



The mission of Oconomowoc Memorial Hospital Foundation is to provide financial support to assist Oconomowoc Memorial Hospital in achieving the highest standard of care possible.

This is accomplished by providing a philanthropic environment to receive contributions, gifts, and grants, by developing fund-raising programs, and by prudently managing its assets.

The Foundation is an extension of our community that reflects people helping people.

Upcoming Foundation Events and Programs

October, November and December

CEO Lunch Briefings with John Robertstad
Learn more about Oconomowoc Memorial Hospital's transformation
 For more information or to schedule a lunch contact Maureen Gerard at 262-560-4566

May 2, 2009

LakeWalk for Cancer
 Celebrating six years of support for Oconomowoc's Regional Cancer Center

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The Giving Connection

Volume 2, Issue 1

From The Executive Director

Dear Friends,

It's amazing how time flies! I celebrated my one year anniversary with Oconomowoc Memorial Hospital Foundation in September. This first year truly has been a wonderful and fulfilling adventure and I look forward to continuing my journey.

This year has also been a time of challenge for the Foundation. More funds were needed to support Oconomowoc Memorial Hospital to keep pace with evolutionary changes in health care delivery. A major gifts and capital campaign program was developed to support this **Transformational Initiative** at OMH, along with funding purchases of needed capital equipment. The program will increase holistic approaches to patient care, decrease costs for patients, and allow the Hospital to focus on the important aspect of their work – providing extraordinary healthcare service to the families in our community.

Support also continues to be strong for our annual fundraising programs, which increased almost 10% this year. This is a very good result based on the economic challenges our country is facing. Because of these increases, the Foundation was able to donate a record \$130,000 to the Regional

Cancer Center at Oconomowoc, helping to fund research and supportive care programs.

In addition, the Foundation funded purchase of EKG machines that were donated to EMS/EMT departments throughout our community. These machines connect the EMT personnel directly to the Emergency Department at Oconomowoc Memorial Hospital, increasing survival during a heart attack and other critical accidents. Additionally, funds from the Foundation helped with the expansion and development of our Diabetes Health Clinic and the Healthy 'n Fit family program, decreasing obesity in our children and our community, and funded development of alternative therapy programs to increase comfort and provide a sense of calm, before, during and after surgery. Finally, the Foundation also funded the development of the OMH End of Life Comfort Carts, helping families and Hospital staff cope with the death of a loved one.

No one has such a successful year without help. I want to thank my two staff members – Dinah Goldenberg and Nicole Bessert. I am a better person through knowing them and our Foundation is a better organization through their professionalism and experience.

Without support from the Hospital CEO, John

Robertstad and encouragement from board chairs, Tom Packee and Eileen Gillespie, the Foundation would have been less successful and have achieved very few of our goals and objectives. I also want to thank the Foundation Board, who continues to work with me to grow our strategies and programs, and the Hospital leadership, staff and physicians who are ever encouraging, ever teaching and ever supportive of the OMH Foundation.

Finally, I want to thank everyone in the community who has, and continues, to support Oconomowoc Memorial Hospital and Foundation. We are reaching for tomorrow and hope you will be part of our solution!

Sincerely,

Maureen E. Gerard, CFRE
 Executive Director



*Oconomowoc Memorial Hospital Foundation Staff
 (l to r) Dinah Goldenberg, Maureen Gerard, Nicole Bessert*

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Oconomowoc Memorial Hospital Foundation

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Oconomowoc Physician Center – A New Standard of Care

On Saturday, September 13, the Oconomowoc Physician Center officially opened. More than 1,000 community members attended this Grand Opening event and toured the new center.

The Oconomowoc Physician Center is a one-stop medical professional center encompassing a variety of medical services such as:

- **Musculoskeletal Institute** – a new standard for orthopedic services and therapy;
- The only **open MRI and 64 slice CT scanner** in Waukesha County for radiology services;

- **Lake Country Endoscopy Center** – offering patients efficient, advanced GI care from experienced, board-certified physicians. From routine screenings like colonoscopy to more advanced procedures and clinical research, the new Center provides compassionate care in a relaxed, modern setting;
- **Wound Healing Center** – a state-of-the-art program that specializes in an approach to wound care that help patients whose wounds did not improve with other methods of treatment. Leading-edge treatment modalities include hyperbaric oxygen therapy; and

- **Pain Management Program** – making pain management and interventional services more accessible for patients.



Celebrating Life

Bernie Cannon is celebrating life and she has every reason to do so. As a cancer survivor, she takes great delight in her family, grandchildren and friends. On September 18th, Bernie's family decided to show her how extraordinary she is by installing a leaf on the Tree of Hope and Remembrance in the Regional Cancer Center at Oconomowoc.



Surrounded by her family, Bernie chose an appropriate place for her leaf and personally attached it. Her daughter Ann spoke for the whole family at the

ceremony by stating, "What you have and are going through is important to us and to the Lord. That's why we are asking him to take extra-special care of you, to wrap his arms around you, and hold you close, to give you the strength that you need to be here today, and the hope for tomorrow. We will keep praying for you, Mom, through these times, because we want the very best for you, and we will know that's what our Lord, Jesus Christ, will give you. You have inspired all of us with your strength, hope, and courage. We Love You!"

