

# FoundationFocus

The official publication of the TGH Foundation

Winter 2009

## TGH Receives Gold Performance Achievement Award

For two consecutive years, The American Stroke Association has awarded Tampa General its Get With The Guidelines Stroke (GWTG-Stroke) Gold Performance Achievement Award. The award recognizes TGH's commitment to, and success in, implementing a higher standard of stroke care by ensuring that stroke patients receive treatment according to evidence-based guidelines.

TGH/USF Stroke Program Medical Director, Dr. Michael Sloan, and TGH Stroke Coordinator, Karen Packer Wilson, RN, BSN, CNRN, received the award on Tampa General's behalf from the American Stroke Association and the American Heart Association at the 2009 International Stroke Conference in San Diego in February. A plaque commemorating this achievement was publicly presented at the recent Heart Walk kickoff for TGH walkers and captains.

### Quick and Effective Treatment

In treating a stroke, time is a key factor in predicting patient outcomes. The Gold Performance Achievement Award affirms that Tampa General treats its stroke patients quickly and effectively.

Through GWTG-Stroke, it is possible to track comprehensive efforts to rapidly diagnose and treat stroke patients in the emergency room and hospital-wide. This involves rapid evaluation by the stroke team, immediate brain imaging, and the provision of clot-busting medications when appropriate.

To receive the Gold Performance Achievement Award, Tampa General consistently complied for 24 months with GWTG-Stroke program requirements. These include aggressive use of medications, antithrombotics, anticoagulation therapy, DVT prophylaxis, cholesterol-reducing drugs, and smoking cessation.

This 24-month evaluation period reflects the hospital's ongoing effort to continually maintain the 85-percent compliance required for the award. This year, TGH compliance reflected 99-100 percent in all performance measures.

The American Stroke Association recognizes Tampa General for its continual success at implementing proven standards of care for stroke treatment, said Lee H. Schwamm, MD, vice chair of the Get With The Guidelines steering committee and vice chair of Massachusetts General Hospital's Department of Neurology.

"By meeting Get With the Guidelines-Stroke Gold Performance Achievement Award criteria, Tampa General Hospital continues to demonstrate its active, ongoing effort to improve the outcomes of stroke patients it serves and to save more lives," he said.

## L.V. Thompson Foundation Fills Playroom with Gifts

This spring the Childlife Therapy Program received dozens of gifts and gift cards for our pediatric patients, thanks to the generosity of the L.V. Thompson Family Foundation.



Two pediatric patients show their happiness at receiving some of the gifts from the L.V. Thompson Foundation. With them, from left are Lynn Fluharty, the TGH Foundation's special events manager; Corey Neil, a Thompson Foundation board member; and his wife, April, a speech language pathologist at Tampa General.

Corey Neil, a Thompson Family Foundation board member, and his wife April, a speech language pathologist at Tampa General, presented the cards and numerous items ranging from iPods to board games. The gifts will be distributed to pediatric patients throughout the year and will be especially useful when patients are in the hospital on their birthdays.

The Thompson Family Foundation also presented a check for \$10,000 to the Tampa General Hospital Foundation to purchase sleeper chairs for parents who stay overnight with their children in the Pediatric Intensive Care Unit.

Based in Tampa, the Thompson Family Foundation was formed in 2004 through the generosity of Les Thompson and his family. It primarily focuses on enriching the lives of children and their families in Central Florida by supporting initiatives in health care, education, and spiritual growth.



FOUNDATION

## From the Chairman



Welcome to the first issue of Foundation Focus, the Tampa General Hospital Foundation's quarterly newsletter. With so many newsworthy and exciting things happening with the Foundation and with TGH, we started this newsletter to share our good news with you more frequently than we have done in the past with our annual report.

The mission of the Tampa General Hospital Foundation is to support and promote the programs of TGH. We do so through individual, corporate and foundation donations; grants, bequests and other planned giving options;

and funds raised through our signature special events. Our most recent capital campaign, for example, raised over \$7 million to help fund the much-needed expansion of the hospital's Neonatal Intensive Care Unit. The Foundation is represented by Trustees and other volunteers who believe in our mission and work tirelessly to achieve it. Together with the Foundation's staff and the support of the hospital's leadership, we are confident that the Foundation will continue to play an important role in sustaining TGH's success.

