

WORLD CLASS CARE. CLOSE TO HOME.

# Thanks to YOU.

Because of donors like you, we've been able to uphold a century-long tradition of quality healthcare, partnering together to help provide the very best to our patients and their caregivers.

In today's world, our hospitals depend on philanthropy more than ever. With the rising cost of technology and patient needs, what it takes to care for the complete health of a community is rapidly changing.

Our hopes for the future health of Humboldt County are based on a firm foundation, 100 years strong, and rest on the fulfillment of the pillars outlined below. Your partnership in the Centennial Campaign—\$25M by 2025—will help make this vision a reality.

## The Pillars of Vision 2025

### Invest in Primary Care and Improved Access

- Better Health Outcomes in Humboldt: support housing for the homeless, recruit new physicians, open additional clinics and expand hours of care

### Optimize Specialty Care

- Implement technology and facility enhancements in Cancer, Neuro-Spine, Orthopedic, and Heart Institutes; develop clinical trials and expand Telehealth capabilities

### Lead in Health Career Education & Training

- Support the St. Joseph Hospital Family Medicine Residency Program, fund specialty certification for nurses, collaborate with HSU, CR, and outside universities to train, attract, and retain top talent

### Enhance Patient and Caregiver Experience

- Foster leadership qualities and mission-driven practice in all caregivers through the NorCal Experience; physically transform patient and caregiver surroundings in select areas at RMH & SJH

### Support Community Healthcare Peace of Mind

- Increase community outreach and partnerships, information accessibility, and share positive examples of programs extending beyond traditional healthcare



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Decades as a highly-driven and successful court reporter left Trinidad resident Katherine Wayne with wrist and neck pain so unbearable, she was forced into early retirement. When she no longer felt able to function normally, she sought treatment from neurosurgeon Dr. John Aryanpur. Within weeks of her surgery, Katherine was able to move about and use her arms and hands without tears of pain.

Inspired by her own incredible treatment and care as well as her dedication to volunteer work, Katherine & her husband Bruce are generous donors to many initiatives at our hospital and are committed to ensuring excellence in Humboldt County healthcare.

## The Neuro-Spine Institute

### Optimizing Neuro-Spine Treatment through Innovative Technology

Our program boasts highly-skilled neurosurgeons, trained at top universities, including Johns Hopkins, UCLA, and McGill. Already demonstrating the extraordinary rural healthcare St. Joseph has to offer, our aim is to boost these specialists even higher.

Investing in the latest technology will bring minimally invasive, modern neurosurgical intervention to Humboldt. This technology will ensure the highest level of safety and precision when removing brain tumors or implanting surgical materials in the spine. These hi-tech tools have been shown to double the accuracy of spinal hardware placement. New equipment will mean our physicians no longer have to turn away complex juvenile cases. **Instead of sending teenage patients with severe degenerative spinal issues to the Bay Area every year for treatment, we will be able to care for those kids and their families right here at home.**

The development of a Primary Stroke Center at the institute is already underway. These additional enhancements will also put us on the path toward certification as a Center of Excellence for Brain Tumors; providing the best for our patients close to home, working to **Keep Care Local.**



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### Integrated Surgical Suite Needs

- O-Arm Intraoperative CT Platform - \$600,000
- S8 Stealth Image-Guided System - \$150,000
- Mazor Intraoperative Robot - \$500,000



The O-arm intraoperative CT imaging and navigation system allows neurosurgeons to visualize your anatomy in 3D during an operation, resulting in increased surgical precision, smaller incisions, and improved outcomes, making more complex surgeries safer and shorter.

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A retired Eureka law enforcement officer, Tom Allen and his wife Kim feared the worst when doctors found a tumor at the base of his spine that threatened his chances of walking or even surviving at all.

Thanks to the combined treatments of stereotactic surgery, chemotherapy, and the loving care and counseling provided by the St. Joseph cancer team, Tom is in remission and continuing the life he loves.

