

# HealthCares

A publication of Pomona Valley Hospital Medical Center Foundation

JANUARY 2012



## NEWLY RENOVATED *Library* OFFERS RESOURCES FOR COPING WITH CANCER

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### *Save the date*

**Power of Red**  
*Benefiting the Stead Heart and Vascular Center*  
Thursday, February 9, 2012 / DoubleTree Hotel, Claremont

**Heartbeat Gala**  
*Benefiting the Stead Heart and Vascular Center*  
Saturday, March 24, 2012 / DoubleTree Hotel, Ontario

**Wine Tasting Event**  
*Benefiting the Neonatal Intensive Care Unit*  
Friday, May 11, 2012 / Fairplex Conference Center

**"Celebrating with Style"**  
**Fashion Show and Luncheon**  
*Benefiting The Robert and Beverly Lewis Family Cancer Care Center*  
Saturday, October 27, 2012 / DoubleTree Hotel, Ontario

The extensively renovated Patient/Community Library at Pomona Valley Hospital Medical Center's Robert and Beverly Lewis Family Cancer Care Center may not be a particularly large room, but within its walls of tidy shelves, file drawers and displays, patients and families facing cancer can access a world of information, education and inspiration. The renovation of the library this past summer, made possible by a generous donation by The Magistro Family Foundation, included outfitting the patient library with new furnishings and décor; reorganizing the collection's scores of books, pamphlets and other publications; and offering internet access to open up a world of additional information to visitors.



*Magistro family members with Richard Yochum, President/CEO*

Charles Magistro, who established and led the Hospital's physical therapy department for some 35 years, started The Magistro Family Foundation in 2002 with his wife Noel and their four daughters. "It seemed like the right thing to do," says Magistro, explaining that he and his wife wanted to involve their daughters in looking toward the future and helping create a philanthropic legacy in the areas of medicine and education.

*Continued on page 3*



# Partnerships

## IMPROVE OUTCOMES FOR US ALL

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Dr. M. Hellen Rodriguez

As Medical Director for Maternal-Fetal Medicine, I rely upon partnerships every day. Working in tandem with physicians, nurses, sonographers, nutritionists, pharmacists, medical assistants and a variety of PVHMC staff members, I am able to offer expectant mothers who come to us the kind of care that optimizes their opportunities for good outcomes.

For example, our partnership with PVHMC's "Sweet Success" program offers our pregnant patients with preexisting and gestational diabetes the opportunity to learn about and manage their diabetes so they can reduce their risk of diabetes-related complications and enjoy a healthy pregnancy, labor and delivery.

I also witness daily how vital partnerships are in my patient's lives. Having support from family members and friends can have a wonderfully positive impact on a woman's health during and after pregnancy. Furthermore, throughout pregnancy, expectant moms are also forming new and profound partnerships with their babies.

Partnerships are central to life beyond work as well. A healthy spousal bond, contented family relationships and good friendships offer a positive impact on one's fulfillment in other facets of one's life.

And so it goes with Pomona Valley Hospital Medical Center. As a community-based not-for-profit facility, our health as a community resource depends on our partnerships with area residents and businesses, the donations of our grateful patients and their families, and the funds entrusted to us by foundations.

Philanthropy through partners like you has been an integral part in the founding and updating of our "Centers of Excellence," in the capital improvements we've made through the years, the top-notch staff we've retained, and in the cutting-edge care we're able to offer to patients right here in this community.

And the reality is that, without these partnerships, we'd be hard-pressed to continue to offer the quality care that has garnered us regional and national recognition, the care that our community needs and deserves. So, thank you for your continued partnership which enables us to offer the best of the best to you, your friends, family members and neighbors!

*Through every philanthropic gift we receive, PVHMC Foundation is able to make an impact in the lives of our patients!*



Continued from page 1 -

## NEWLY RENOVATED LIBRARY

PVHMC's Robert and Beverly Lewis Family Cancer Care Center has been a major beneficiary of what Magistro humbly calls "our little foundation" as the family sought a way to honor the memory of Charles Magistro Jr., who passed away in 1985 at age 26 from a brain tumor.

