Recognized as one of the West Side’s biggest and best street parties, Starry Night boasted nearly 650 guests and raised more than $150,000. Net proceeds will directly benefit patients through the Lakewood Hospital Diabetes and Endocrine Center’s Diabetes Assistance Initiative and community education efforts.

“Diabetes is a disease that affects one out of every eight people in Northeast Ohio and is likely impacting the life of someone you know—a friend, neighbor or family member,” says Kristin Broadbent, executive director of the Lakewood Hospital Foundation. “The community’s generous support of Starry Night makes a significant difference in the lives of diabetes patients in need by providing the funding necessary for supplies, daily medications and the comprehensive diabetes education that is essential for those living with this disease.”

Starry Night festivities included New Orleans-inspired comfort food and gourmet delights, lively jazz entertainment by The Killer Watt Hours, and both a silent and live auction. Monica Robins of WKYC-TV 3 was the Mistress of Ceremonies. During the event Regency Construction Services, Inc. was recognized for five years of strong support as the Signature Sponsor of Starry Night.

According to Tari Rivera, president of Regency Construction, builder of the Diabetes and Endocrine Center as well as other Cleveland Clinic Health System projects, “We’re proud to support Lakewood Hospital and the Diabetes Assistance Initiative, which provides help to a growing number of residents of Lakewood and the greater west side communities—we’re pleased to make a difference in our community.”
Dear Friends:

Over the past months, Lakewood Hospital Foundation trustees and staff have taken significant steps towards elevating awareness of the Foundation with our important constituencies across the greater west side communities. As part of this initiative, we have updated our logo with a new tagline – Enhancing Health and Wellness Through Philanthropy – and developed a strong messaging platform that shares our story in a consistent and cohesive format. We are confident that this initiative will aid in our efforts to increase visibility and generate ongoing support for the Foundation and, ultimately, the programs and services of Lakewood Hospital.

One example of our enhanced outreach includes a newly designed website, www.lakewoodhospitalfoundation.org. While the site remains integrated with the strong Cleveland Clinic and Lakewood Hospital web platform, we now have a broader opportunity to share the story of Lakewood Hospital Foundation and how our efforts are benefitting patients served by Lakewood Hospital. Visitors to the site will enjoy easy access and user-friendly navigation that makes it simple to find information, read the latest news, inquire about an event and donate online. Please take a moment to visit our new site and even sign-up to receive this newsletter via email in an easy-to-read electronic format!

Throughout coming months we will continue to increase our visibility in the community as we seek greater awareness and advocacy for the Foundation’s efforts to support critical and emerging patient care needs.

Thanks to the members of the Foundation’s Raise Awareness Committee for their hard work and dedication in creating this new message platform and sharing our story in the community.

As always, our thanks to you for your support, advocacy and commitment to Lakewood Hospital Foundation.

Warmest regards,

Ken Haber, President
Kristin G. Broadbent, CFRE
Executive Director

Lakewood Hospital Foundation
Enhancing health and wellness through philanthropy

PRO F I L E  I N  G I V I N G
A Family Affair

For Thelma Miller, Pam Berry and Tammy Hunt, giving back is a part of their DNA.

The three generations share a hereditary strand of generosity that has led each of them to volunteer their free time and support Lakewood Hospital throughout the last five decades.

The family’s warm and loving matriarch, Thelma Miller, who passed away in December 2011 at the age of 101, was a long-time member of the hospital’s Junior Board and volunteer at the flower shop into her late 90s.

Her daughter, Pam Berry, began her nursing career at Lakewood in 1966 working on the orthopaedic floor. She later joined the hospital’s Junior Board, volunteered in the emergency department, served on the Ambulance Chase committee, and has been a member of the Lakewood Hospital Foundation Board of Trustees for more than two decades.

Tammy Hunt, granddaughter of Thelma and daughter of Pam, is a physical therapist who joined the Cleveland Clinic Health System in 1995 and transferred to Lakewood Hospital in 2002. She now works on the skilled nursing floor, specializing in geriatric and pulmonary therapies. For the last eight years Tammy has volunteered on the Ambulance Chase committee and helped grow the race into an annual must-run event in the region.