The Foundation is fortunate to be supporting a world-class hospital. Tampa General Hospital is a vital community asset: it is the area's only Level I trauma center, one of the leading transplant centers in the country, and the leading safety net hospital in the region. TGH is being recognized for its excellence – the hospital recently received the National Research Corporation's Consumer Choice award. TGH was the only hospital in our area to receive this prestigious recognition, and it has now received it for four consecutive years. We at the Foundation are fortunate to have such a great story to tell.

I hope that you enjoy this inaugural newsletter, and that it serves to inform you about the hospital as well as the Foundation. We welcome your interest, and we appreciate your support. I hope that you will share my enthusiasm for the wonderful work being done here every day, and that you will join me in supporting the Foundation through your contributions and your advocacy in the community.

On behalf of all of our patients, physicians, employees and volunteers, thank you for supporting Tampa General Hospital and the TGH Foundation. All best wishes for a wonderful holiday season ahead.

John Touchton

Chairman, Tampa General Hospital Foundation Board of Trustees

three more Foundation scholarships were awarded to Heidi Lyons, Krista DeSantis and Pollyanna Reid.

Since 2003, the Foundation has awarded nursing scholarships to 25 employees, with graduates working as RNs at the hospital.

In that way, the scholarship program is a boon not only for recipients but also for Tampa General. For employees, it's a chance to develop a new career; for the hospital, it's an opportunity to allay the effects of a national nursing shortage.

Kim was a patient information specialist in the Emergency Department when she received a Foundation scholarship in August 2007. She had just completed the prerequisites for HCC's nursing program, which she accomplished while attending school part time, holding a full-time job, and caring for her son, then a toddler.

But the nursing program required a full load of classes, reading, and clinical experience. Without the scholarship, Kim wondered how she'd effectively balance the rigors of nursing school, a full-time job, and caring for her little boy.

Over the last two years, Kim worked as a nurse tech on the float team while attending school. By graduation, she'd earned mostly A's in her classes, resulting in a 3.2 grade point average.

Now she's working in the Critical Care Rotation Program where she's training to be an ICU nurse, which she sees as a great professional opportunity.

"Every time I turn around, Tampa General gives me another great opportunity to be a good nurse. I'm so grateful to Tampa General and to the Foundation," she says.

*"The Foundation Nursing Scholarship Program has made an important contribution to nurse recruitment and staff development at TGH. The program facilitates the advancement of our own valuable and qualified staff. The scholarship program has been generously funded by the TGH Foundation and its donors, thereby demonstrating their commitment to nursing and the continuing development of new healthcare providers to meet the needs of our patients."*

*– Kathy Sengin,  
Chief Nursing Officer*

## Foundation Scholarship Helps Dream Come True

After a long and arduous journey, Kimberly Bailey's dream of becoming a nurse came true on May 3, when she graduated from Hillsborough Community College's nursing program.

Kimberly credits the extra help she received from the Tampa General Hospital Foundation's Nursing Scholarship Program for being able to complete that journey.

The scholarship enabled Kim to work just 16 hours a week at Tampa General while receiving a full-time salary.

Combined with TGH's Tuition Assistance Plan, which covers recipients' educational costs, the scholarship provided her with a steady income while also allowing her time for the difficult studies and demanding clinical work required of nursing school students.



Graduate nurse, Kim Bailey, expresses her gratitude to the TGH Foundation Board of Trustees for the nursing scholarship she received in 2007.

For that, the single mother of a four-year-old son is exceedingly grateful.

"I was able to take care of my son, pay my bills, and go through school. The scholarship made it completely possible to do it and do it well," she said.