Our state of the art, multi-specialty, and comprehensive cancer treatment program – on the same level with institutes such as Stanford – has given health and hope, treating more than 600 patients per year like Tom, providing world class care, close to home.

## The Cancer Care Center

### Next Generation Technology \$2.2M

Cancer care is the cornerstone of the Centennial Campaign. Fighting this disease that in some way touches us all, is a top priority. Supporting equipment needs will provide a new PET/CT scanner and highly specialized camera systems for diagnosis and treatment. This will complement the current radiation oncology equipment, which is already at the same level as hospitals in the Bay Area and larger facilities. The addition of a newly released RayStation 4D Treatment Planning System would add groundbreaking technology to the toolbox of our cancer specialists.

Approved by the American College of Surgeons, our highly-skilled physicians and cancer care team members launched an Oncology Urgent Care, allowing patients to bypass the Emergency Department and directly get the specialized attention they need. Clinical trials are ongoing in the search to treat COVID-19. Additional funding will ensure that research program is able to continue on into the fight against cancer.

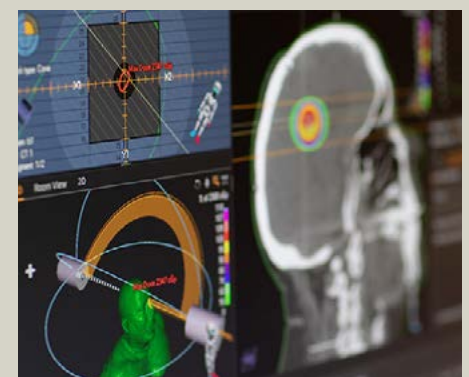
Partnering together in this vital project will assure our program continues to offer the best possible treatment for all whose lives are affected by cancer.



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### Equipment Needs

- New PET/CT equipment & facility - \$1M
- Dual C-Rad Camera Surface Tracking Systems - \$600,000
- RayStation 4D Treatment Planning System - \$300,000
- Program Enhancement Clinical Trials - \$250,000



RayStation is the next generation of treatment planning systems with a dramatically enhanced user experience and ground breaking features like multi-criteria optimization, ultrafast computation speed, and 4D adaptive radiation therapy.



*Our Cancer Program has been recognized by the Commission on Cancer of the American College of Surgeons as offering the very best in cancer care and treatment.*

*Together with our community partners, we take a multispecialty team approach, offering expert preventative care, cancer treatment support, and medical information for cancer patients, their families, and survivors.*

*Comprehensive care means a personal touch from our team members, as well as lifelong patient follow-up through a cancer registry. No one goes on this difficult journey alone.*

## The Cancer Care Center

### \$12M Expansion Project

Designed to increase patient satisfaction and help improve outcomes, the newly designed treatment center will completely transform the experience of our cancer patients and their caregivers. A bright, uplifting, and welcoming entrance will change the look and feel of this specialty service at the core of our Centennial Campaign.

Echoed throughout the construction/renovation plans will be meditative, spacious surroundings, with natural light and tranquil garden views in treatment areas, bringing a sense of hope and confidence to match the exceptional level of care offered. Many treatment specialists believe that hope can make a remarkable difference in the success of a person battling cancer.