All three women were powerfully inspired by the care given to the family’s patriarch, Roy Miller, during his long, courageous battle with cancer.

“They could not have been more wonderful,” said Pam, who began assisting in surgeries with Dr. Marvin Freeman in the 1970s. Interestingly enough, she now works for Freeman’s son, Dr. Richard Freeman, at his Westlake practice. “Although I was independent of the hospital, my connection was still there, especially with all the times my dad was hospitalized for various treatments.”

Thelma was so touched by the care her husband received at Lakewood Hospital that after he passed away in 1987, she started volunteering in the Blossom Shop.

“Oh she loved it! She said the best part was delivering flowers and brightening someone’s day. She enjoyed going around and talking with the patients—that was her favorite thing,” said Pam, who at the same time began volunteering in the emergency department. She and her mother would drive to the hospital for their weekly volunteer shifts.

Tammy, who remembers her grandmother wearing a pink hospital volunteer smock, said she was inspired to study physical therapy after accompanying her grandfather on his therapy appointments.

“I was so happy when Tammy started working at Lakewood,” Pam said. “It is a special place to us and to so many in the community.”

Throughout the years, the family has been involved in raising significant dollars for the hospital by working on various fundraising initiatives and events such as Starry Night and the Ambulance Chase.

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So when Thelma passed away, there was no discussion- Lakewood Hospital was selected as the beneficiary for donations in her memory. In fact, the physical therapy patients being helped by Tammy are also directly benefiting from her grandmother’s passion for the hospital as the gifts were designated for Rehabilitation Services.

The DNA may extend to a fourth generation- Tammy’s daughter Maggie has already participated in the Ambulance Chase and has shown an interest in volunteering at the hospital when she is old enough. The family affair lives on.
Lakewood Hospital Foundation is immensely blessed by the generosity of individuals, corporations and foundations. In turn, we steward these gifts, passing your support on to Lakewood Hospital to serve the needs of its patients and the community.

For more than 100 years Lakewood Hospital has benefited from the financial support of its friends and neighbors. This tradition of caring has created a unique institution in the true spirit of partnership with the community. Donor generosity helped build this hospital and continues to keep it growing today and into the future.

The following list highlights philanthropic support received January 1 – July 31, 2012. If there is an error, please accept our apologies and notify us at 216.529.7009 so that we may correct our records.
Fairview hospitals, as well as community outreach events offered throughout the year. In-house screening and diagnostic mammograms and ultrasounds at Lakewood and in partnership with the Lakewood Hospital Foundation, the HOPE Program includes an ongoing program supported by a grant from the National Breast Cancer Foundation. "There is a significant population of uninsured in our community who struggle to find private insurance," said Dr. Judge, who was president of medical staff in the 1980s, a time when doctors paid what was called a bed tax. “Throughout the history of the hospital, our doctors have either donated money to fundraising efforts or have done community service for the hospital to get us where we are today," said vascular surgeon James Bekeny, MD, current medical staff president. “Many of the doctors live in the West Shore area and want to support the hospital not only as a patient care partner, but as a resident and community member.”

With the state of healthcare making headlines each week, it is reassuring to know of the medical staff's conviction that their financial support is important to Lakewood Hospital. “From the medical staff's perspective, it's really about investing in the future. We want our patients to have a positive experience and receive quality, efficient care, whether it's in the emergency department, surgery or on the floors,” noted Bekeny. “We’re investing in our future and our patients’ future by providing the best hospital care available.”

And even though the practice of medicine has changed dramatically, as well as the composition of physicians and the organizational structure of the community hospital, one thing that hasn’t changed is the steadfast support from Lakewood Hospital’s medical staff – now a group of 650 physicians. As with any group making a significant philanthropic contribution, “The medical staff is very thoughtful when deciding what and how much to give, and what the long-term impact is going to be on the community and patient care,” notes Dr. Bekeny.