### 25 Scholarships Awarded So Far

Kim is one of four Foundation scholarship recipients who graduated from nursing school this year. The others include Laura Foster, Anna Maria Pau, and Destiny Davis, all of whom are now TGH's nursing staff. Most recently,



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## TGH's Innovative New Robotic Knee Surgery System

A groundbreaking new type of robotic-assisted knee surgery for patients with osteoarthritis has come to Tampa General Hospital. TGH is the first hospital in the region to perform MAKOplasty®, a minimally invasive, robotic-assisted partial knee resurfacing procedure for early to mid-stage osteoarthritis (OA) of the knee. First used at Tampa General in June, the procedure is used on OA patients who require partial knee replacements.

### A Guiding Hand

MAKOplasty® makes use of the RIO® Robotic Arm Interactive Orthopedic System, which includes a tactile robotic arm and a 3-D virtual visualization system.

Using a CT scan of the patient's knee, a surgical plan that details the technique for bone preparation and implant positioning is developed specifically for that patient and programmed into the MAKO system.

During a procedure, the MAKO system gives a three-dimensional, live-action, virtual view of the patient's bone surface as the surgeon resurfaces the arthritic part of the knee.

Guiding the surgeon's hand is the robotic arm, which gives constant tactile, acoustic, and visual feedback to limit the bone preparation to the diseased areas and to provide the most optimal positioning and placement of the implant. In that way, a surgeon can focus on resurfacing only the arthritic part of a knee without compromising the healthy bone around it.

"The robot puts boundaries to where the surgeon can burr, so he can only burr out that



Dr. Thomas Bernasek, Vice Chairman of the Tampa General Medical Staff and surgeon with Florida Orthopaedic Institute, shows off the new MAKO robot.

specific area. It literally stops the surgeon from going too deep, too far inside, or too far outside the area," says MAKOplasty® specialist, Josh Adams, of the MAKO Surgical Corp.

### Many Advantages

MAKOplasty® requires a smaller incision, leaves more of the patient's natural knee intact, and leaves minimal trauma to surrounding tissue.

For this reason, MAKOplasty® patients have shorter hospital stays, quicker rehabilitation,

and a smaller scar, and many can return to an active lifestyle within weeks of the procedure.

What's more, the procedure allows surgeons to treat patients with knee osteoarthritis at earlier stages and with greater precision than through traditional surgery. Early intervention is important as OA is the most common form of arthritis and a leading cause of disability worldwide, according to the American Academy of Orthopaedic Surgeons.

## Planned Giving Corner: Charitable Bequests

Giving through your will can be a convenient way to leave a lasting legacy. After providing for your loved ones, you may decide to make a charitable gift of a specific amount, a percentage of your estate, or all or part of what remains after family and/or friends have been remembered.

A charitable bequest enables you to keep control of your assets during your lifetime and make a gift to the Tampa General Hospital Foundation at your death. You will be entitled to an estate tax deduction for the fair market value of the assets bequeathed to TGH. Such a gift can often be arranged with the simple additional of

a codicil (amendment) to your existing will, or by including language such as this:

"I give and devise to the Tampa General Hospital Foundation, Inc. (TGH Foundation), located in Tampa, Florida, my entire residuary estate [or \_\_\_\_ percent of my residuary estate, or \_\_\_\_ dollars, or a specific item]."

To ensure compliance with your wishes, it is important to document your estate commitment with the Foundation.

For more information please contact Mandelyn Cloninger at (813) 844-7560

*Leave a Legacy*

## IBEW and TECO Donate \$35,000 to Burn Center

It was a simple box of gauze bandages, but to Nurse Practitioner, Susan Rainey, of the Regional Burn Center, it was a most impressive gift.

At \$6 a roll, the bandages are valuable commodities to outpatient burn victims. This gift would help meet their needs.

But the box, presented to Susan by Ron Smith, a member of the International Brotherhood of Electrical Workers (IBEW) Local 108, was just a small part of the very generous donation the Burn Center received in mid-August.

In a special program, IBEW presented a check for \$20,000, which it raised during the union's annual golf tournament in April. Tampa Electric and TECO Energy's matching donation of \$15,000 increased that grand total to \$35,000 just this year.