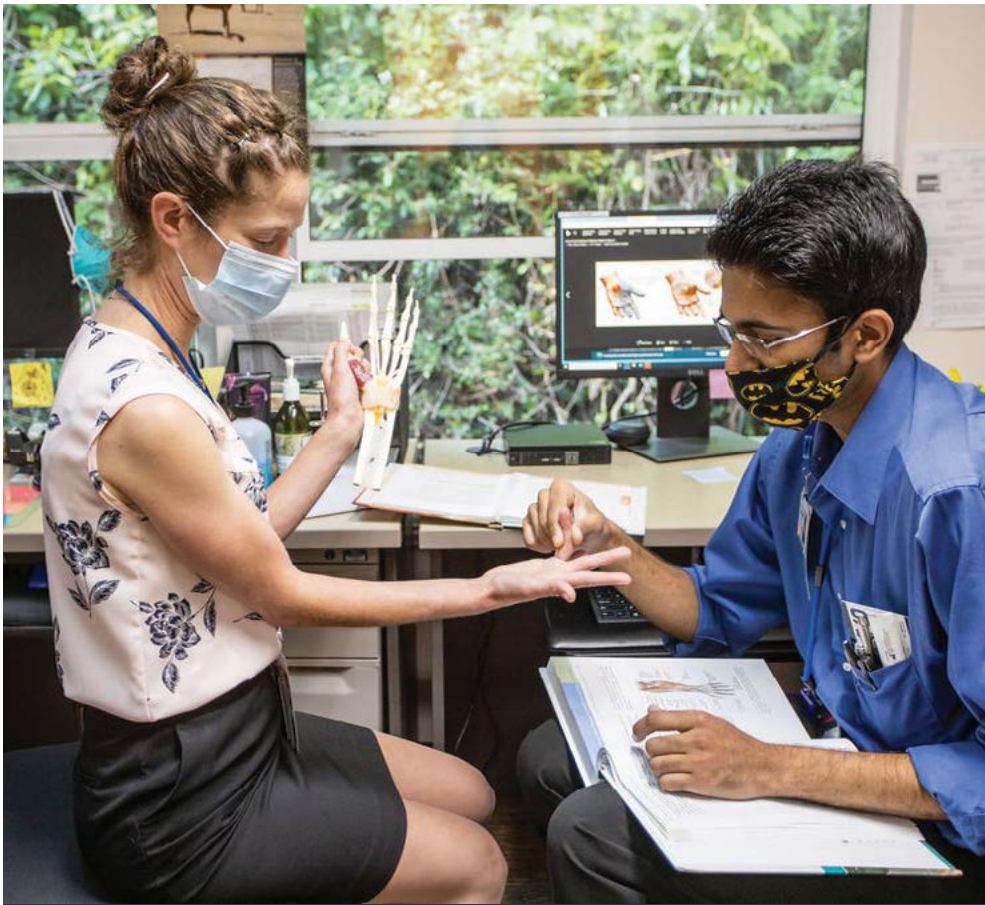
Delivering state of the art care in enhanced surroundings will also boost the efforts of our dedicated cancer team, as they provide compassionate and loving care to patients often facing tremendous fear and uncertainty.

The center will reinforce our focus to treat the body, mind, and spirit of all affected by cancer. Meeting our philanthropic goals for this critical project would allow construction to begin immediately.



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*"Seeing the support from the community and enthusiasm of the faculty has really made this experience very enjoyable."*

*We are all eager to make this a Residency that fulfills the ambitions of the community as well as one that prepares doctors effectively. This program is being molded into one that is not only enriching, but caring.*

*We love every moment and are looking forward to the day this residency shines even brighter."*

*- Dr. Anirudh Rai, first year Resident (pictured on the right in photo).*

## Education & Health Career Training

### Family Medicine Residency Program \$7.6M

Created to address the shortage of primary care physicians in Humboldt, the Family Medicine Residency attracts a full three-year cohort of eighteen young & talented new doctors to our community to complete their training. Many choose to stay and practice locally.

In partnership with Open Door Community Health Centers, our core and volunteer faculty boasts specialists from far and wide who have made the North Coast their home and enjoy training the next generation of family physicians. This invaluable program would not have been possible without the generous donors who funded its startup costs.

Having outgrown its small conference areas, the program is in need of a new meeting and learning space, as well as funding security. Through your gift to the Centennial Campaign, we can ensure the health of the residency for years to come.