Most recently, the medical staff as a group contributed $150,000 to the hospital’s Vision for Tomorrow, a strategic initiative launched in 2010 to create Centers of Excellence in specialties such as stroke and neurological care, orthopedics, geriatrics, diabetes, and rehabilitation services. And several years ago, the medical staff made a leadership gift to the hospital’s Employee Care Fund, which provides assistance for employees who face an unexpected financial crisis. The medical staff currently generates its donation dollars through a dues system, but for years physicians paid what was called a bed tax.

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Giving Hope to Uninsured Women

"There is a significant population of uninsured in our community who struggle to find care," said Petronio. “Oftentimes they are faced with making a choice of paying for their healthcare or feeding their family. The HOPE Program gives us the means to reach out and make a difference.”

Lakewood Hospital HOPE Program

Monday, October 15 | Lakewood Hospital Community Health Center

Women who are 40 years of age and older and uninsured are invited to this free breast and cervical cancer screening. Appointment includes clinical breast and pelvic exam, mammogram and a Papsmear. Sponsored by the HOPE Program, the National Breast Cancer Foundation, Lakewood Hospital Foundation and Community West Foundation. Call 216.476.4673 to register.

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Give the gift of hope and health through a contribution to the HOPE Program. For more information, call Lakewood Hospital Foundation, 216.529.7009.
One Person, One Contribution at a Time

Through steady gifts to Lakewood Hospital's Annual Fund—person and one contribution at a time—the hospital continues to provide world-class healthcare in a community setting. Every year, new and repeat donors make philanthropic gifts to Lakewood Hospital Foundation that help the hospital deliver high quality, compassionate care to thousands of patients.

Your gift to Lakewood Hospital can:
• Provide and enhance programs, equipment and facilities for patients.
• Fund priorities identified by patients, hospital leadership and medical staff.
• Help recruit and retain superior physicians, nurses and caregivers who provide exemplary care.

You may designate your contribution for a specific program, unit or service area with the assurance that 100% of your gift will benefit the project you specify.

If you are already a donor to Lakewood Hospital Foundation, thank you for your support, and please continue to give. If you have given in the past, but have not given recently, now is a wonderful time to renew your commitment to the future of healthcare by including Lakewood Hospital in your giving. Join the many who demonstrate their gratitude for the blessing of good health by once again becoming part of our family.

Don’t forget, your employer may match your gift to the Foundation, thus increasing your contribution. Many companies also match gifts from retirees. Please contact your employer’s human resources department for a copy of its matching gift form to submit with your donation.

For more information on how you can support Lakewood Hospital’s 2012 Annual Fund, please contact the Foundation at 216.529.7009.

It’s not the amount of the gift, it’s the spirit and generosity that gift represents.

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The statistics are staggering:
• 5.5 million Americans have Alzheimer’s disease.
• Another person develops Alzheimer’s disease every 69 seconds.
• By 2030, 7.8 million people will have Alzheimer’s disease, and 16 million by 2050.
• In 2010, 14.9 million family and friends provided 17 billion hours of unpaid care to those with Alzheimer’s disease and other dementias. 
• The total cost of care of Alzheimer’s patients to society exceeds $172 billion.

Although tremendous progress has been made in the past two decades, no cure or treatment that slows or stops the deterioration caused by Alzheimer’s disease (AD) has yet been found. That’s why research continues to be critically important. In conjunction with Cleveland Clinic Lou Ruvo Center for Brain Health—one of the leading sites in the country to conduct advanced clinical research for Alzheimer’s disease—Lakewood Hospital is participating in clinical research trials that are the key to treating and hopefully combating cognitive disorders.

Lakewood Hospital’s involvement in these clinical trials is made possible through a $1 million gift from The Harold C. Schott Foundation, which was used to establish an endowment in support of the expansion and integration of the hospital’s neurological and geriatric services.