IBEW's golf tournament was first held in 2000, in memory of TECO employees who were lost or injured during an industrial accident the previous year. Since then, the tournament's proceeds, combined with TECO's matching gifts, have provided close to \$300,000 to Tampa General.



Representatives from IBEW and TECO present checks to members of the Burn Center team, as well as burn survivors, Matt Dotson and Joe Versaggi, 2<sup>nd</sup> and 3<sup>rd</sup> from the left.

The money supports two funds administered by the TGH Foundation: the IBEW Burn Center Endowment and the Burn Center Family Fund. Together, the funds have helped hundreds of families in their time of need and have also provided Burn Center staff with continuing educational opportunities.

Ms. Rainey gratefully recognized IBEW's and TECO's "amazingly helpful" support in aiding families to meet the expenses that arise after

a serious burn. Among those expenses are the costs of bandages after a patient goes home.

These patients, and often their caregivers, are unable to work during the recovery period, Susan explained. "They need the gauze to cover their wounds. For people with no other funding, we can help them... We thank you so much for that," she said.

## Upcoming Events

### The Circus is Coming!

Thursday, January 7, 2010

The Tampa General Hospital Foundation will present the 19th Annual "Night at the Circus", chaired by Andrea Gramling, at the St. Pete Times Forum. Ringling Bros. and Barnum & Bailey® will roar into town with Barnum's FUNundrum<sup>SM</sup>, inspired by the greatest showman who ever lived, P.T. Barnum. Barnum's FUNundrum will be funtastic and funbelievable! This event is a great opportunity for families to spend priceless time together and experience the thrills of the Ringling Bros. and Barnum & Bailey Circus – The Greatest Show on Earth®. Proceeds will benefit the Jennifer Leigh Muma Neonatal Intensive Care Unit.

### 13th Annual Moments in Time Gala

Saturday, May 8, 2010

Barbara Hurst and Holly Tomlin will be co-chairing the Tampa General Hospital Foundation's 13th Annual Moments in Time Gala to be held at the Grand Hyatt Tampa



Bay. This unique gala features a different fun-filled theme each year. Proceeds will benefit Tampa General Hospital's Fund for the Future, helping the hospital deliver exceptional care every day. From purchasing the most advanced medical equipment, to providing continuing education for nursing,

your financial support of the Gala will help enhance the outstanding level of care our community has come to expect from Tampa General Hospital.

Call (813) 844-7273 for more information.

## Family Funds Provide Vital Help for Patients & Families

The patient's heart was failing, but a ventricular assist device recently implanted in his chest was taking its place, pumping nourishing blood throughout his body. He was ready for discharge. But he couldn't go home.

His house needed some electrical work to provide for recharging of the VAD's batteries. It was a \$300 project that he couldn't afford.

That's when Tampa General's Help-A-Heart Fund came to his rescue. The fund provided payment for the electrician, and the patient did go home.

Financed by contributions from generous donors, the Help-A-Heart Fund is available to help heart transplant and VAD patients and families with needs that go beyond clinical care. It's there to help meet the extraordinary, unplanned circumstances that sometimes come up when someone becomes critically ill.

The Help-A-Heart Fund is one of four family funds that the Foundation supports.

In addition to Help-A-Heart, Tampa General has three other family funds:

### Burn Center Family Fund

Burn Center patients and their families can face numerous hardships during and after their stays here. They may have lost their belongings in house fires, and their often-lengthy hospitalizations can mean time lost from work. Many patients come from distant counties, adding the cost of food and lodging to their families' financial burden.

The Burn Center Family Fund has been established to help these patients and their families, explains Burn Center Manager, Lori Desmond.

"When patients are flown in here, their families may have no place to stay. We can provide for a couple of days in a hotel. We have provided meal tickets to the food court and parking tickets to the garage. We've provided gift cards to places like Walgreens for medical and dressing supplies. We've also provided for medical supplies that a patient needed after discharge," she says.

A recent example is the wife of a burn victim who lost everything in a house fire, Lori says.