### Funding Needs

- \$2M Support Ongoing Operations
- \$5M Endowment for the Future
- \$600,000 Conference/Retreat Center



Premier Center



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Decades of hard work and continuous shoulder injuries left retired McKinleyville cowboy Dennis Mayo barely able to lift his left arm. After 20 years, Dennis had resigned himself to his shoulder being practically useless.

Then he met St. Joseph orthopedic surgeon and shoulder specialist, Dr. Erik McGoldrick. Instead of leaving the area for care, Dennis chose to have his procedure here, close to home.

Dennis describes the outcome of his surgery as "spectacular." He is back in the saddle again, happy to demonstrate his renewed ability, pain-free.

## Orthopedic Center Of Excellence

### Dedicated OrthoSpine Medical Unit \$300,000

Meeting this need will bring the level of comfort and care patients have come to expect when undergoing a knee, hip, or shoulder replacement.

Our Orthopedic Center of Excellence is recognized by Blue Cross as a "Blue Distinction Center for Hip and Knee Replacements." It is extraordinary to have Dr. Erik McGoldrick on the team as an expert in shoulder surgery.

Our already stellar orthopedic program will be enhanced by transforming an area of the hospital into a unit dedicated to ortho/spine treatment.

Furthering the education and training of our caregivers, this transformation will help our facility match those beyond our region, giving patients a boutique experience, with specialized nursing care, encouraging them to stay here in Humboldt for these procedures, and **Keep Care Local.**

### Funding Need

- \$300,000 renovation of existing hospital rooms and nurses' station to create specialty patient area for pre- and post-operative care



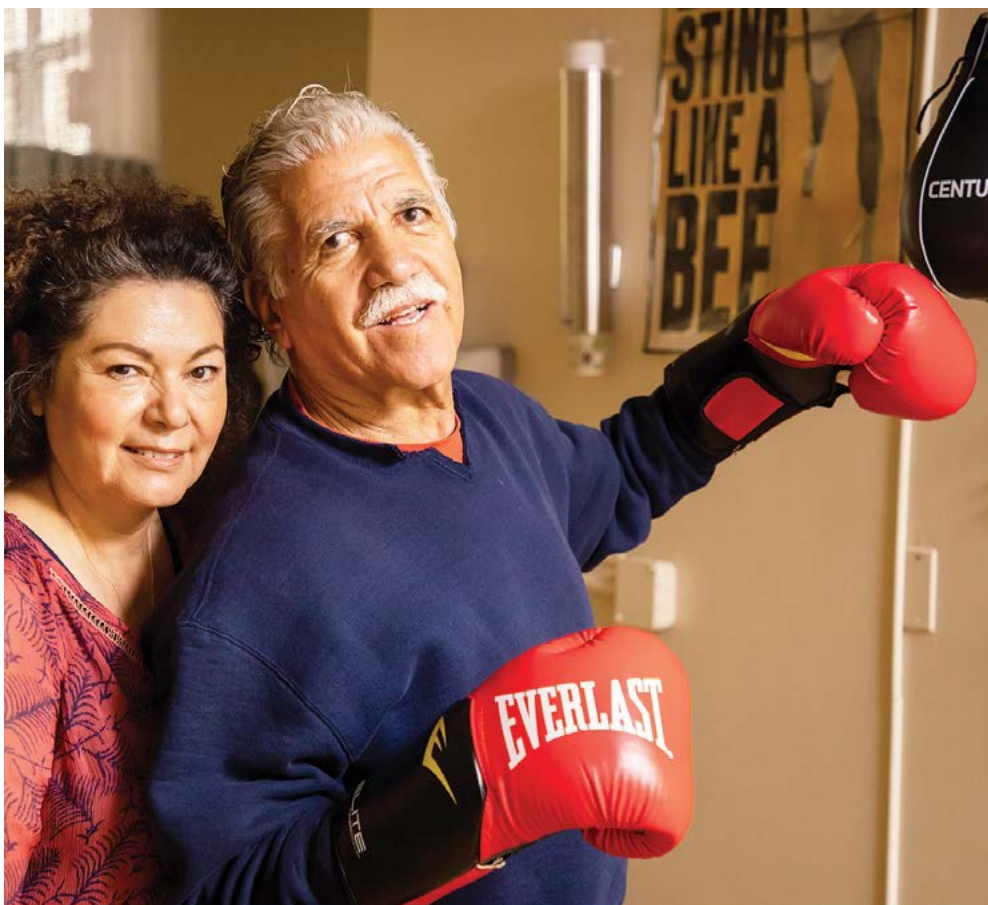
Erik McGoldrick, MD, Orthopedic Surgeon and shoulder surgery specialist.