Pleased with the compassionate care Magistro's son received at PVHMC, the family felt that giving to the Cancer Care Center when it was established years later was "a natural choice." Their generosity has continued through the years.

But Magistro had been a Hospital donor since before creating the foundation. "I began giving to the Hospital while on staff because I saw firsthand that PVHMC has always been on the cutting edge of providing quality health care," says the Claremont resident.

An emeritus member of the PVHMC Foundation Board, Magistro has remained on the lookout since his retirement in 1989 for ways that his family can help the Hospital continue to provide what the community needs.

After years of donating to a variety of PVHMC's efforts individually and through the foundation, "The Patient/Community Library project was brought to our attention and it had considerable appeal, not only because it can serve as a resource for the public and Hospital staff, but especially because patients and their families will use it to access the information they need."

"When a cancer diagnosis happens," explains Magistro, "patients and their families often seek information, and finding the information that they need is often valuable in coping with the challenges that diagnosis and treatment present."

Before the renovation, says Magistro, the library was "just a small space with a number of periodicals and books available."

Now, the library is "categorized and organized in a much more user-friendly fashion" so that users can easily find what they need.

A lending library staffed by caring volunteers, the Patient/Community Library at The Robert and Beverly Lewis



Volunteers, Marilyn Gautreau and Anne Damico, Cancer Care Center librarians



Cancer Care Center's newly renovated library

Family Cancer Care Center provides information about all aspects of cancer (prevention, site-specific cancers, treatments) as well as resources for coping for both patients and their families.

In addition to some 600 books, the well-appointed room contains printed materials published by respected national organizations. Together, these resources offer information on diagnosis, treatment, nutrition, beauty and care-giving. There are resources for children, Spanish language materials, inspirational and humor offerings and resources covering end-of-life issues such as hospice and grief management.

The Patient/Community Library also offers Internet access to reputable medical and cancer websites and a printer so users can take information they access home with them. The room is comfortable and airy, well-appointed and easy to use.

Magistro is pleased that the library has expanded its offerings and capabilities. "There's such a wealth of data about cancer out there now, that retrieving the data can be quite a daunting chore," notes Magistro, "but now that the Patient/Community Library is renovated and improved, it has become much easier for people to get the information they need."

But the bottom line for Magistro is that "Pomona Valley Hospital contributes so much to the community, and we wanted to do the same by continuing to support the Hospital through our Family Foundation."



# Community Partners

## WORKING TO HELP PATIENTS AFFECTED BY BREAST CANCER

When a loved one faces breast cancer, friends and family members are willing to do whatever it takes to help. At Pomona Valley Hospital Medical Center (PVHMC), breast cancer patients are benefiting from the efforts of community partners who have taken that “help” to a new level.

In 2000, plastics industry professional Dee Ketner struggled to find ways to help her sister during her battle with the disease. Back home after one of many visits to her sister in Massachusetts, Ketner was struggling to understand her sister’s disease and its treatment.

A friend of Ketner’s had undergone treatment for breast cancer at PVHMC’s Robert and Beverly Lewis Family Cancer Care Center and introduced Ketner to Breast Health Nurse Martha Osborne. “Being so far away, it was nice to have someone here in the community who could help me understand my sister’s needs.”

As Ketner learned more about breast cancer, she realized that many patients struggle to cover the associated costs, for everything from mammograms to biopsies to lymphedema sleeves, prostheses, wigs and more, because not all these expenses are covered by insurance.

An avid golfer, Ketner rallied colleagues to form the Ladies’ Plastics Golf Organization (LPGO), which raised just \$500 at its first golf tournament in 2000 and has grown to become its own non-profit which has donated more than \$270,000 over 13 years to the Cancer Care Center’s Breast Health Program. On December 13, LPGO’s Board proudly presented a check in the amount of \$35,000, largest donation to date.

