

SPRING 2013

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Pomona Valley Hospital Medical Center Foundation



PEACE of MIND

new TOMOSYNTHESIS 3D

SAVE *the* DATE

WINE TASTING

Benefiting the NICU and Pediatric Fund
Friday, May 10, 2013 | Sheraton Suites Hotel & Conference Center
\$100 per person
For more information call 909.865.9139

STROKES FOR STROKES

This free event is for all our stroke survivors, their families and the community
Wednesday, May 22, 2013 | Mountain Meadows Golf Course
For more information call 916.446.6505 or contact carrie.vines@heart.org

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Keynote Speaker: Dr. Jennifer Berman
Friday, November 8, 2013 | Sheraton Suites Hotel & Conference Center
For more information call 909.865.9858 or contact ferc@pvhmc.org



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Richard E. Yochum, FACHE
President/CEO

Tamara Barto
Managing Editor/Marketing
Communications Specialist

FOUNDATION STAFF:
James McL. Dale
Vice President of Development

Glenda Ferguson
Director of Development

Susan McGrath
Database and Prospect
Research Specialist

Haidi Carrillo
Development Assistant

If you would like to be added or
deleted from this mailing list,
please call 909.865.9139
or email:
haidicarrillo@pvhmc.org

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PEACE of MIND

3D Mammography | see page 2



THE BENEFITS ARE CLEAR



PVHMC Introduces — 3D tomosynthesis breast imaging for more accurate diagnosis and early detection of breast cancer

Cheri Dale's mother was only 50 when she passed away from breast cancer, so when Cheri turned 30 she faithfully started getting annual mammograms. In 2005 Cheri received the call she had been dreading all her life. "The radiologist said 'we see something in your scans and think it could be cancer.'"

Cheri's cancer was detected and treated early. Today she is even more vigilant about her breast health. "The more thorough the mammogram can be," she said, "the more peace of mind I can have."

Thanks to funding provided by Pomona Valley Hospital Medical Center Foundation, Pomona Valley Hospital Medical Center (PVHMC) is now giving Cheri and other women in the community that peace of mind with 3D tomosynthesis breast imaging, a new, breakthrough technology that can detect cancer earlier than traditional mammograms.

This new technology produces a 3D image of the breast, giving doctors a powerful new tool in the fight against breast cancer. For years traditional two-dimensional mammography has been the standard, but it misses up to 20 percent of breast cancers. It can also lead to false positive results. Approximately 10 percent of women get called back for additional testing, even when no cancer is actually present.

PVHMC is the first Hospital in the region to provide 3D tomosynthesis to every woman receiving a mammogram. "We're committed to making sure every

woman gets this lifesaving screening, every time," said **Rich Yochum**, FACHE, President/CEO. "It's the standard of care we believe all women deserve."

Paul Reisch, MD, Medical Director of the PVHMC Breast Health Center says 3D tomosynthesis breast imaging is the most accurate technology available. "It allows radiologists to better see the size, shape and location of any irregularities, which can allow the detection of smaller tumors while producing fewer false positives."

Johnson Lightfoote, MD, Medical Director of Radiology at PVHMC, estimates the Hospital will detect an additional 130 cancers per year using this new technology. "3D mammography represents a significant leap forward, and I believe it's one of the most important, life-saving screenings we can provide."

PVHMC has replaced all four of its 2D mammography machines with new 3D tomosynthesis units; it now has more 3D tomosynthesis units than any other Hospital in the area. This was made possible by PVHMC Foundation, which has funded the entire \$1.8 million cost of the project through generous contributions from individual donors and community foundations, including the Estate of Iris Belding, PVHMC Foundation Board Member Beverly Lewis, and The Henry L. Guenther Foundation of Los Angeles.

"We're exceedingly grateful for this support but more funds are still needed," said Rich. "It's important to be part of this project. This isn't just for PVHMC; it's for the community, to help save lives."

To find out how you can make a donation to this important cause, contact the Foundation office at 909.865.9139. ●

To make an appointment for your 3D tomosynthesis mammography, call 909.865.9858.

Friends of the Foundation Host Charity Luncheon

Thank you to Beth and Ivan Misner, friends of Pomona Valley Hospital Medical Center (PVHMC) Foundation, for hosting an elegant and informative luncheon at their beautiful home in Claremont on September 13, 2012. **Dr. Johnson Lightfoote**, Medical Director of Radiology at PVHMC, provided guests with a presentation on the exciting advances in 3D tomosynthesis breast imaging and an insider's view of how the technology benefits women. Beth and Ivan graciously pledged to match their guests' donations, up to \$3,000. This match inspired many of the attendees to give, and resulted in an overall fundraising total of \$6,000. We deeply appreciate the Misners' generosity and the support provided by their guests!



Dr. Johnson Lightfoote,
Medical Director of Radiology
at PVHMC

CHAIRPERSON'S *message*

Working in partnership, we're bringing life-saving technology to our community.



Dr. M. Hellen Rodriguez

As we begin another year, I'm privileged to say "thank you" to the many community partners who have contributed so much to our Hospital. Your support and participation have allowed us to have an immense impact on the lives of the patients we touch. This is especially true for technology. The generosity of our donors makes it possible for us to provide truly amazing state-of-the-art services locally, so people don't have to travel outside their community for the best care available.

The most recent example of this is 3D tomosynthesis breast imaging. The Hospital asked Pomona Valley Hospital Medical Center (PVHMC) Foundation to fund the entire \$1.8 million cost for this new technology at our Hospital. We have been able to do so because donors have stepped forward to contribute during challenging economic times. I would like to thank all of these donors, large and small, with special recognition to PVHMC Foundation Board Member Beverly Lewis for her generous gift, the Estate of Iris Belding for its bequest of \$466,000, and The Henry L. Guenther Foundation of Los Angeles for its \$300,000 grant. We would also like to thank the many donors who gave a gift to this project during the Foundation's 2012 year-end appeal. The community's dedication to funding this project has been truly gratifying, and we look forward to reaching our funding goal with your continued gifts.