“Thanks to the HCS Foundation, Lakewood Hospital has the resources to make real its vision to create a program for those who suffer from devastating neurological disorders associated with aging, as well as partake in cutting-edge research,” notes Dr. Babak Tousi, director of the hospital’s SeniorCare Assessment Center. “A major focus of the program at Lakewood Hospital is to encourage patient participation in clinical trials, which will help develop new treatment options for Alzheimer’s disease.”

The FDA requires that all drugs be investigated in clinical trials to show they are safe and effective before they can be approved to treat patients. Currently, there are over 200 Alzheimer’s disease clinical trials at different stages being conducted worldwide needing 100,000 volunteers.

Lakewood Hospital, together with the Lou Ruvo Center for Brain Health and Cleveland Clinic main campus, just concluded a study designed to assess the performance of a blood medical test, AclarusDx™, intended to help physicians in making an Alzheimer’s disease diagnosis in patients having memory impairments. A total of 160 new patients being seen for memory impairment were enrolled in the study, which was the first trial in the U.S. for AclarusDx™. (The test is offered to memory centers in France.)

A diagnosis of Alzheimer’s disease is based on psychometric tests and behavior evaluations, as well as brain imaging, at a stage of the dementia where the onset of the disease has already started. Early accurate and reliable diagnostic tools are essential to improve patient management and therapeutic treatments. The use of AclarusDx™ could help accelerate the full diagnostic workup.

Chris Nelson, SeniorCare Assessment Center Clinical Nurse Manager, notes that future potential studies in which Lakewood Hospital may participate include the investigation of an oral medication or an IV or injection of monoclonal antibodies, both for mild to moderate Alzheimer’s disease.

“This is a very exciting time in Alzheimer’s disease research because we can offer patients much more in terms of opportunities. The ultimate goal is to have these clinical trials and research projects turn into new treatments that will enable optimal ways of caring for affected patients as well as their caregivers,” states Nelson.

“We are grateful for the opportunity to significantly improve the quality of life through all stages of Alzheimer’s disease and other dementias,” says Tousi. “The work done through The Harold C. Schott Pavilion for Geriatric Neurological Health will further support Lakewood Hospital in providing the best care, treatment and experience for our geriatric patients and their caregivers.”

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Ambulance Chase Attracts Record Crowd

A record crowd of nearly 1,350 came together for the 11th Annual Ambulance Chase in support of patient care at Lakewood Hospital. From toddlers in the Children’s Chase to walk participants well into their eighties, the event attracted folks from all over Ohio and as far away as New York and Indiana. The 5K winners were Ross Lenehan from Youngstown with a time of 15:42 and Debra Leitch of Rocky River with a time of 20:33. There were 26 teams of 20 or more with Team Pfahl being the largest with 69 members.

Donald Martens & Sons Ambulance Services once again partnered with Lakewood Hospital Foundation to host the 5K Race/Walk & 1 Mile Walk, something they have done all 11 years. “It is because of their generosity, and that of many other sponsors, that the event continues to be such a success,” notes event co-chair Chas Geiger. More than $65,000 was raised, with net proceeds benefiting Lakewood Hospital’s Rehabilitation Services as well as several other hospital programs.

The Ambulance Chase Grant Program provides Lakewood Hospital departments the opportunity to request funds in support of service augmentation and equipment that will enrich patient care. Through this program more than $400,000 has been awarded for initiatives that enhance patient care and increase patient satisfaction.

As this year’s primary beneficiary, Rehabilitation Services received funding for a myriad of patient care equipment including an upper extremity ergometer, an adjustable height table and a Lite Gait Yoke attachment for physical therapy, as well as a fiberoptic endoscopic system to evaluate swallowing, used by speech therapists.