Cornerstone Legacy Society Members Share Evening

Nearly sixty members of the Cornerstone Legacy Society (Oconomowoc Memorial Hospital), AngelsGrace Legacy Society (AngelsGrace Hospice) and the Fundingsland Society (Waukesha Memorial Hospital) held their first joint event on the evening of September 11, 2008. The evening was sponsored by the Oconomowoc Memorial Hospital Foundation and Waukesha Memorial Hospital Foundation, as a means of thanking society members for their personal and profound commitment to the future of healthcare in our area. Thanks to Ford and Bobbe Titus who opened their home on Oconomowoc Lake for the event, members enjoyed fellowship and shared conversations about their common beliefs in the

importance of ProHealth Care to our communities. Deb Treis, Director of ProHealth Home Care and Hospice, speaking on behalf of AngelsGrace Hospice, Ed Olson, CEO of Waukesha Memorial Hospital, Ford Titus, CEO of ProHealth Care, Inc. and John Robertstad, CEO of Oconomowoc Memorial Hospital (OMH), thanked all the members for their contributions to the future of our health system.

In his comments, John Robertstad noted that Cornerstone Legacy Society members have been instrumental in funding OMH's Patient and Family Lounge and arranging gifts to provide future support to build the OMH endowment – The Century Fund. "We

are truly grateful to those who have chosen to make our Hospital a very personal and emotional choice for your legacy gift. As Oconomowoc Memorial Hospital moves forward with our **Building on Generations of Care Master Facility Initiative** designed to maintain us as a technologically advanced hospital in Lake Country that will provide the very latest in patient care amenities, your legacy gifts sustain the original vision of OMH as a community hospital and will help us keep pace with the evolutionary changes in healthcare delivery and technology."

To learn more about membership in the Cornerstone Legacy Society and/or planning a future gift to Oconomowoc Memorial Hospital, please contact Dinah Goldenberg at 262-569-0507.

Congress Votes to Extend Special IRA Charitable Rules for 2008!

In Division C -- the "Tax Extenders and Alternative Minimum Tax Relief Act of 2008" of H.R. 1424, Congress extended an excellent charitable planning opportunity for both 2008 and 2009. This act permits an IRA owner age 70½ or older to make a direct transfer to charity. The transfer may be up to \$100,000 in one year and this IRA rollover will exist for year 2008 and year 2009. Sec. 408(d)(8)(A).



these distributions.

How do the IRA Qualified Charitable Distribution Rules work?

- Taxpayers age 70½ and older are required to make annual distributions from their IRAs. In most cases, these distributions are considered taxable income and result in an income tax liability.
- The IRA Qualified Charitable Distribution rules permit taxpayers to make donations of up to \$100,000 from their IRAs directly to qualified charitable organizations. These distributions will not be considered taxable income. Consequently, the IRA owner will not pay any tax on

- Only contributions made between January 1, 2008 and December 31, 2008 or January 1, 2009 and December 31, 2009, are eligible for this tax benefit.
- Donors must be 70½ years old or older when the distribution is made.
- A donor's total qualified charitable IRA distribution cannot exceed \$100,000 in any one year.
- The custodian in charge of the account must transfer the funds directly to the charity. The IRA owner cannot receive the cash from the IRA and then donate the funds to the charity.
- The designated charity must be a qualified charitable organization for tax purposes.

- The taxpayer must receive confirmation of the donation from the charity and retain these records with their tax documents.

Who is most likely to benefit?

- Individuals who **must take mandatory minimum withdrawals**, but don't want or need additional income.
- Individuals who **wish to donate more than they can deduct** (50% of their adjusted gross income).
- Individuals **whose major assets reside in their IRAs and who wish to make a charitable gift during their lifetime**.
- Individuals **whose IRA values exceed their needs and who intend to leave the balance of their IRA to charity at death anyway**.

If you are interested in using this option to make a gift to OMH Foundation, please contact Dinah Goldenberg at 262-569-0507.

An Award-Winning Emergency Department

The Emergency Department at Oconomowoc Memorial Hospital has been named a **2008 Press Ganey Summit Award winner**. This distinction is achieved by sustaining an overall rank above the 95th percentile in the Press Ganey national patient satisfaction database for three consecutive years.

According to Mel Hall, President and CEO of Press Ganey, "The Summit Award, their most prestigious designation, is extremely challenging to attain. Each winning facility must achieve and maintain the extraordinary. Recipients of the award truly set themselves apart from the competition by demonstrating their dedication to improvement and sustaining excellence in

both quality of care as well as employee and physician satisfaction." Of the 7,000 health care organizations in Press Ganey's database, **only six hospitals received the Summit Award** for emergency department services.

Construction Underway at Oconomowoc Memorial Hospital

With the swing of a shovel, Hospital CEO John Robertstad declared the beginning of a new era for the Oconomowoc memorial Hospital. "Built on the footprints of the original hospital building," said Robertstad, "this will be the cornerstone of an advanced patient bed tower that will focus on enlarging and enhancing patient rooms, adding amenities for patients and families, and provide the most advanced medical technology.

therefore this initiative is an investment in our community's future."

The renovation project also will provide a new kitchen and cafeteria, an updated training/conference center, enhanced ICU and birthing center rooms, along with additional green space for patients and families to experience a more complete healing environment.

This first phase is expected to be complete by 2010. Additional renovations are currently being planned to complete the upgrade to Oconomowoc Memorial Hospital.



Above: Hospital construction as seen from the roof of the Regional Cancer Center.