I would also like to give my personal thanks to Dr. Johnson Lightfoote, PVHMC Medical Director of Radiology, for bringing the initial idea for 3D breast imaging technology to Hospital CEO Rich Yochum, and for then organizing and heading up the project. It's just one more example of Dr. Lightfoote's deep commitment to patient care at our Hospital.

Rich said, "I asked our professionals 'is that the best we can do?' And that's when they came forward with the idea of the 3D tomosynthesis mammography."

Another example of how we're working in partnership to benefit our community with technology is our current effort to bring high-tech health care simulation to PVHMC. Simulation uses life-like mannequins, computer scenarios and videotaped analyses to help caregivers sharpen their critical thinking, clinical skills and teamwork, which is especially important when they're faced with an unusual or adverse patient event.

Simulation emphasizes improved team activities; and what could be more meaningful than having everyone as a team contribute the funds needed to bring simulation to our Hospital? We've already received \$90,000 in grant funding; nursing has also contributed a significant amount. We're now beginning our Physician campaign and our goal is 100 percent Physician participation, to make simulation a reality. If you're interested in learning more about this vital project, contact the Foundation.

As we look forward to a successful year, I want to say thank you again for steadfastly supporting our Hospital and our community. I'm proud to see the difference your gifts are making to our patients. ●

BREAST CANCER AWARENESS

CANCER SURVIVORS CELEBRATE *with style*



Pictured above (L to R)
April Mellem, Rosanne Bader
and Sue Nuss

In a moving and inspirational event, six cancer survivors treated at The Robert and Beverly Lewis Family Cancer Care Center celebrated life by modeling fashions and acknowledging friends and family during the 10th annual *Celebrating With Style Fashion Show* and Luncheon October 6, 2012.

At the event, held at the Doubletree Hotel in Ontario, the patients modeled casual wear, business attire and evening wear by Macy's Montclair Plaza. Moderator **Rosanne Bader** shared each patient's inspiring story as he or she moved confidently down the catwalk, while co-event moderator **Jennetta Harris** described each fashion.

In an emotional high point, each survivor was escorted during the evening wear portion of the event by a friend or family member who provided crucial support during cancer treatment, as the moderator described the meaning that individual has in the former patient's life.

The event began with a silent auction and raffle followed by a delicious luncheon. Our special guest speaker was author **Cheryl Landon Wilson**, daughter of the late actor Michael Landon, who succumbed to pancreatic cancer in 1989. The event concluded with the fashion show.

The event's proceeds of \$25,000 will go toward the purchase of four 3D tomosynthesis breast imaging systems at the Hospital's three screening sites. This is the most advanced technology available today for breast cancer screenings. ●



Right: Survivor models

*Longaberger Charity Luncheon
benefits BREAST HEALTH
program*

About 160 women from Chino Hills and neighboring communities came together on Saturday, October 20, 2012 for a third annual luncheon to benefit the Breast Health Program at Pomona Valley Hospital Medical Center.

The event is organized by Longaberger Basket Company consultants **Judi Provenzano**, who survived breast cancer 16 years ago, and **Priscilla Duckworth**, a 22-year survivor. Each year Longaberger Company donates a portion of sales from select products to the American Cancer Society; the two consultants have brought this commitment to the local community with their annual charity luncheon.

Held at the Vellano Country Club in Chino Hills, the event features delicious food, a silent auction and opportunity drawings, with all proceeds benefiting the Breast Health Program. The event raised more than \$13,000.

At the event, PVHMC Breast Health Navigator **Martha Osborne, RN**, spoke about the Hospital's new 3D tomosynthesis breast imaging capabilities and how the Hospital uses the funds raised. "Because of women like these," Martha said, "the Breast Health Program is able to offer brand new Raquel Welch wigs and other services to benefit breast cancer patients." ●



*ART OF GIVING EVENT
benefits cancer survivors*

The Claremont Club held its seventh annual "Art of Giving" event on July 28, 2012 to raise funds for The Robert and Beverly Lewis Family Cancer Care Center and The Claremont Club's "Living Well After Cancer" program. The event netted \$30,000 with a "casino night" theme featuring poker, blackjack and roulette, along with a silent and live auction and a delectable assortment of food and wine.

Participants in the Living Well After Cancer program increase strength, flexibility and endurance through personal training, nutrition education, yoga and other classes, at no cost. Patients treated at the Cancer Care Center can register for this 12-week program, held at The Claremont Club, once their treatment is completed. Family members are also allowed to use the Club's services free of charge during the 12-week course.

"I felt so much better after the program and was able to return to the activities I did before going through cancer treatment," said **Marilyn Franke**, who went through the program in 2010. "My focus went back to living my life – not focusing on the cancer." ●

When you get to give people in dire need hope, acceptance, confidence and possibilities, it's a very powerful thing," said Mike Alpert, President and CEO of The Claremont Club. "It's our inspiration and our passion."



The power of PINK SCARVES

Knitters and crocheters of all ages donned needles, hooks and yarn throughout the year to create nearly 700 pink scarves for breast cancer patients at Pomona Valley Hospital Medical Center (PVHMC) and other nearby facilities. The scarves were collected during the annual *Power of Pink* event in October 2012, hosted by Claremont paper arts shop *Stamp Your Heart Out*. And on October 14, 2012 a fun-filled *Power of Pink* party was held at PVHMC's Pitzer Auditorium to celebrate their hard work.