"She had nowhere to go. Without help, it meant her sitting in the waiting room 24 hours a day. We were able to make arrangements for her to stay in a nearby hotel. This way, she could get away from here and take a shower. We also provided plenty of meal tickets," Lori says.

The Burn Center Family Fund began nine years ago with a donation from The International Brotherhood of Electrical Workers, Local 108, in memory of Tampa Electric employees who were lost or injured during an industrial accident in 1999. Since then, the fund has received generous contributions every year from IBEW, Tampa Electric, TECO Energy and other caring donors.

### Pediatric Family Aid Fund

The Pediatric Family Aid Fund is used for our smallest patients. For example, it recently covered the cost of a specialized car seat for a child who'd had complicated orthopedic surgery.

The need is great, says Case Review Manager Stacey Eubanks. One example is families of babies in our level III Neonatal Intensive Care Unit: this fund can provide such help as cribs and baby supplies for needy families or transportation to the hospital for families who live in distant counties, she says.

"It draws at your heartstrings when families can't get here to see their babies because they don't have transportation. There are no resources out there for them. We are able to provide bus tickets and food vouchers to the food court," she says.

### Trauma Center Family Fund

Like many of our programs, our level I trauma center treats patients from distant counties, presenting their families with not only grief and worry about their conditions but also the financial burden of being here with them.

That's where the Trauma Center Family Fund can help, says Trauma Center Manager, Sherry Morris.

"We have trauma patients who are flown into Tampa General and stay here for a long time. It means their families have to drive long distances to come see them," Sherry says. "Through the fund, we can help out with parking passes; we give meal vouchers

*"It draws at your heartstrings when families can't get here to see their babies because they don't have transportation. There are no resources out there for them. We are able to provide bus tickets and food vouchers to the food court."*  
– Stacey Eubanks,  
Case Review Manager

to the cafeteria, and we try to help some of them with hotels."

With generous support from caring donors, "We are able to provide more help with hotels for people sleeping in our waiting rooms," she says.

It also helps the department add to its clothing supply for homeless patients, she says. "We have a tiny clothes closet with shoes, sweatpants, and T-shirts. Some of our patients are homeless. When they come in, we cut their clothes off. When they leave, we give them something to wear," she says.

These unique family funds depend upon the financial support of Foundation donors, as well as support from TGH employees who, in caring for patients, often witness the challenges that families face when unexpected illness or traumatic accidents put additional burdens on finances and physical proximity to their loved ones. Not only do we hope that patients will achieve full recovery, but in supporting these special funds we help families cope with the emotional stresses and financial burdens that prolonged hospital stays can present.



FOUNDATION

# 2009 – A Year of Commendation for TGH's Outstanding Facility and Care Provided

Eight years ago, Tampa General Hospital fell below other major area hospitals in rankings of facilities favored by healthcare consumers. Today, in contrast, Tampa General soars well above our competition in the rankings.

That dramatic change in TGH's image can be tracked by the scores we've received over the years in surveys conducted by the National Research Corporation. The NRC annually asks households around the nation about their perceptions of local healthcare facilities and presents Consumer Choice Awards to consumers' top picks.

In 2000, as Tampa General began emerging from years of financial problems, our scores reflected our low perception in the community. Only 6.4 percent of consumers placed us first in Overall Quality, and 5.3 percent rated us best in Image/Reputation and Most Preferred for All Health Needs.

At the time, our standing in the community was fifth, behind St. Joseph's, Morton Plant, Bayfront, and University Community hospitals.

But as Tampa General changed, the community's perception, too, began changing as reflected in our rising scores.

Four years ago, we rose to the top, surpassing all other hospitals in the Tampa Bay metropolitan area, which includes Hillsborough, Pinellas, and Pasco counties. As a result, Tampa General has received the Consumer Choice Award for the past four years.



## Consumer's Best of 35

In this year's survey, 2,708 households were asked to name the top healthcare system in their area in 14 categories. The respondents named 35 specific hospitals in addition to WebMD and "other facilities."

Tampa General ranked first in every category but "Most Conveniently Located."



