



Medina Hospital Advocate

A Publication of the Medina Hospital Foundation

Winter 2019

MEDINA HOSPITAL'S BLACK TIE

BASH A Resounding Success!
BENEFITTING A SUPERIOR HOSPITAL

The 2018 BASH (Benefitting A Superior Hospital) on Oct. 27 was a great success, with sponsors, advertisers, raffle ticket buyers and BASH attendees raising \$98,000 for programs at Cleveland Clinic Medina Hospital. Event proceeds support the Medina Hospital Priority Program fund.

Betsy Kling, WKYC Chief Meteorologist, the evening's Mistress of Ceremonies, shared a personal story of a family member's care at Medina Hospital. In particular, she commended the Emergency Department and Intensive Care Unit staffs and credited them with saving her loved one's life. She noted that the care was more than simply clinically exceptional, sharing the personal impact of the staff's compassion and empathy for her entire family.

During his remarks, Medina Hospital President Richard Shewbridge, MD, shared examples of high-priority projects that recently were funded, including an overhead patient lift system in the Intensive Care Unit that improves patient and caregiver safety and an arm

support device for patients who lack arm or shoulder movement because of a stroke, multiple sclerosis, brain injury or other issue. He shared how one patient, an artist, used the device to create what the therapist described as "a beautiful picture."

Funds also have been used to support a Stop the Bleed training course, to help people with life-threatening blood loss from injury, and tourniquet supplies for the Medina City School District. (For details on this training, please see the article on page 2.)

Dr. Shewbridge explained the process by which projects to be funded are reviewed and approved. All hospital departments are encouraged to submit requests to the Caregiver Philanthropy Council, led by Catherine Sheridan, MD. The council, including clinical, financial and Hospital Foundation Board volunteers, reviews applications and then refers projects to the Hospital Foundation Board for its decision.

continued on page 2



From left: Shea Sohovich of Bill Doraty Kia and Grand Prize Winner Terry Price; dancing at the BASH; Medina Gem Co. bracelet winner Carrie Park. Photos by Nancy Gatsios

Planning Tip – POD

Many people may want to include support of a nonprofit agency in their estate plans, but don't because they think they need the assistance of an attorney. While some gifting methods require the advice of an attorney, others are as simple as completing a form.

A good example is simply going to your bank and asking to have a notation placed on your bank account or certificate of deposit designating that it is to be payable on death (POD) to your chosen agency. You also could choose to designate more than one.

There's no change in ownership, control or benefit from the account. The POD operates only after your passing.

To learn more, please contact Randy Fuerst at 330.721.5940, or fuerstr@ccf.org.

Stop the Bleed Training

The Medina Hospital Foundation was pleased to support our hospital's first Stop the Bleed training on Nov. 3. Stop the Bleed is a national campaign with the goal of empowering bystanders to apply tourniquets to prevent fatal blood loss. The top cause of preventable death in trauma is bleeding. An estimated 20 percent of people who otherwise would die from traumatic injuries could be saved by quick preventive measures.



Participants learned proper use of tourniquets.

The participants learned how to identify life-threatening blood loss and a variety of methods to control it. These methods include applying direct pressure, finding pressure points, creating and using a trauma first-aid kit and following appropriate procedures for applying tourniquets.

In addition, gifts to the Foundation helped purchase tourniquets for the Medina City Schools.

BASH

continued from page 1

"We would not have been able to accomplish this great success without the support of so many generous businesses," said BASH Co-Chair Sharon McFadden. "We gave away more than \$31,000 in prizes this year, with our grand prize being a 24-month lease of a Kia Optima from Bill Doraty Kia." Other lead prizes were provided by Medina Gem Co., Bil-Jac Foods, Don Basch Jewelers and Root Candle.

The volunteer committee already is making plans for the next BASH and asks that those who would like to attend please save the date of Oct. 19, 2019.



BASH Committee

Signature Sponsors

Medina Meadows
Medina Hospital
Medina Hospital
Medical Staff

Table Sponsors

Brunswick Pointe
Brunswick and
Strongsville Family
Health Centers
Catanzarite Family
Foundation
Echelon of Medina
Galley Printing
Huntington Bank
Medina Medical
Office Building
R. W. Corwin Co.
The Ruhlin Company
Westfield Bank
Westfield Insurance
Willowood Care
Center



Like us on Facebook

To see the latest, learn the history, read about our supporters, see event photos or make a gift securely online, please visit us at facebook.com/MedinaHospitalFoundation.