The party, which welcomed patients, cancer survivors, family and friends, raised an additional \$3,000 for the PVHMC Breast Health Fund, through raffles for creations donated by local artisans.

Since the event began, *Power of Pink* has donated nearly 7,000 scarves to local breast cancer patients undergoing treatment. The scarves are beautifully packaged and presented to patients throughout the year. ●

Pictured above (L to R) Michele Daly, founder of the Power of Pink and Joan Bunte, owner of Stamp Your Heart Out and (below) fundraiser attendees

*TATTOOS FOR THE CURE
nets more than \$7,500*

The fifth annual *Tattoos for the Cure* breast cancer charity event, held October 6, 2012, raised more than \$7,500 to benefit the Breast Health Program at The Robert and Beverly Lewis Family Cancer Care Center.

Terry Dipple, owner of Ink'd Chronicles in Pomona, holds *Tattoos for the Cure* at his shop each year in October – Breast Cancer Awareness Month. It's a day and night of tattoos, art, live music, vendors, a fashion show, raffle prizes and more. This year, award-winning tattoo artists at Ink'd Chronicles provided pink ribbon tattoos and other pre-selected designs for donations starting at \$80. All proceeds go to the Breast Health Program. Since its start five years ago the event has brought in more than \$31,000 for the Breast Health Center, while promoting breast cancer awareness.

"Michelle is my fiancé and the love of my life," said Terry. "She was treated at the Cancer Care Center and has been cancer free for four years. I do *Tattoos for the Cure* because of her!"

Our heartfelt thanks goes out to Terry and his team for their selfless dedication and amazing efforts! ●





(L to R) Cynthia Moran and Rondee Mullenaux



(L to R) Cynthia Moran, co-founder of Cyn in the City, Robert Jacoby, Director of Radiology and Lynda Flathers, Marketing Coordinator

(L to R) Nancy Oliver, Susan Miller, RN, Manager of OB Services, and Jim Dale, VP of Development



Cyn in the City JOINS FORCES TO BENEFIT THE BREAST HEALTH FUND

Brighton Collectibles partnered with Pomona Valley Hospital Medical Center (PVHMC) and The Shoppes at Chino Hills for its annual "Power of Pink" breast cancer awareness and fundraising evening on October 11, 2012, combined with a *Cyn in the City* women's networking mixer.

More than 150 *Cyn in the City* "gals" who were exclusively invited to the event enjoyed delicious hors d'oeuvres, live music and prizes at the Brighton store and an adjacent party tent. Many women donated Brighton Collectibles they no longer used to a silent auction that raised more than \$725 to benefit the PVHMC Breast Health Fund. During the event, a portion of sales from special Brighton bracelets raised an additional \$1,790 for the Breast Health Fund.

Prize drawings included a free 3D mammogram at PVHMC. **Robert Jacoby**, the Hospital's Administrative Director of Radiology, **Jim Dale**, PVHMC Foundation Vice President of Development and **Martha Osborne, RN**, Breast Health Navigator at The Robert and Beverly Lewis Family Cancer Care Center, also spoke to the women about 3D breast imaging, other advancements in breast health and how their participation helped support breast cancer education and treatment at PVHMC.

"I was honored to participate with PVHMC and Brighton Collectibles for this breast cancer event," said **Cynthia Moran**, co-founder of *Cyn in the City*. "Both organizations contribute year round to the quality of life in Chino Valley through education and philanthropy. The *Cyn in the City* gals were happy to support this event!" ●



Phil Roche's 28th annual Inland Valley Amateur Championship on August 25 and 26, 2012 netted \$800 to benefit The Robert and Beverly Lewis Family Cancer Care Center.

Top amateur golfers from throughout Southern California participated in this year's event, held at two challenging, popular courses: Los Serranos South in Chino Hills and Empire Lakes, Rancho Cucamonga. The annual event is the oldest still-active amateur golf championship in the Inland Empire and each year a portion of each entry fee goes to benefit The Robert & Beverly Lewis Family Cancer Care Center.

The tournament has been donating to the Cancer Care Center for about five years. "I know the work there is really outstanding," said **Phil Roche**. "Many of our golfers are from the Pomona area and we thought it would be a great way to show our interest and our generosity."

Thank you to Phil Roche and the many individuals who participated in the event this year! ●



LPGO playing for CARE

The Ladies Plastics Golf Organization (LPGO) raised more than \$33,000 at its 13th annual charity golf tournament November 7, 2012 to benefit the Breast Health Fund at The Robert and Beverly Lewis Family Cancer Care Center at Pomona Valley Hospital Medical Center (PVHMC).

The event, held at Coyote Hills Golf Course in Fullerton, featured a fabulous day of golf and course contests, culminating with an awards dinner, raffle and silent auction.

Since it began in 2000 by several women working in the plastics industry, the tournament has raised more than \$261,000 to support PVHMC's breast cancer program.

"We selected the Cancer Care Center because it is available to women and men throughout Southern California," said **Dee Lancia-Ketner**, the tournament's founder. "It's our goal to help improve the quality of life on a local level and help those in need who are facing breast cancer." ●

Dee Lancia-Ketner, President & Founder of Ladies Plastics Golf Organization



Vickie Bauer and friends



Dr. A. R. Mohan

CUTTING EDGE

ADVANCES IN CARE



Patient Tony Spano receiving his electrophysiology procedure and consulting with Dr. Mandapati

For years Tony Spano suffered periodic attacks of atrial fibrillation – an abnormal heart rhythm in which the heart’s upper two chambers quiver instead of beat effectively. If untreated, the condition can lead to a deadly stroke. In Tony, it was largely controlled with medication, and at the end of 2011 he had been “rhythm normal” for 15 months.