Additional 2012 grants included:
- Nursing Unit 3D- a Hoyer Lift to assist with the transfer of patients.
- Acute Rehab- Independence Day project through which patients, upon discharge, are presented a t-shirt and diploma in celebration of their accomplishments and “graduation” from acute rehab.
- Diabetes & Endocrine Center- diabetes education scholarships and vouchers for supplies/medications for patients struggling to manage their diabetes due to lack of financial resources.
- Employee Wellness- promotional materials for stroke awareness.
- Pastoral Care- supplies for the Code Lavender and Tea for the Soul initiatives, which provide an emergent, supportive response to members of a hospital department or workgroup that has experienced a particularly stressful event or series of events.
- Perioperative Services- portable DVD players and videos, as well as several magazine subscriptions for the holding area and recovery room to provide entertainment for patients waiting for or recovering from surgical procedures.
- Pharmacy- five iPads to be used by clinical pharmacists for enhanced patient education.
- Radiology- a non-ferrous wheelchair for use inside the MRI suite with patients who are non-ambulatory.
- Rehab and Sports Therapy, Lakewood Y- an Xbox 360 Kinect with games to help patients work on balance, movement, jumping and weight shifting.
- Senior Behavioral Health- funding to frame and hang nine colorful quilts throughout the unit, offering pieces of art that will serve as an alternative form of communication and sensory stimulation for persons with dementia.
- Teen Health Center- minor medical equipment, mental health testing materials to assess patients, and a supply of stress balls and journals to be given to behavioral health patients for therapeutic use at home.

These grants represent just one way in which Lakewood Hospital Foundation works with the hospital in using donor contributions to put patients first.

Save the date for next year’s event- May 5, 2013
Go Green!
Help us save printing and postage costs, as well as paper, by registering to receive the newsletter online. Send an email to lhfoundation@ccf.org with your name and email address.

SAVE THE DATE:

VISION FOR TOMORROW
Lakewood Hospital receives Award for Stroke Care

Lakewood Hospital has received the Get With The Guidelines®—Stroke Gold Plus Quality Achievement Award from the American Heart Association/American Stroke Association. The award recognizes Lakewood Hospital’s commitment and success in implementing a higher standard of care by ensuring that stroke patients receive treatment according to nationally accepted guidelines.

This marks the second year that Lakewood Hospital has been recognized with a quality achievement award.

Get With The Guidelines—Stroke helps Lakewood Hospital’s staff develop and implement acute and secondary prevention guideline processes to improve patient care and outcomes. The program provides hospitals with a web-based patient management tool, best practice discharge protocols and standing orders, along with a robust registry and real-time benchmarking capabilities to track performance. The quick and efficient use of guideline procedures can improve the quality of care for stroke patients and may reduce disability and save lives.

“Recent studies show that patients treated in hospitals participating in the American Heart Association’s Get With The Guidelines—Stroke program receive a higher quality of care and may experience better outcomes,” said Lee H. Schwamm, MD, chair of the Get With The Guidelines National Steering Committee. “Lakewood Hospital’s team is to be commended for their commitment to improving the care of their patients.”

Following Get With The Guidelines—Stroke treatment guidelines, patients are started on aggressive risk-reduction therapies including the use of medications such as tPA, antithrombotics and anticoagulation therapy, along with cholesterol reducing drugs and smoking cessation counseling. These are all aimed at reducing death and disability and improving the lives of stroke patients. Hospitals must adhere to these measures at a set level for a designated period of time to be eligible for the achievement awards.

“We are dedicated to making our care for stroke patients among the best in the country. The American Heart Association’s Get With The Guidelines—Stroke program helps us to accomplish this goal,” said Bob Weil, MD, president of Lakewood Hospital. “This recognition demonstrates that we are on the right track and we’re very proud of our team.”

According to the American Heart Association/American Stroke Association, stroke is one of the leading causes of death and serious, long-term disability in the United States. On average, someone suffers a stroke every 40 seconds; someone dies of a stroke every four minutes; and 795,000 people suffer a new or recurrent stroke each year.

Lakewood Hospital is designated by The Joint Commission as a Primary Stroke Center. Several area hospitals are equipped to handle patients who suffer from a stroke or other neurological conditions, but Lakewood Hospital is unique in many ways. Not only do we have a specialized unit to treat these patients, but we lead the west side hospitals in providing the best stroke care.