



Medina Hospital Advocate

A Publication of the Medina Hospital Foundation

Summer 2015

Gifts Improve Pediatrics

Like its young patients, Cleveland Clinic Children's pediatric services at Medina Hospital is experiencing a growth spurt.

And it owes many of its expanded new services and programs to a recent, unexpected source of philanthropy.



Dr. Senokozlieff with her sons Ben (10), Joshua (11) and Alex (7)

"It started with a simple question from a benefactor," says Heidi Senokozlieff, DO, FAAP, Chief of Inpatient and Outpatient Pediatrics.

"Pretend someone handed you \$50,000. What would you do with it to help the area's children?" –The question came from the Medina Hospital Foundation, whose officers were seeking ways to expand pediatric services and wanted ideas from practitioners. Their reply was quick and detailed. Not only did the Foundation have its answers, but the department received the proceeds from the 2014 Black Tie Affair now known as the Black Tie BASH.

"We were absolutely blown away by the generous offer made to us by the Foundation," says Dr. Senokozlieff. "Our responses were based upon a community needs assessment, as well as our own experiences working in the hospital and with our community neighbors."

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Save the date Oct 24 for the annual Black Tie BASH, which this year will be held at Weymouth Country Club. Our regular guests will notice the slight change in name – BASH stands for **B**enefitting **A** Superior **H**ospital emphasizing an evening of fun along with the reason for the party. Learn more inside.





Family Comfort Improved in Birthing Center

Philanthropic gifts purchased couch beds for the Family Birthing Center. Ann Roach, Nurse Manager says, "The uncomfortable chair beds were often a complaint on patient surveys." These new beds have made a dramatic impact. One dad wrote, "These beds are so much more comfortable. I was not going to spend the night because of how uncomfortable the pullout chair was, but I saw the new couch and I stayed."

Families can sit together on the oversized couch so big brothers and sisters can meet the new baby with mom or dad safely at their side. "No one complains anymore about comfort with the new couch," says Ms. Roach.

The Center encourages mothers and their partners to spend as much time with their newborn as possible before heading home as a family. They learn the baby's feeding cues and become comfortable in providing care while recovering from the delivery process. "A comfortable place for family members to rest goes a very long way in promoting a positive birth and hospital experience. Thank you so much in helping us help our families! "

Gifts Improve Pediatrics

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Some of the activities funded with the unexpected gift included efforts to:

- Fund local healthcare initiatives within area school systems, each customized to meet a system's specific needs
- Grow a school garden to teach children about healthy eating
- Establish an after-school fitness program
- Provide transportation vouchers to allow needy children to access medical services

But the story doesn't end there, says Dr. Senokozlief.

"The Foundation's donation was a springboard for us," she says. "It helped to launch other programs and events that have triggered philanthropic funding for pediatric care and proactive pediatric services throughout the area."

"Our goal is to provide high-quality healthcare and health education within the communities we serve," Dr. Senokozlief says. "Toward that end, the department hopes to strengthen its bond with local schools and the Medina Community Recreation Center to educate children about nutrition, wellness and physical activity. "We're also setting up school-based healthcare screenings in the Cloverleaf and Buckeye schools," she says.

The department has linked up with the Medina County District Library to purchase books to help parents of newborns seeking advice on health and nutrition. And, philanthropic funding also is earmarked to remodel pediatric waiting rooms to make them brighter, more inviting and kid-friendly.

Dr. Senokozlief says Cleveland Clinic Children's is extremely busy but enjoys its work. "There isn't anyone here who would rather be someplace else," she says. "We're committed to our profession, our hospital and to the people of our region."

Cleveland Clinic Children's providers include Dr. Senokozlief, David Burke, DO, and Nurse-Practitioner Renee Beaulieu. Cleveland Clinic Children's specialty services is also available for infants and children up to age 18.

So, what's next?

"Well, we have lofty goals," says Dr. Senokozlief. "Basically, we want to continue to grow, with our focus on providing great care and services to the community, its children and their parents. We are well on our way, thanks to the dollars provided to us through philanthropy."

With healthcare dollars tight today and providers emphasizing high-quality care, philanthropic dollars have never been more important, Dr. Senokozlief says. "It is our hope that through the help of contributions from concerned individuals, we can go on to do more and create more healthcare initiatives for the people in our area."

Those interested in supporting the hospital's pediatric efforts can learn more about the Pediatric Fund by calling the Medina Hospital Foundation at 330.721.5940.



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Books to Improve Early Literacy

Philanthropic gifts to Medina Hospital Foundation will promote early literacy to families welcoming new babies. Each newborn will receive a “Rock-A-Bye Baby Reader” at the Family Birthing Center.