## Joint Commission Awards Gold Seals in 2009

Also in 2009, the Joint Commission, the nation's largest healthcare accreditation organization, awarded TGH Gold Seal of Approval™ Disease-Specific Certification for 12 medical programs.

To earn this distinction, a disease management program undergoes extensive, unannounced, on-site evaluations by a team of Joint Commission reviewers every two years.

Each program is evaluated against Joint Commission standards through an assessment of the program's processes, its ability to evaluate and improve care within its own organization, and through personal interviews with patients and staff. Certifications are good for two years, but during that period each program must regularly submit data reports and summaries of its performance measurement activities to the Joint Commission. On-site reviews are conducted every two years to maintain certification.

The 12 medical programs receiving Joint Commission certification for quality care include Bariatric Surgery, Burn Treatment, Colorectal Disorders, Epilepsy, Gastro-Esophageal Disorders, Joint Replacement, Orthopedic Trauma, Pancreatic/Hepatic/Biliary Disorders, Sleeping Disorders, and Trauma as well as the Stroke and Ventricular Assist Device programs, which received advanced certification.

"Our purpose in pursuing these certifications was to help us enhance the safety and quality of care for our patients," said Ron Hytoff, Tampa General's president and CEO. "This is an extremely rigorous process, and this recognition reflects the team approach we take with our physician partners at the USF College of Medicine and our community-based physicians."

## TGH Among America's Elite in Seven Medical Specialties

And most recently, Tampa General Hospital was ranked among the nation's Top 50 hospitals in seven medical specialties according to the 2009-2010 edition of America's Best Hospitals produced by U.S. Media Group, publisher of *U.S. News & World Report*.

The seven medical specialties are:

- Diabetes & endocrine disorders
- Geriatric care
- Gynecology
- Heart & heart surgery
- Kidney disorders
- Orthopedics
- Urology

This is the first time Tampa General has earned Top 50 recognition for geriatric care. The hospital was also recognized last year for the other six specialties, including endocrinology, which now includes diabetes. What's more, this is the fifth consecutive year we've been recognized for orthopedics.

The guide, now accessible online at [www.usnews.com/besthospitals](http://www.usnews.com/besthospitals), includes rankings of 174 medical centers nationwide in 16 specialties. *U.S. News* evaluated a total of 4,861 hospitals across the country, and fewer than one-third qualified for rankings.

The 16 ranked specialties are cancer; diabetes & endocrine disorders; digestive disorders; ear, nose, and throat; geriatric care; gynecology; heart & heart surgery; kidney disorders; neurology & neurosurgery; ophthalmology; orthopedics; psychiatry; rehabilitation; respiratory disorders; rheumatology; and urology.

Ron Hytoff, president and CEO, said the recognition reflects our solid partnerships with the University of South Florida College of Medicine and community medical providers working in concert with hospital staff.

"Great things happen when medical care is provided through a team effort," he said.

## TGH Kicks Off Construction of New NICU

With a swing of their sledgehammers in early April, hospital benefactors Pam and Les Muma officially kicked off the construction project that will ultimately result in a world-class Neonatal Intensive Care Unit at TGH for the Tampa Bay area's sickest and tiniest babies.

From its design and layout to its lighting, equipment and amenities, the unit will combine the highest technical capabilities with an atmosphere of healing for infants and their families. Tampa General's expansion of the current NICU into the old Labor and Delivery area, and onto the roof above the third floor, will increase capacity from the current 42-bed, 19,000-square-foot unit to an 82-bed, 52,000-square-foot unit.

The \$35 million project to expand and renovate the current NICU is being funded in part by a multi-million dollar gift from the Mumas in memory of their infant daughter, Jennifer Leigh, who died while in the NICU in the 1970s.

The new unit, to be named the Jennifer Leigh Muma Neonatal Intensive Care Unit, is expected to be completed in the summer of 2011.

The Muma's generous \$6 million gift was presented to USF Health. That gift, one of

the largest in Florida to support research and care for newborns, has a total impact of \$14 million after eligible state and internal USF matches. It supports a USF-TGH initiative to build research and medical teams, laboratories at USF Health, and the expanded NICU.