“Funding like this is crucial to the Breast Health Program at PVHMC’s Cancer Care Center,” says Osborne, explaining that “a lot of breast cancer fundraising focuses on research, which is very important; but our program’s focus is on the immediate practical needs of the patients.”

Helping with patient needs is essential because breast cancer is so prevalent, affecting 1 in 8 women during their lifetime. “Everyone knows someone who has been touched by this disease” says Terry Dipple, owner of the Inked Chronicles tattoo studio in Pomona.

When Dipple’s fiancée, Michelle Cowles, was diagnosed with breast cancer in August 2008, he was profoundly moved by her courage through the surgery and radiation treatment she received at PVHMC. So moved that he and his daughter Tess (a piercer at the studio) both got pink ribbon tattoos.

With Cowles cancer-free within a few months, Dipple was inspired to create “Tattoos for the Cure” a yearly daylong event that offers people the chance to receive a breast cancer-themed tattoo with all the proceeds (the salon’s tattoo artists donate their time and talent) going to the Breast Health Program at PVHMC.

Having raised more than \$24,000 since then, Tattoos for the Cure “draws people from all walks, age 18 to 75,” says Dipple. “Some have many tattoos, and some, like Michelle’s 74-year-old father, are getting their very first tattoo.” What unites them, Dipple explains, is “a shared sense of wanting to do something to honor or remember a loved one affected by this disease.”



L-R Lauretta Daniels; Louise Riley; Rusty Miller; Dee Ketner (President, LPGO); Shellee Reese, R.N.; Jim Dale; Martha Osborne, R.N.; Dr. Paul Reish; Dr. Ram Rao; and Leigh Cornell







Michelle Cowles, Glenda Ferguson (Director of Development), Terry Dipple

“Knowing that the proceeds go to our local Cancer Care Center to help breast cancer patients in our own community is a great feeling,” Dipple asserts, “because we’ve all been touched by this disease in some way.”

This is also why management at Claremont Toyota was moved to action. Inspired by owner Roger Hogan’s mother-in-law Jeannette Phillips, who is a breast cancer survivor, the dealership pledged \$100 from every car sold in October to PVHMC’s Breast Health Program.

Giving the resulting donation of \$32,200 to PVHMC was rewarding for Hogan because “it feels good to know that we’ve been able to help patients in need in our own community.”



Claremont Toyota Team and PVHMC Associates

Hogan appreciates that, as a community-based hospital, PVHMC makes it a high priority to attend to patient needs.

Osborne emphasizes that those needs vary. Funds donated to the Breast Health Program are not only helpful to patients already diagnosed with breast cancer, but also to offer education, low cost mammograms and biopsies for uninsured or underinsured patients.

16-year breast cancer survivor Judi Provenzano and 22-year survivor Priscilla Duckworth know just how important these services are. “I can imagine how scary it is for patients who don’t have insurance coverage or can’t afford their co-pays,” says Duckworth. “But breast cancer is a curable disease if caught and treated early,” notes Provenzano.

The two, who work as Longaberger consultants, have taken the basket company’s commitment to breast cancer a step further, organizing a luncheon in Chino Hills to raise additional funds—\$11,000 each of the last two years—for the Breast Health Program at PVHMC. Both Duckworth and Provenzano are pleased that their efforts have a local impact.

After reading an article about a woman who was knitting and collecting pink scarves to send to breast cancer patients

through a national organization, attorney Michele Daly was moved to do the same, but on a local level.



Longaberger Collection

Because her husband is a staff member at PVHMC, Daly decided she’d like to knit and collect scarves for the Cancer Care Center’s Breast Health Program, taking the idea one step further and—with the help of Claremont’s Stamp Your Heart Out store owner Joan Bunte—organizing a “Power of Pink” fundraiser. In the process of putting together that first year’s event, Daly contacted Osborne and was impressed by the breast health nurse’s helpfulness and dedication.