The book educates parents about the importance of reading to their babies using traditional rhymes.

This partnership with the Medina County District Library extends beyond the nursery. Parents are encouraged to visit their nearest Medina

County District Library to receive an additional gift and learn about the many free resources the library has to offer families.

“The most recent Medina County Needs Assessment revealed that only 35% of parents read to their children under the age of 5 each day, while the state average is 50%. It is our hope that this book will change that statistic.” says Ann Plazek the Library’s Outreach Services Manager.



Black Tie BASH

The Black Tie BASH (Benefiting A Superior Hospital) will keep all the fun from previous years while adding games, great prizes, wonderful food – all in all a great time.

The BASH committee is looking to wow our guests with incredible prizes donated by members of the community. To donate one of these items or your own great item, please contact the Foundation at 330.721.5941 or mh-foundation@ccf.org

BASH Wish List

- | | |
|------------------------------|-------------------------|
| Bottles of Wine | Gas Grill |
| Limo Service | Electronics |
| Art Work | Store Gift Certificates |
| Restaurant Gift Certificates | Jewelry |
| Airline Miles | Time Share Stays |
| Bed and Breakfast Stays | Vacation Rentals |
| Professional Services | |

Estate Planning is for Everyone

Creating an estate plan is more than preparing a will. It is time spent considering ways you can improve your loved ones' future while also supporting the causes in which you believe, such as patient care at Medina Hospital.

A major reason for looking at the bigger picture now is to ensure that your beneficiaries will receive what you intend to leave them. A good first step is to determine what can be covered by a beneficiary designation. A Transfer on Death (TOD) registration is a means of transferring life insurance and IRAs, and a Payable on Death (POD) option will transfer your bank or credit union account to the beneficiaries you specify. Both can easily be accomplished by filing a Change of Beneficiary form with your provider. Not only are TODs and PODs free of charge, but they are a quick way of disbursing assets without having to go through probate, which could take months.

Once these types of assets are accounted for, a will directs the distribution of the rest of your property after your lifetime. If your financial situation is straightforward and you have identified all the variables of your estate, you may wish to find a sample will online, to provide guidance before speaking with your attorney.

Estate planning not only helps you make one of the greatest gifts to your family and charity, but it also provides you with peace of mind. If you would like to learn more about how your bequest can benefit Medina Hospital and its patients, please contact Randy Fuerst at 330.721.5940 or fuerstr@ccf.org.

Gifts in Memory of

Irene Riddleburgh

- | | |
|----------------------------|------------------------------|
| Christina & Anthony Armeni | Joan McCourt |
| Lisa Bandwen | Earle Olson |
| Sharon Danko | Dorothy Pallati |
| Corinne Hadley | Robert & Barbara Thrash |
| Janice Kinchy | Mr. and Mrs. Frank Vergillii |
| Robert and Donna Lochner | |

Medina Hospital Foundation

1000 East Washington St.
Medina OH 44256

medinahospitalfoundation.org

Medina Hospital Foundation realizes that individuals would like to learn more about its particular programs, services or developments. However, if you do not wish to receive information relating to your philanthropic objectives at this time, please call the Medina Hospital Foundation at 330.721.5941 or send an email to kern@ccf.org.



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Upcoming Community Events

Programs at Medina Hospital are supported by our community friends through fundraising. Please support them or contact the Hospital Foundation at 330.721.5940 if you'd like to host an event.

Firestone Complete Auto Care **Medina Evening Rotary**
5131 Buehler Drive, Medina August 21 : Wine and Cheese Party
330.721.9485 At Medina Hospital

June 19-21: Dad Appreciation **Century Harley Davidson**
July 19: Summer Carnival October 3: Motorcycle Run
August 1-3: Putting for Percentages 3053 Eastpointe Dr., Medina
September 6: 2nd Annual Car Show

Mother and Child Installed

Dr. and Mrs. Terence J. Ross donated this beautiful sculpture to Medina Hospital a few years ago. Recently it found a new home in the Family Birthing Center. Dr. Ross was an anesthesiologist at Medina Hospital and Pat served as a volunteer on Foundation events.



Frederick Hart (1943-1999) created "Mother and Child" to celebrate the mystery of new life and the bond of motherhood. Hart was a 20th century sculptor whose works recall traditions of the 19th and early 20th centuries. He completed many commissions throughout his life, notably at the Vietnam Veteran's Memorial and the National Cathedral. He was posthumously awarded the National Medal of Arts in 2004.

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