Then suddenly Tony’s attacks started again – as often as twice a week. “I’d feel the pounding in my chest and the tightness in my throat,” he said. “I knew something more had to be done.”

Last June, Tony, a Pomona Valley Hospital Medical Center (PVHMC) Board member, Volunteer and Auxiliary past president, successfully underwent a highly specialized procedure offered by the Stead Heart and Vascular Center’s world-class electrophysiology program. During the procedure, called atrial ablation, Physicians used a needle to introduce a hair-thin, flexible tube (catheter) into a blood vessel in Tony’s leg. They carefully threaded the catheter through blood vessels until it reached his heart. Then the doctors used state-of-the-art technology to map the electrical circuits of Tony’s heart and see the area that was triggering his abnormal rhythm. Finally, the specialists used special electrodes at the tip of the catheter to cauterize the area, forcing the heart’s electrical signals to travel over normal pathways instead.

Cardiac electrophysiology is yet another way PVHMC is bringing cutting-edge new technology and clinical innovations to our community. Electrophysiology is the science of diagnosing and healing irregular heart rhythms (arrhythmias). And PVHMC has the region’s leading program, rivaling those at large teaching institutions, thanks to its affiliation with the Ronald Reagan UCLA Medical Center.

Five of PVHMC’s six electrophysiologists are on staff with both PVHMC and UCLA, including **Ravi Mandapati, MD**. An electrophysiologist is a cardiologist who has received additional, specialized training in the diagnosis and treatment of heart rhythm disorders. Dr. Mandapati is Medical Director of electrophysiology at PVHMC and Co-Director of the UCLA Cardiac Arrhythmia Center; he’s also on staff at Loma Linda University Medical Center.

“Along with medication we’re using advanced procedures, including atrial ablation, pacemakers and implantable cardiac defibrillators, to treat all types of irregular heart rhythms,” said Dr. Mandapati. “Within the last two years we’ve quadrupled the number of electrophysiology cases at PVHMC.”

Today almost 3 million Americans, most of them over 60, suffer from arrhythmias, according to the American Heart Association. **Debbie Keasler, RN**, Director of the Stead Heart and Vascular Center, said that while most people have experienced occasional – and usually harmless – skipped, fluttering or racing heartbeats, it’s good to know care is just around the corner if your irregular rhythm needs medical attention.

“We have the facilities, specialized equipment and Physician expertise right here,” she said. “There’s no need to go anywhere else.”

Tony agreed. Released from the Hospital the day after his procedure, he’s now back to his normal routine. “We have a powerful team in place here,” he said. “They’ve given me peace of mind.” ●



William Discepolo, MD



Truong Duong, MD



Ravi Mandapati, MD



Arshia Noori, MD

HOLIDAY HOMES TOUR
kicked off the holidays



The enormously popular Holiday Homes Tour, presented by the Pomona Valley Hospital Medical Center (PVHMC) Auxiliary, has become an anticipated community kick-off to the holiday season, and last year was no exception. The event, which took place on Sunday, December 2, 2012, offered visitors a chance to view four distinctive and historic homes in downtown La Verne, elegantly decorated for the holidays.

Before and after touring the homes guests stopped by the Tea House to enjoy delicious tea and cookies, along with holiday music from the Upland Christian Academy Choir. The Tea Shop was hosted this year at the LaVerne Community Center. The Gourmet Shop offered homemade yummys, while the PVHMC Tender Touch Gift Shop once again provided a boutique of holiday selections. And the highly anticipated Holiday Theme Basket Raffle was a hit once again. All proceeds will benefit the Auxiliary's Sick Baby and Hospital Assistance Fund. ●



EVERYTHING'S COMING UP ROSES
for nurses

Pomona Valley Hospital Medical Center (PVHMC) helped make history New Year's Day when one of its nurses rode on the first-ever nurses float in the 2013 Tournament of Roses Parade.

Debbie Keasler, RN, Director of the Stead Heart and Vascular Center, is one of just eight nurses from healthcare organizations throughout California who rode on the float (the opportunity was open to healthcare organizations nationwide). She was chosen by PVHMC Associates in a special contest held during Nurses' Week last May. Twenty-four other lucky PVHMC Associates secured a coveted slot to help decorate the float, *A Healing Place*; even more were on hand to cheer Debbie during the parade.

"This was an important way to bring national – and even international – attention to the nursing profession and honor nurses for the tremendous impact they have," said **Darlene Scaffidi, RN**, PVHMC's Vice President of Nursing and Patient Care Services. "PVHMC was proud to help sponsor the float, and even prouder that Debbie rode on it."

In 2007 five California registered nurses formed a nonprofit organization to raise money to build the float. Their goal was to honor nursing professionals worldwide for their tireless efforts; including 2012-2013 Tournament of Roses President **Sally Bixby, RN**, the first nurse and the second woman to serve in this role. ●

*Debbie Keasler, RN,
Director of the Stead Heart
and Vascular Center*



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The patio of the Doubletree Hotel in Claremont was transformed into an Italian villa, complete with sunflowers and tea lights, for the Pomona Valley Hospital Medical Center (PVHMC) annual evening of heart-healthy cuisine and cardiac awareness on September 19, 2012.

Chef Henry Gonzalez, owner of Spaggi's restaurant in Upland, took guests on a culinary excursion to Tuscany with a delicious menu of Italian wedding soup; arugula salad topped with olive oil, lemon and mint dressing; and gluten-free pasta crowned with red sauce and fresh vegetables. He gave a cooking demonstration of each dish before it was served, and answered questions about the art of heart-healthy cooking.

Debbie Keasler, RN, Director of the Stead Heart and Vascular Center, talked to the audience about heart health and disease prevention; Physicians and staff were also on hand to answer questions.

