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We're on the web!
www.omhfoundation.org

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.



2008 ProHealth Care Walks for Cancer



Oconomowoc • Waukesha • Mukwonago

Keep those calendars marked for LakeWalk 2008 on May 3rd!

Register online at www.lakewalk.org or call the Foundation office at 569-0222 for more information.

March 2008

The Giving Connection

▶ Volume 1, Issue 2

From the Executive Director

Dear Friends,

As winter wanes in Wisconsin, Oconomowoc Memorial Hospital and Foundation embark on our long-planned capital renovation project that will move forward our vision to further enhance our Hospital as a **Center of Health Care Excellence** in our state.

Emerging from a long-term study and discussion with our community, Oconomowoc Memorial Hospital has **planned a multi-phased project**. This project calls for a wide array of enhancements and renovations across a broad spectrum of services.

Our project provides a clear link between our community's needs and our organizational potential. No other hospital in our state is using the concept of **Patient-Centered Care** as the driving focus of its renovation planning. It is about "our community" – not buildings!

Looking forward, you will see:

- Larger patients rooms that provide space for family members and equipment, while enhancing comfort and care for each of our patients;
- Expanded family waiting areas that provide a comfortable, safe environment with internet access and consultation rooms;

- Eleven state-of-the-art ICU rooms;
- Labor delivery rooms that provide more family-oriented space, connected to state-of-the-art birthing technology, providing the best and most innovative care to children born in our community and their families;
- New kitchen and dining facilities – replacing our 1950's antiseptic atmosphere with one that is family-friendly and healthier;
- Remodeling of conference center space to provide our community greater access and additional training facilities for our staff;
- Generous green space throughout our project – providing a look and feel to fit more comfortably in our location in the community;
- Expansion of our Emergency Room – continuing to provide the most wide-ranging critical-care treatment for our area; and
- Development of our Cardiac Center of Excellence – providing a comprehensive heart care Center of Excellence within our community.

Oconomowoc Memorial Hospital was built by our



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

community to provide us the highest-level, most cost-effective health care available in a location close to home. The Foundation's role is to help us to enhance our hospital with funds for equipment and capital needs. With the completion of our hospital renovation projects, our community knows that Oconomowoc Memorial Hospital can continue to unleash its potential and position itself as the leader as to how health care is delivered and funded in our community.

Our renovation project continues the investment our families made many years ago in our community – let's work together to move our vision forward!

Sincerely,

Maureen E. Gerard, CFRE
Executive Director

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Physician Center Opens

On December 14, 2007 the new Oconomowoc Physician Center was dedicated. Conveniently located on Hwy 67 and I-94, the new 85,000 square foot building is attached to our existing ProHealth Care Medical Center – Oconomowoc, and serves to bring together our primary physicians with specialty physicians. This offers greater convenience and accessibility for our patients.

The ProHealth Care Medical Center – Oconomowoc houses two internal medicine physicians, four internal medicine and pediatric physicians, and our Cholesterol and Lifestyle Clinic. Beginning mid-April, urgent care will also be available.

The two-story Musculoskeletal Institute includes OMH Pain Management, Lake Area Physical Medicine & Rehabilitation, Orthopaedic

Associates of Wisconsin, Jim Powell, Chiropractor, and the Musculoskeletal Specialty Clinic. The Imaging Center features the **only open MRI in ProHealth Care**, a 64 slice CT, digital X-ray, and ultrasound. In addition, the second floor of the Institute is where Physical, Occupational, Speech and Massage Therapy take place, as well as the Return to Work program.

Finally, the three-floor Physician Office Building is where all other specialty care doctors are located. These medical groups include Urology Associates, Regional General & Vascular Surgeons, Moreland Ear, Nose and Throat Group, Professional Hearing Services, Medical Eye Associates, Main Optical,

Comprehensive Surgical Specialists, and ProHealth Care Behavioral Medicine Center. The building is also the future home of Lake Country Endoscopy Center (GI Associates and OMH), Interventional Pain Center, and the new Heart Center - Oconomowoc Memorial Hospital.



Above: John Robertstad (left) and Dr. Robert Zoeller. Dr. Zoeller, a member of the OMH Foundation Board, sees patients in both the OMH Pain Management and Lake Area Physical Medicine and Rehabilitation at the Physician Center.

Below: Dr. Stan Markus cuts the ribbon at the Physician Center Opening.



Below: A view of the Physician Center beacon seen from I-94 at nighttime.



A Giving Policy—Life Insurance

You want to make a significant gift to our Hospital, but wonder if you'll find the resources to do so.

Your financial projections may indicate that you won't accumulate large blocks of capital during your lifetime, or that your family will have first call on your estate.



Life insurance uses manageable payments made from income — the premiums — to create a large future gift. You can build the Hospital's long-term financial strength without diminishing your own.

policy to the Hospital. Their financial advisor told them that as the policy is paid-up, they are entitled to a charitable deduction equal to the lessor of the premiums they paid over the life of the policy or the cost of a comparable replacement policy if purchased today.

Examples of how this can work:

Paid-Up Policy: The Babcocks

Since their children have grown up and begun lives on their own, the Babcocks decided to review their finances. They realized that some of the insurance they carried while the children were dependent on them was now not really needed. They decided to donate a fully paid-up

Purchase a New Policy: The Babcock Children

The Babcock children were very supportive of their parents' decision to support the Hospital. In fact, one of their children purchased a small whole life policy and designated the Hospital as the owner and irrevocable beneficiary. As a result, the annual premiums that are paid are a charitable deduction and a

significant future gift will be made to the hospital in their name.

Gift-Replacement: Mr. Walch

John Walch, age 67, wants to make a gift that will ultimately be used to purchase equipment for the Hospital, but he is also concerned for his children and their futures. He creates a 6 percent Charitable Remainder Unitrust for \$100,000, which yields a tax savings to him of \$13,307. He then purchases a \$100,000 whole life insurance policy that will maintain his children's inheritance. His annual premium payments are \$4,500, which he pays for the first three years from his tax savings and subsequently with the increased income from his trust.

Whatever your goal, life insurance can be a valuable tool to fund your gift. Make sure you consult your life insurance agent and financial advisors before making such a gift. A modest gift today can provide an asset that will help our Hospital far into the future.

Pink Packer Hat Auction Proceeds Benefit Center for Breast Care

A pink Packer baseball cap signed by LeRoy Butler was up for silent auction to the employees at Oconomowoc Memorial Hospital. The hat was left over from a silent auction held a few years ago featuring several pink Packer hats signed by various players to benefit the Center for Breast Care.

The winning bid of \$100 was from Donna Voigt, the

Diabetes Manager of the Oconomowoc and Waukesha Memorial Hospitals and D.N. Greenwald Center in Mukwonago. Donna participated in the first silent auction, but gave the hat she won away as a gift. The hat she won this year is a present for herself. Congratulations to Donna, and we thank her for her support of the Center for Breast Care!



Above: Donna Voigt, Diabetes Manager of OMH and WMH, had the winning bid for a pink LeRoy Butler hat.