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When he first received the devastating diagnosis of Parkinson's disease, Fortuna resident Harry Hardin was not sure life was still worth living.

Unable to do so many things he once loved and feeling unsteady on his feet, Harry thought he was down for the count. Then he met the physical therapists in rehab at St. Joe's.

Not only did Harry regain his strength, dignity, and zest for life, he started the Rock Steady Boxing program so that other patients in need of neurological rehabilitation could achieve the same success.

## NeuroRehabilitation Services

### NeuroRehab Endowment \$1M

Mobility issues, fine motor skills, and speech are not always the biggest challenges for patients in need of neurorehab. A loss of personal dignity caused by these changes can be devastating and deeply affect a patient's motivation and will to go on.

Our highly trained and compassionate physical therapists, along with generous donors like you, are giving dignified therapy to patients in need of hope at the Harry Hardin Center.

#### Earnings from a permanent endowment would support:

- Part-time Program Navigator/Patient Advocate
- Rock Steady classes for patients with limited resources
- Stroke Support Group services, facilitated by a social worker
- Specialty Training/Advanced Technique Certification for therapists to keep care local
- Community Class Development such as Adaptive Yoga, Tai Chi, dance, and more...

Benefiting from these services would include those facing spinal cord injury, stroke, traumatic brain injury, Parkinson's, and MS. Supporting immediate needs and the NeuroRehab Endowment will continue to build an enduring legacy that future patients can count on.



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### Equipment/Ongoing Support Needs

- Unweighted gait re-training equipment \$50,000
- Community Class Development \$2,000
- Advanced Certification Course \$580

#### Monthly:

- Program Navigator \$2,400
- Rock Steady Boxing Scholarship \$200
- Stroke Support Group \$90



Our Outpatient Rehabilitation program provides Occupational, Physical, Speech, and Hand Therapy.

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Longtime Humboldt County resident Jerry Carlson wanted to support the growth of St. Joseph Hospital, but he wanted to do it in a way that worked for him. Instead of writing a check, Jerry decided to give an asset: his beautiful home and several surrounding properties in Eureka.

Jerry understood that his gift would help the hospital now and into the future. His gift is called a retained life estate, a planned gift in which a donor can transfer ownership of a house to the hospital and receive a significant tax deduction, but still live in the house until his or her death.

For Jerry, this was the right choice to leave a meaningful, lasting legacy.

## The Legacy Society

### 100 Planned Gifts to Honor 100 years Carrying the Mission Forward with a Planned Gift

Considering the legacy we will leave behind is not a question for only the wealthiest among us, but for anyone with a passion to support a cause that is dear to their heart. As a donor to St. Joseph and Redwood Memorial hospitals, you already show your commitment to supporting quality healthcare in our community.

An important part of our Centennial Campaign is to fulfill our hospitals' vision for the future, through securing philanthropic gifts that will continue the good work happening today, for years to come.

Whether you fell in love with Humboldt and made it your home, or your family goes back generations on the North Coast, there is a special pride in helping ensure future access to the best care possible for your community.

From a simple bequest to a charitable gift annuity, each way of giving has advantages, including significant tax savings and deductions. Working in partnership we can help find the best option for you to become a member of the Legacy Society, carrying on the mission of our Founding Sisters.