"This is a wonderful way to show people how to create delicious meals that are also healthy," Debbie said, "and raise awareness about the programs and services available to the community at the Stead Heart and Vascular Center." ●



CULINARY EXCURSION DEMONSTRATES *the art of heart-healthy cooking*

INSIGHTS

Physicians from throughout the community gathered at Pomona Valley Hospital Medical Center (PVHMC) on September 29, 2012 to discuss advanced clinical practices in the diagnosis, treatment and management of lung cancer during Insights 2012, a thoracic oncology conference.

PVHMC's team of pulmonary oncology specialists, led by PVHMC Foundation Board Member Gurbinder Sadana, MD, Medical Director of Critical Care and Respiratory Care Services, initiated panel discussions and case study presentations on the role of imaging, surgery, pathology, medical oncology and radiation oncology in diagnosing and treating lung cancer. Lung cancer is the second most common cancer in the United States and the primary cause of cancer-related death in both men and women.

The Physicians shared new interdisciplinary treatment strategies and provided clinical perspectives on achieving the best possible outcomes for patients. In addition to Dr. Sadana, speakers from PVHMC included Rakesh Sinha MD, David Alvarez MD and Y.S. Ram Rao, MD. Additional speakers included Ronald Natale, MD, Director of lung cancer research at Cedars-Sinai Medical Center and Robert McKenna Jr., MD, Chief of Cedars-Sinai's Division of Thoracic Surgery. ●

SAVING LIVES

A patient's crisis two years ago led to celebration in September 2012, as Pomona Valley Hospital Medical Center (PVHMC) added life-saving helicopter services to its Maternal-Fetal Transport Program.

In 2010 Valerie Hackbarth was vacationing with her husband in Laughlin, Nevada when her amniotic sac ruptured prematurely. Valerie was at risk of going into labor two months early, before her baby's lungs were fully developed. She and her baby also faced serious, even life-threatening, infection. They needed the advanced services of a high-risk perinatal center – fast.

Facing weeks of hospitalization, Valerie wanted to get home to her two small boys and the hospital she knew and trusted — PVHMC. But driving, even in an ambulance, was out of the question.

Valerie's obstetrician, **Dr. Simmi Dhaliwal**, and the PVHMC Maternal-Fetal Transport Program arranged an air ambulance to fly Valerie to Brackett Field Airport in La Verne, just a few minutes from PVHMC. Our transport team whisked her from there to the Hospital. Several weeks later she delivered a healthy baby boy. "My family is complete," Valerie said.

And today the PVHMC Maternal-Fetal Transport Program is also complete, with the addition of air transport services. "We offer the only maternal-fetal medical air transport service spanning seven counties, and the only 24/7 transport team," said **M. Hellen Rodriguez, MD**, Medical Director for Maternal-Fetal Medicine and Chairman of the PVHMC Foundation.

First established in 1994, the team can respond within 30 minutes, providing swift medical intervention and safely transporting mothers-to-be to the hospital in an ambulance or helicopter specially equipped for mobile intensive care. Comprised of highly trained, board-certified medical specialists, the team is prepared to handle the full range of maternal medical emergencies.

"The safest way to transport pre-term and high-risk infants is inside the mother's womb," Dr. Rodriguez said. "We want to keep the baby there as long as possible. If we can get the mother to PVHMC quickly, there's a lot we can do to promote a successful outcome – like Valerie's. With air transport we can give women the best and safest care faster than ever before." ●



M. Hellen Rodriguez, MD
Medical Director for Maternal-Fetal Medicine

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- Robert Allen, MD | Medical Staff
- Janet Bazela | Volunteer
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- JoAnne George | Foundation
- Lonnie Hand | Volunteer
- Theresa Harden | Surgical Tech
- Richard Harris | Volunteer
- Edward Hauch, MD | Medical Staff
- Judy Joseph | CICU
- Nadia Katic | Physical Therapy
- Gil Lebron | Volunteer
- Barbara Lee | Volunteer
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A CELEBRATION of life

Forty-three Pomona Valley Hospital Medical Center (PVHMC) Associates who passed away in the last two years were honored at the Hospital's sixth Celebration of Life event on September 11, 2012, in the Pitzer Auditorium at PVHMC.

In a touching ceremony, the Associates, including Physicians, Volunteers and Hospital/Foundation Board members were remembered with poems read by **Kurt Weinmeister**, previous Chief Operating Officer; **Stacy Mittelstaedt**, Director of Volunteers; **Dr. Johnson Lightfoote**, Past President of the Medical Staff; and **Jane Goodfellow**, Chairman of the Hospital Board.

Families of those remembered were invited to participate by placing a yellow rose in a vase during the naming ceremony. This year, **Chief Daryl Osby** of the L.A. County Fire Department and a Hospital Board Member read a special poem to honor the heroes and victims of 9/11. He also placed a red rose in the vase.

The names of those remembered have been added to the Celebration of Life Memorial Wall in the main Hospital (first floor across from Elevator C). The next Celebration of Life event will be held in 2014. ●

75

AUXILIARY HONORED for 75 years of contributions

In 1937, 24 volunteers created a non-profit Auxiliary at Pomona Valley Hospital Medical Center (PVHMC) dedicated to supporting the Hospital, its patients and the community.

On November 2, 2012, PVHMC celebrated the Auxiliary's 75th year of volunteer service, fundraising and community assistance at an elegant evening soiree at the Sheraton Fairplex Conference Center in Pomona.

At the event, "Yesterday, Today and Tomorrow," thanks were given to Auxiliary members who have graced the Hospital since 1937 and brought the gift of caring to the entire community.