Daly had no idea how much she would come to rely on those traits until she was diagnosed with breast cancer herself just three days before that first “Power of Pink” event. As far as Daly is concerned “Martha is an angel, you just can’t see her wings.”

Though the “Power of Pink” fundraiser started small, this year’s event brought in 900 scarves (distributed to PVHMC and other area hospitals) plus \$2,500 for the Breast Health Program. Daly notes that “Martha held my hand every step of the way from treatment through long-term survivorship so I am honored to be able to help her help others.”

Osborne says that before the Breast Health Program started receiving support from its community partners, “we struggled to offer some of the resources and services that patients needed but couldn’t afford.” Now, the Breast Health Program is able to offer the best available products and services to the Cancer Care Center’s breast cancer patients.

“It just goes to show you what’s possible when people really believe in their mission,” says Osborne. “You wouldn’t think such small groups of people could effect such a big change, but, by partnering with us, they can.”



## FROM THE CEO



Richard E. Yochum,  
President/CEO

Pomona Valley Hospital Medical Center has a Vision. This Vision is memorialized in six vital statements that we strive toward every day, but I want to focus on two of them in this column.

The first is to be the region's most respected and recognized Medical Center and market leader. We have accomplished this recognition in the numerous national awards this Hospital has received throughout the years. These awards include the Outstanding Patient Experience Award for the last four years in a row from HealthGrades; and being recognized as one of the TOP 50 Cardio Programs in the Nation by Thomson-Reuters, as well as, a TOP 100 Hospital four times. I could go on and on, but we are obviously honored and pleased that we continue to receive such prestigious national recognition

The second Vision Statement is to be the Medical Center that community leaders, volunteers and benefactors choose to support. Since the Foundation was established in 1979, nearly \$50 million has been donated in support of the Hospital's vital programs and projects, including \$12 million for the creation of The Robert and Beverly Lewis Family Cancer Care Center and \$8.5 million for the Cath Lab and Surgery suite for the Stead Heart and Vascular Center. We continue to be proud of the fact that Pomona Valley Hospital Medical Center is the Medical Center donors choose to support.

But we can't and shouldn't rest on our laurels. Only the committed philanthropy of our generous donors ensures that we can continue to offer the community the outstanding medical care this Hospital has provided for more than 100 years.

## PARTNER WITH PVHMC THROUGH

# Planned Giving

In an uncertain economy, it's more important than ever for our financial decisions to be thoughtful, informed and planned. And this includes our charitable decisions. One option in giving you may not have considered is "planned giving."

But what exactly does "planned giving" mean? A planned gift is any major gift made as part of a donor's overall financial and/or estate planning. Gifts to annual funds, sponsorships, membership dues and the like, while they may be budgeted, are not "planned" in the philanthropic sense.

The idea that only the very wealthy are able make planned gifts is a lingering misconception. Planned giving, rather, enables people from all walks of life to support worthy causes—like the Pomona Valley Hospital Medical Center Foundation—while thoughtfully choosing what their charitable legacy will be.

Through a variety of planned giving options, the PVHMC Foundation offers donors exciting opportunities to fulfill their desire to support the hospital's vital role in the community plus reap tax and other financial benefits, all while realizing their personal financial goals.

Planned gifts may include:

- Gifts of appreciated assets (such as gifts of real estate or stocks),
- Gifts that return income or other financial benefits to the donor during his/her lifetime (such as charitable remainder trusts),
- Gifts payable upon the donor's death (such as bequests or beneficiary designation on an IRA or life insurance policy).

The simplest way to ensure a philanthropic legacy at Pomona Valley Hospital Medical Center is to remember our Foundation in your will. More than half of all adults have never made out a will—but it's a financial planning process that can give people of any age great peace of mind.

Making the PVHMC Foundation a beneficiary of your retirement account or life insurance policy is another simple way to make a planned gift that can help ensure continued access to high quality healthcare right here in our community.

