive option for certain urological, cardiothoracic 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 prostatectomies, nephrectomies, complex kidney stone cases, hysterectomies, hernia repairs and wedge resections of the lung.

The da Vinci has allowed Memorial to develop a robust prostate 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 “nerve-sparing” procedure results in a better quality of life than what is possible with traditional “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 vigorous robotic kidney cancer program. The use of the robot to remove cancerous tumors results in a higher likelihood of saving the affected kidney versus traditional surgery. Studies have shown that having both kidneys prolongs 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 a congenital malformation, his two kidneys had fused together. Dr. Kaplan performed a partial nephrectomy (removal of the kidney). He said it was “very complicated” and that the surgery would have been “almost impossible” without the da Vinci. Gary was able to leave the hospital within two days.

Dr. Kaplan said that working at Memorial is a very special

experience for him. He is able to provide the finest care and really help people in need, regardless of their insurance or ability to pay. “It doesn’t matter if the patient is a millionaire or homeless—everyone receives the same great treatment.”

Without the generosity of you, our donors, the purchase of the da Vinci robot would not have been possible. Thank you again for your generosity and all the good it has done for so many patients.

**As a result of your generosity, our physicians are now able to perform complex life-saving surgeries that otherwise would not be possible.**

*Staff celebrate the arrival of the da Vinci Robot!*



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 fit into this category.) 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 Deeik, 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.”



Dr’s. Patrick Coleman and Ramzi Deeik perform the 1st TAVR procedure at SRMH.

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.



Members of the Al and Helen Maggini Legacy Society

- Hobart and Nancy Acker  
Gaza W. Almasy  
Hazel M. Anderson  
Marcia L. and Paul Anderson  
Victoria and Dr. Darel Ashley, Jr.  
Charles H. and D. Jesi Bailey  
Reginald and Margaret Bayley  
Marlene Bertram  
Aileen Bettinelli  
Gordon and Ann Blumenfeld  
Helen G. Boggiano  
Ralph J. and Thelma V. Bohrer  
Cormac and Elisabeth G. Brady  
Mr. and Mrs. Sam Brown  
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Eunice B. Cain  
Maria Carlsen  
Mary Carvalho  
Frances Cerini and Zelma Hinshaw  
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Joan Withers Dinner  
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Carola Doran  
Frances K. Driver  
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Sonne J. Eldridge  
Howard and Arleene Fraga  
Joseph and Edith Franceschi  
Judith and Peter Fromm  
Marie Galanti and  
Anne Prah-Perochon
- Carl F. & Maizie E. Geiger  
Roy and Juanita Germone  
John D. and Mary Ann Gomme  
Mary Frances Gould  
Donald and Maureen Green  
Sam and Ava Guerrera  
J. Patch Guglielmino  
Mr. and Mrs. William Hammerman  
GK Hardt  
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Gisela Hewitt  
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Mabel B. Whitehead  
Winston Family Trust



## Santa Rosa Memorial Hospital Event Recap



### James B. and Billie Keegan Leadership Series

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.

(top) *2018 Keegan Award recipient, Pam Chanter, with event chair, Jim Keegan* (bottom) *Dr. Gary Johanson, Director of Palliative Care for St. Joseph Health with Keynote Speaker, Dr. Ira Byock.*



(From left) *Sally and Don Risberg, Barry and Heidi Friedman and Marilyn and Henry Hansel, Mary Dewane and Joe Anderson, Gary and Dena Tennyson.*



### Santa Rosa Memorial Hospital Gala - "007"

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 calendar!



## 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.

### SRMH Foundation Board of Directors

Randy Pennington, Chair  
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Lee Reposa  
Dea Steigner  
Mike Tomasini



## Contact Information

### SRMH Foundation

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Santa Rosa, CA 95404  
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Fax: 707-547-4685  
[www.GiveToMemorial.org](http://www.GiveToMemorial.org)

### PVH Foundation

400 North McDowell Boulevard  
Petaluma, CA 94954  
Phone: 707-778-2796  
Fax: 707-781-1420  
[www.GiveToPVH.org](http://www.GiveToPVH.org)





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**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.**