"The Auxiliary, now with almost 500 members, is one of the greatest strengths of our Hospital," said **Rich Yochum**, FACHE, President/CEO, who welcomed guests along with PVHMC Board Chair **Jane Goodfellow**. "They provide a caring touch to every person they contact. And the funds they raise help us continue to provide an exceptional level of care and service to our patients."

Two long-time Volunteers were given special recognition at the event for their years of service. **Nancy Magnusson**, who has contributed nearly 7,000 hours of her time since becoming a volunteer in 1975, was honored with the Lifetime Achievement Award. Nancy has also served on the Hospital's and the Foundation's Board of Directors, as well as on many committees.

Leona Roe, who is 104 years old, received the Legacy Award for giving almost 10,000 volunteer hours to PVHMC during the past 65 years. Leona began the Junior Volunteer Program in 1964.

After dinner, guests were treated to a special guest performance by comedienne, actress and author **Rita Rudner** and then boogied the night away to The Lindy Sister's three-part harmony and 1940s melodies. It was a special evening enjoyed by all. ●

Rita Rudner



Below (L to R) Rich Yochum, President/CEO, Nancy Magnusson, Lifetime Achievement Honoree, Stacy Mittelstaedt, Director of Volunteers, and Marcia Paetau, Auxiliary President

Below (L to R) Jane Goodfellow, PVHMC Board Chairman, and Dr. M. Hellen Rodriguez, PVHMC Foundation Board Chairman



Rich and Robin Yochum



Leona Roe, Legacy Award Honoree



LIFE-SAVING TECHNOLOGY

for NEONATES

first in the region

p

omona Valley Hospital Medical Center (PVHMC) is the first Hospital in the region to use new, life-saving technology for fragile, premature infants, thanks to a \$24,000 grant from the Will Rogers Institute.

Almost all premature infants are unable to breathe on their own because their lungs are not fully developed; respiratory distress is a leading cause of death for premature infants. The equipment – Neurally Adjusted Ventilator Assist with enhanced Bi-level CPAP capabilities, or NAVA – helps babies breathe without a ventilator breathing tube inserted into their lungs. NAVA is controlled by the electrical activity of the diaphragm and delivers air through a face mask or nasal prongs. Because mothers can hold their infants more easily, the equipment also promotes mother/baby bonding, another life-saving essential for tiny newborns.

Za'riyah Johnson was the first baby to be treated with NAVA at PVHMC. Born July 1, more than four months premature, she weighed just a pound and a half and fit in the palm of her mother's hand.

"The machine is giving her what she needs to keep breathing," said Za'riyah's mother, Margaret Lewis. "It's helped. She's growing."

The Hospital purchased the equipment through a grant awarded by the Will Rogers Institute Neonatal Ventilator and Pulmonary Grant Program, which provides grants each year to Hospitals throughout the nation.

"One of the primary missions of the Will Rogers Institute is to promote pulmonary healthcare issues. There is no better way to do that than to help Pomona Valley Hospital Medical Center with the purchase of this vital equipment," said **Jim Orr**, President, Distribution at FilmDistrict and chair of the Will Rogers Institute's Neonatal Committee.

"We're extremely grateful to the Will Rogers Institute for the grant monies that has allowed us to pioneer use of this advanced equipment in our region," said **Marty Sandoval, RCP**, PVHMC Respiratory Manager, Children's Services. "The Hospital plans to purchase more units in the coming months, to provide the best, life-saving care to our tiniest and most vulnerable patients." ●



(L to R) Jerry Choppi, RCP, Director of Respiratory Services, Pat Samuelson for the Will Rogers Institute, M. Hellen Rodriguez, MD, Medical Director, Maternal & Fetal Medicine and Marty Sandoval, RCP, Respiratory Manager

Regardless of other tax laws that may change in 2013, at least one will remain the same: Income in Respect to Decedent (IRD). This tax comes due as ordinary income when a tax-free asset such as an individual retirement account (IRA), U.S. Savings Bond or annuity is cashed out. The accrued income, which had grown tax-free, becomes immediately taxable to the individual or reportable on the individual's final tax return.

For example, late last year, a donor approached Pomona Valley Hospital Medical Center (PVHMC) Foundation about gifting nearly \$100,000 of U.S. Savings Bonds directly. The donor thought he could avoid the tax on the increased value of the bonds, as when gifting appreciated securities.

However, because savings bond income is always taxable to the owner, PVHMC Foundation could not readily accept the gift. The donor had to cash out the bonds personally and pay the income tax. The donor could then gift the cash to PVHMC Foundation and ideally, create a charitable deduction that would offset the tax bite.

In the bigger picture, if you have an IRA, you need to understand how IRD impacts your beneficiary designations. If you make your estate the beneficiary of your IRA when you die, the full amount becomes taxable in the last income tax return your estate must file as of your date of death. (Yes, the IRS does want that last bit of tax!)

There are ways to minimize this tax liability. If your spouse is the beneficiary, the full IRA can transfer and taxes are paid out as distributions are made over time. You can also designate other individuals as beneficiaries, and the taxes are again spread out over several years. If you assign the IRA to your estate, you have to pay all the taxes at once.

You can also consider naming a charity, like PVHMC Foundation, as a beneficiary. This solves the IRD problem easily because PVHMC Foundation is a tax-free entity. IRA distribution rules are tricky. The IRD tax hit often comes as a painful surprise. It's something to be aware of as you work with your own advisors, both in the short and long terms of your estate planning.

For more information about naming PVHMC Foundation as a beneficiary of your IRA or your general estate, please call **Jim Dale**, Vice President of Development at 909.469.9408, email james.dale@pvhmc.org or **Glenda Ferguson**, Director of Development, at 909.865.9659, email glenda.ferguson@pvhmc.org. ●

MINIMIZE TAXES WHEN YOU CASH OUT A

TAX-FREE

ASSET



*Jack Fulton —
Planned Giving Program
honors his memory*

In 1948 Jack Fulton received his first professional opportunity at Pomona Valley Hospital Medical Center. This launched a distinguished career in which he made a lasting difference as a hospital administrator, insurance professional and consultant.