Our Foundation staff would be pleased to meet with you to discuss your planned giving opportunities. You can learn how to maximize your philanthropic potential while also reaping financial and personal benefits. With thoughtful planning, you can convert your personal giving decisions into a rewarding partnership between you and Pomona Valley Hospital Medical Center Foundation.

Please call Glenda Ferguson, Director of Development at the PVHMC Foundation, 909-865-9659, to learn more about planned giving.

*Please remember PVHMC Foundation  
in your will or living trust.*



# In the News

## 9TH ANNUAL FASHION SHOW & LUNCHEON



Ann Jillian

On October 29th, The Robert and Beverly Lewis Family Cancer Care Center presented the “Celebrating with Style” Fashion Show and Luncheon. Held at the Doubletree Hotel in Ontario, CA, this 9th annual event featured cancer survivors who received treatment at the center as the fashion models and actress and Golden Globe winner Ann Jillian as keynote speaker.

Herself a breast cancer survivor, Jillian shared her own story of surviving and thriving after cancer and told the crowd “you may have cancer, but cancer doesn’t have you.” She also reminded those gathered that “early detection is the best protection” before rejoining the audience to witness the moving survivor stories and dazzling fashions presented by the models.



l-r Tamera Selleck, Glenn Gary, Teddie Main, Michael Klein, MD, George Luckmann, Veketa Harrison, Jeanne Molinaro, Brad Feldtz, John Gonnella, Bonnie Mauch

This year we raised \$71,000 for the Cancer Care Center’s Endowment Fund to help ensure the Center can continue to provide quality patient support services such as the wig salon, patient/community library and numerous wellness programs and support groups. This is a great example of how the community supports the Cancer Care Center they love.



## PVHMC FOUNDATION RECEIVES GENEROUS BEQUEST

Our long-time friend and major benefactor of Pomona Valley Hospital Medical Center Foundation, Iris Belding, passed away in April 2011. Fifteen years ago, Iris and her late husband, George, made a generous donation to PVHMC Foundation to set-up a Charitable Remainder Unitrust and Charitable Remainder Annuity. Both of these trusts provided the Beldings with life-time income.

In early December, we were pleasantly surprised to receive a very generous gift from Iris’ estate in the amount of \$932,000. According to her family trust, these funds are to be distributed equally between the Stead Heart and Vascular Center and The Robert and Beverly Lewis Family Cancer Care Center.

We are deeply grateful to our Hospital and Foundation friends who remember us in their estate planning.

## COMING IN THE NEXT ISSUE

The Stead Heart and Vascular Center at Pomona Valley Hospital Medical Center is proudly celebrating 25 years of providing quality care in the treatment of heart and vascular disease. Look for the next issue of “HealthCares” to learn more!



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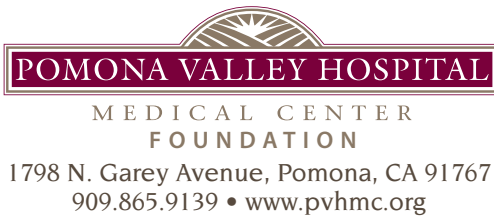
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# MAKE NEW YEAR *wishes* COME TRUE FOR OUR COMMUNITY

As a not-for-profit community-based Hospital, Pomona Valley Hospital Medical Center relies on the dedicated support of our community—patients, associates, board members, business owners, local leaders, doctors and friends and family of the Inland Valley—to ensure that we can continue to provide the best possible medical care to our community.

Our Centers of Excellence, our cutting edge medical technology, our health centers which ensure ready access to medical care for our community; all these things are made possible through your generosity. And this community-based support has helped earn us such notable distinctions as being ranked in the top 5% in overall patient care by Healthgrades.

In this new year, as you pause to count your blessings, please remember to count Pomona Valley Hospital Medical Center Foundation among them. Then, help us ensure that the fine community healthcare we provide will be available for many holidays to come, by making a year-end donation of any amount using the enclosed envelope.

*Thank You!*