Medical-Surgical Unit Ribbon-Cutting

On Oct. 18, a ribbon-cutting event was held to dedicate a new medical-surgical inpatient unit known as 2 East. These additional rooms will help meet the growing demand for post-surgery patients or those who need acute care for pneumonia, congestive heart failure or COPD.

This \$4.1 million renovation ensures that hospital caregivers and patients will continue to have the best environment in which to work and receive care.

In his remarks, Hospital President Richard Shewbridge, MD, said, "I feel deeply satisfied to report that these beautiful and spacious rooms will be used to support the recovery and healing of patients for many years to come."

Memorial Listing

Corinne P. Hadley
In memory of Dr. Ronald Ricci
In memory of Becky Kelly

Make a Meaningful Gift Through IRA Planning

by Ann Salek

Estate planning typically is a time for introspection. What have I built during my life, both personally and financially? What type of legacy do I want to leave? This makes planning your estate the ideal time to consider your philanthropic goals. Once you establish your goals, you can work with a planner to determine the most financially savvy and expeditious avenue to accomplish them.

Many people find that they have accumulated a large percentage of their wealth through qualified plan assets such as IRAs. Since the amount accumulated in an IRA is not subject to income tax, individuals must give careful consideration to the income tax consequences for planning with IRAs. When considering a bequest, a charity is an ideal beneficiary for the IRA assets. Because a charity does not pay income tax, the charity will receive the entire amount of an IRA bequest. In contrast, if an individual is the beneficiary, that person will be obliged to include any distribution from the IRA in adjusted gross income. Careful consideration also must be given to drafting the beneficiary designation. When leaving IRA money to a charity, it is best to name the charity directly on the beneficiary designation form. Problems can arise if this designation is a trust, even if the trust ultimately provides for a distribution to the charity.

Furthermore, the IRA is very useful for lifetime charitable gifts, as well. Starting in 2016, Congress made the law permanent that allows an individual to give required minimum distributions to a charity. IRA owners therefore can satisfy the minimum distribution requirement without increasing their adjusted gross income. Again, careful consideration and planning must take place so that the distribution goes directly from the IRA fund to the charity. Those who want to make this kind of gift should contact both their IRA administrator and the charity to coordinate the contribution.

Estate planning not only helps you make a meaningful gift, but it also provides peace of mind. To learn more about how your bequest can benefit Medina Hospital and our patients, please contact Randy Fuerst at 330.721.5940 or fuerstr@ccf.org.

Ann E. Salek is an attorney with Critchfield, Critchfield & Johnston in the Medina office. She is a Certified specialist by the OSBA in estate planning, probate and trust law and a Certified Elder Law Attorney (CELA) by the National Association of Elder Law attorneys and the OSBA. She also is a Medina Hospital Foundation Board member.





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.



Presorted Standard
U.S. Postage
PAID
Cleveland, OH
Permit No. 3630

Annual Giving



As a nonprofit medical center, Cleveland Clinic Medina Hospital relies on each and every philanthropic gift, no matter the size, to advance world-class patient care. By supporting our Annual Giving Program, you can make a difference to patients and families, now and for the future. Your investment promises an invaluable return: innovative programs and high-quality care, producing better healthcare for all.

Gifts can be used immediately and will go to areas most in need of support. Your contributions help ensure that significant projects and programs will continue.

- Your gifts help us:**
- Provide unique programs that alleviate pain without prescription drugs.
 - Train caregivers for the challenges of tomorrow's healthcare.
 - Expand and renovate facilities, creating an optimal healing environment.
 - Support next-generation medical equipment that takes patient care to new levels.
- To make a gift, please visit ClevelandClinic.org/MedinaGiving, or call the Foundation office at 330.721.5941.

Medina Hospital Foundation Board

Ellen Hunter
President

Frank Carrino
Vice President

Kathy Mau, DNP, RN,
ACNS-BC
Secretary

Ron Plazek
Treasurer

Lisa Dunn
Immediate Past President

Russ Corwin

Ron Falconi

Terry Grice

Bill Hutson

Jarrod Long

Don Milksch

Vicky Nann

Ann Salek

Catherine Sheridan, MD

Vicky Snyder, CFO/COO

Lifetime/Honorary Member

Edward A. Hall

Foundation Staff

Randy Fuerst
Executive Director

Linda Kern
Foundation Assistant