Jack shared PVHMC's vision to meet the community's need for quality medical care and he generously included the Hospital in his charitable giving. In 2009, he sadly lost a battle with cancer but his legacy lives on. A major planned gift to PVHMC Foundation from Jack's Estate honors both his memory and his regard for the Hospital.



POWERFUL EDUCATION *for improved patient care*

When a car pulls in for a pit stop during a NASCAR race the crew works together like a well-oiled machine, changing all four tires and refueling the car in less than 15 seconds. They've honed their skills with countless hours of practice. It's the same in a Hospital; caregivers who sharpen their clinical skills with practice can respond to patients faster and more effectively, especially in critical situations.

Pomona Valley Hospital Medical Center (PVHMC) Foundation is raising funds to bring a high-tech mobile simulation lab to the Hospital in 2013. Equipped with computer scenarios, video equipment and life-like mannequins who breathe and even talk, the mobile lab will travel to different units of the Hospital to replicate patient care situations with astonishing realism. Instructors can challenge caregivers with unusual experiences or difficult patient events and then use their videotaped performance as a teaching tool.

"If we practice these scenarios over and over we'll become just as good as the NASCAR pit crews," said **M. Hellen Rodriguez, MD**, Medical Director for Maternal-Fetal Medicine. "We will have an expert team, resulting in even better patient care."

Simulation is now the standard in healthcare education. And using a mobile lab instead of a stationary one will allow the Hospital to make improvements specific to each unit. It's already happening in obstetrics, which has been doing low-tech simulations for about three years.

"One of the scenarios we practice frequently is 'shoulder dystocia,' where a baby's shoulder gets impacted behind the mother's symphysis, holding up the delivery of the body after the head has already delivered," Dr. Rodriguez said. "In order to release the shoulder, the nurse needs to apply pressure. To do it appropriately the nurse must stand on a stool. We found that frequently no one knew where the stools were. Now we have a stool with each delivery cart. We wouldn't have identified this problem without practicing in the simulation lab."

PVHMC Foundation began raising funds for a mobile simulation lab last year. To find out how you can contribute, contact **Glenda Ferguson**, Director of Development, at 909.865.9659 glenda.ferguson@pvhmc.org or **Jim Dale**, Vice President of Development, at james.dale@pvhmc.org.



"If we practice these scenarios over and over we'll become as good as the NASCAR pit crews..."

GRANTS HELP PURCHASE *vital technology*

Pomona Valley Hospital Medical Center (PVHMC) Foundation's revitalized grants program brought in nearly \$500,000 in 2012 to help the Hospital purchase vitally-needed technology to benefit patients.

"There are numerous family and community foundations in Los Angeles and California that want to help Hospitals like ours improve the overall health of the community, especially among underserved and uninsured populations," said **Jim Dale**, Vice President of Development at PVHMC. "Grants from these foundations have helped us provide the very finest equipment possible for the Hospital."

For example, PVHMC Foundation secured a \$90,000 grant from The Ahmanson Foundation to purchase telemetry equipment to monitor the heart and vital signs of patients who don't need intensive care but must still be watched closely. PVHMC will be able to add at least 10 additional telemetry beds, which will enable patients to be moved out of the Emergency Department and Intensive Care Unit more quickly.

PVHMC Foundation also obtained a \$300,000 grant from the Henry L. Guenther Foundation of Los Angeles for the purchase of 3D tomosynthesis breast imaging systems. This breakthrough technology can detect cancer earlier than traditional mammograms, and is being offered to every woman seeking a mammogram at PVHMC.

Additionally, the Orange County Community Foundation awarded PVHMC Foundation a \$56,000 grant to purchase health care simulation mannequins to help train and improve the teamwork skills of clinical staff. The Will Rogers Institute gave a \$24,000 grant for the purchase of CPAP ventilator equipment for fragile infants in the Neonatal Intensive Care Unit. The Morongo Band of Mission Indians donated \$2,000 for the Hospital's Milestone Child Development Center.

"Philanthropy, including a strong grants program, is becoming more vital than ever before to not-for-profit community-based hospitals like PVHMC," Jim said. "Grant funding makes a critical difference in being able to provide technology, equipment and education that benefits our patients."



Women's and Children's Services

Some classes are available at our Chino Hills and Claremont locations. Registration is required for most classes. Call 909.865.9858, e-mail ferc@pvhmc.org or register online at https://resources.pvhmc.org/ceii_web/class/default.asp.

FOR PREGNANT WOMEN

Maternity Orientations

- Every Wednesday and every other Monday at 6:30 pm and one Saturday at 8:30 am
- Orientaciones en español disponibles dos veces al mes (Por favor llame para más detalles)

Childbirth Preparation Classes

- Five-week series (Tuesdays, 6:30 – 9 pm)
- Weekend Express (one Saturday & Sunday or two consecutive Sundays, 9 am – 1 pm)
- One-day class (once a month: Thursday or Friday, 6 – 9 pm or Saturday, 1 – 4 pm)

Cesarean Birth Preparation (every other month, Friday, 6:30 – 8 pm)

Baby Express (basics of baby care)

- Two-evening class (two consecutive Thursdays, 6:30 – 9 pm)
- Saturday class (9 am – 3 pm)

Breastfeeding Class (one Thursday a month, 6:30 – 8:30 pm)

Breast Milk Expressions (one Tuesday a month, 6:30 – 8:30 pm)

FOR NEW MOTHERS

Mommy 'N Me Group (every Wednesday, 9 – 10 am for babies 9 – 18 months and 10 – 11 am for babies 0 – 9 months). No registration required.