### Planned Gift Legacy Considerations

- Naming opportunities
- Ongoing Program Support
- Technology/Equipment Updates
- Unrestricted - Where it's Needed Most



Martha and Bill Hoffmann helped ensure emergency services continued to stay cutting edge with a Planned Estate Gift.

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When McKinleyville resident Wayne Caldwell realized he was having a heart attack, it was almost too late.

He lost consciousness as his wife Donna called 9-1-1. Wayne credits the STEMI designation of our Cardiac Care program for saving his life. The medical team of professionals from ambulance to emergency room to cath lab gives lifesaving treatment to critical patients like Wayne faster than the national standard. Every minute counts.

This dramatic life event deepened the Caldwell's ties to our hospital; they are now heavily engaged donors and champions of St. Joseph's world class local healthcare.

## The Heart Institute

### Cardiac Care Technology Upgrade \$2M

Cardiovascular disease is the leading cause of death for American men and women, claiming the lives of more than 650,000 people a year - 1 in every 4 deaths. In most of these cases, conditions such as arrhythmia, stroke, coronary heart disease, heart attack, and heart failure, were entirely preventable.

The St. Joseph Hospital Heart Institute is nationally recognized for its rapid response time; from arrival to medication to surgical intervention, within 80 minutes on average. The national goal is no more than 90 minutes. This "STEMI" designation means that in a cardiac emergency, ambulances bypass any other facilities in our region and rush patients to St. Joseph.

To continue to excel in lifesaving measures, the cardiac care team is in need of a critical equipment upgrade. While our patients have long benefitted from the latest technology - thanks to donors like you - many tools have come to the end of use and must be replaced.

From diagnosis, to treatment, to cardiac rehabilitation, your generosity is "at the heart" of the stellar level of care our team provides.



### Equipment Needs

- Cath Lab Replacement \$1.5M
- Phillips Intravision7 "Volcano" \$200,000
- Cardiac flow probe/meter \$110,000
- Centrimag Ventricular Assist Device/ECMO \$100,000
- Fuji Sonosite \$20,000



Fuji Sonosite - advancing medicine by bringing ultrasound to the point of care.

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Mother Bernard Gosselin is the foundress of the Sisters of St. Joseph of Orange.

She began her Eureka ministry in 1912 with seven companion Sisters opening a school for local children.

In 1920, Mother Bernard opened St. Joseph Hospital in response to the influenza epidemic of 1918. Her faith and leadership led to the opening of health care and education ministries across the State of California.

## Providence Mother Bernard House

### \$100,000 Community Partnership Goal

Dedicating our local support to this multimillion-dollar investment by Providence to address chronic homelessness in Humboldt, means that our Centennial Campaign goes beyond hospital walls. This initiative demonstrates our continued priority of promoting overall wellness and better health outcomes in our community.

Owned and operated by Providence Supportive Housing, the project is a renovated motel in downtown Eureka offering permanent supportive housing and recuperative care for people experiencing chronic homelessness. Upon completion in December of 2022, it will include 48 studio units, common areas, service space, and an office. Services are designed to build independent living skills and connect residents with community-based health care, treatment, and employment services.

Financing for the Providence Mother Bernard House has already been secured. The combined investment of our Care for the Poor fund and partner organizations tops \$20M. Our goal through the Centennial Campaign is to reach out and help lift up those utilizing services by providing furnishings and more to promote stability and healing as our Founding Sisters did—without distinction—offering hope after homelessness.



### Giving Opportunities

- Community room kitchen \$20,000
- Public mural commissioned from a local artist \$15,000
- Providence Mother Bernard tribute art piece for lobby \$10,000
- Common area artwork \$5,000
- Tenant computers and printer \$3,500
- Telehealth equipped exam room \$2,500
- Bed frame, new mattress, mattress cover, and bedding \$500

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