FOR DADS OR DADS-TO-BE

Boot Camp for New Dads (one Saturday a month, 9 am – noon)

Dr. Dad (one Saturday each quarter, 9 am – 3 pm)

FOR CHILDREN

Big Brother Big Sister Class (one Saturday a month, 10 – 11:30 am)

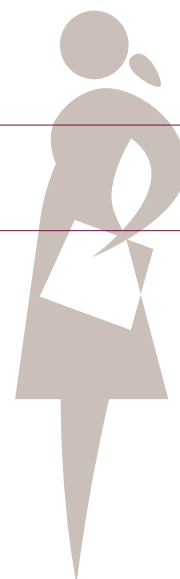
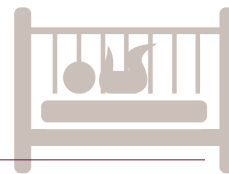
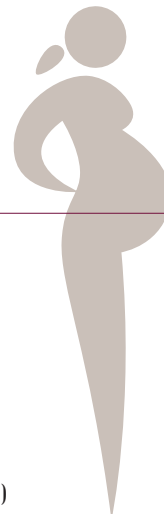
Safe Sitter Class (two-day class). Call for date and time.

FOR PROSPECTIVE PARENTS/FAMILY/FRIENDS

CPR (one Saturday a month, 9 am – noon – this is a non-certified class)

FOR WOMEN

Every Woman's Journey (monthly, at Chino Hills and Claremont). This free program offers women timely topics on health and wellness. To be added to our mailing list, please call (909) 865-9858.



The Robert and Beverly Lewis Family Cancer Care Center

All programs are free and registration is not required (except for Look Good... Feel Better and for a wig fitting). Call 909.865.9907 for questions and to confirm meeting day/time.

FOR WOMEN

Breast Cancer Support Group (fourth Monday of each month, 7 – 8:30 pm)

Breast Prosthesis Display (fourth Monday of each month, noon – 1:30 pm)

Look Good...Feel Better in conjunction with the American Cancer Society (fourth Monday of each month, 10 am – noon). Pre-Registration is REQUIRED. Call 800.227.2345.

Women with Cancer Support Group (second Monday of each month, 7 – 8:30 pm)

Wig Program (for women undergoing cancer therapy. Call 909.865.9907 to schedule an appointment)

FOR THOSE WITH CANCER AND THEIR LOVED ONES

Leukemia/Lymphoma/Myeloma Support Group (first Wednesday of each month at noon)

Pomona Valley Ostomy Association (fourth Monday of each month, 7 – 8:30 pm)

When Cancer Enters Your Life (first Thursday of each month, 6 – 7:30 pm)

FOR ANYONE

Bereavement/Loss Support Group (every Tuesday and Wednesday, 7 – 8:30 pm)

Creative Imagery & Deep Relaxation (every Tuesday, 10 – 11:30 am)

Integrated Wellness Arts (every Wednesday, 9:30 – 11 am)

Meditation for Everyone (second Tuesday of each month, 2 – 3:30 pm)

Stretch & Yoga (every Monday at 3 pm, Wednesday at 11 am and Thursday at 5 pm, except the first Thursday of each month)

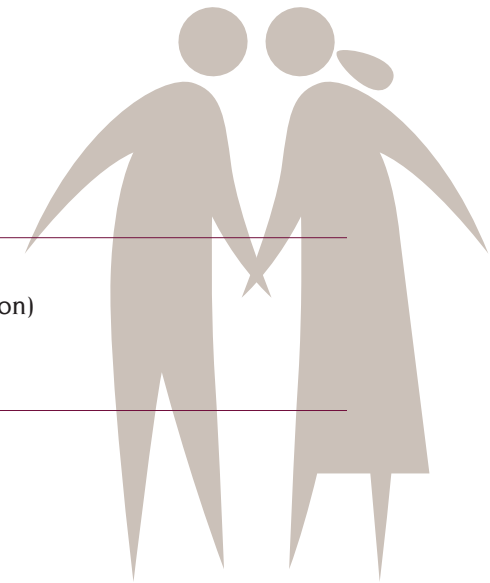
Patient/Community Library (open Monday – Friday, 8 am – 5 pm)

The Stead Heart and Vascular Center

Educational topics focus on reducing the risk of having or repeating a cardiac event. Held in conjunction with the Physical Therapy and Rehabilitation department. Reservations are required. Call 909.865.9500 (x2032) for questions, reservations and to confirm meeting day/time.

FOR ANYONE

Risk Reduction Class (every Tuesday, 11:30 am – 12:30 pm. Lunch provided)



A passion for healing. A love of giving.

1798 N. Garey Avenue, Pomona, CA 91767
909.865.9139 | pvhmc.org

Years of planning will culminate in expanded facilities to care for the changing healthcare needs of the community. We have embarked on an expansive master plan to add beds, increase services and improve the patient and visitor experience for generations to come.



Master Plan 2013 – 2015 Projects

- Outpatient Pavilion
- Emergency Department Expansion
- Main Entrance and Lobby Renovation
- Neonatal Intensive Care Unit (NICU) Expansion
- New, larger Physical Therapy Department and Stead Cardiac Wellness Center

Highlights

- 5 Additional Operating Rooms
- 20 Pre & Post Surgical Bays
- 24 Additional Medical/Surgical Beds
- Additional Telemetry Beds
- New Pre Operative Testing Center
- 23 Additional Emergency Beds
- 12 Additional Intensive Care Beds
- Additional NICU Beds
- Increased Private Rooms
- Increased Emergency Department Parking



Thank you for your patience and support during this exciting transition.