In addition, the TGH Foundation's capital campaign, "Tiny babies. Big priority," has raised more than \$7.8 million towards the NICU renovation. That includes more than \$300,000 from employees and \$170,000 from a physician campaign led by Robert Nelson, MD, chair of USF Pediatrics; David Keefe, MD, former chair of USF Obstetrics and Gynecology; and Thomas Bernasek, MD, of the Florida Orthopaedic Institute.

Harvard Jolly Architecture is responsible for designing the new unit and its infrastructure; Skanska USA Building, Inc., is the general contractor; and Reuben Cansler, of TGH's Facilities Management Department, is overseeing the project.

Even before pencil was laid to paper, the project's architects received input from the various professionals working in the unit: physicians, nurses, pharmacists, respiratory therapists, infection control staff, and sterile processing. TGH management, staff, and



Pam and Les Muma are all smiles after taking a sledgehammer to the wall, symbolizing the beginning of construction of the Jennifer Leigh Muma Neonatal Intensive Care Unit.

architects also visited five major hospitals around the country to get ideas about elements to incorporate and those to avoid.

Mock-ups of NICU rooms went up in shell space on the Bayshore Pavilion's third floor to let staff see how the rooms' dimensions and layout worked. The staff even staged a code to determine the rooms' efficiency.

Workers have begun prepping the roof above the West Pavilion's third floor, which will become part of the new NICU's floor. The roof has to be leveled, weatherproofed, and reinforced to hold bulky hospital equipment and furniture before walls and infrastructure can go up.

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The Jennifer Leigh Muma Neonatal Intensive Care Unit has been designed to match the newly opened Bayshore Pavilion.

(NICU construction continued)

### Remarkable Features

The new unit's most striking feature will be its transformation from an "open space" concept with no private areas to a unit that incorporates private rooms, now considered optimal for a baby's healing process.

Some other features of the new unit include:

- Mini-nursing stations located between every two rooms, allowing for close observation of each patient
- A refrigerator in each room for mothers' milk and a recliner for families' comfort
- A 12-bed transition nursery to provide assessment and stabilization of less acute infants
- "Twin rooms" with dividing doors that can be opened or closed
- A procedure room for minor procedures
- A satellite pharmacy right on the unit which will also serve as the pharmacy for pediatrics
- A family kitchen area with a refrigerator and microwave
- A laundry area with washer and dryer
- A child's playroom for siblings



Skanska representatives present this check for \$25,000 raised from the 4th Annual Skanska Fishing Tournament to benefit the expansion and renovation of the Neonatal ICU. From left are TGH Foundation Chairman, John Touchton, and Skanska representatives: Brian Yarborough, Roger Stephan, Pam Muma and Amina El-Yousef.

- Unlike the new adult areas, the rooms will not have windows. Instead, soft, indirect lighting will provide the most optimal experience for these tiny patients

In the end, the new NICU will be "the best newborn ICU in North America and probably throughout the world," Dr. Lewis Rubin, NICU medical director and professor and chief of neonatology at USF Health's Department of Pediatrics and holder of the Pamela and

Leslie Muma Chair in Neonatology, said at the construction kickoff.

"It's easy to predict that visitors will come for many years in the future to see it," he said.



## Women's Leadership Council

The TGH Foundation's Women's Leadership Council was established in 2008 to inspire women to use their power as philanthropists to improve and advance the health care provided to our patients at Tampa General Hospital. Pam Muma, Holly Tomlin and Suzanne Perry led the effort to recruit the founding members. By December 31, 2008, 72 women had committed \$1,000 each to become the Founders of the Council. Six more women joined during 2009, bringing the total available for projects to \$78,000.

The Bank of Florida's Corporate Sponsorship underwrote all expenses of the program enabling every dollar donated by the membership to be used for projects.

The Women's Leadership Council provides a unique opportunity for women to become involved and learn more about TGH, as

well as network with each other. Members contribute \$1,000 annually and the collective funds are allocated to programs or projects selected by the membership. By

pooling their funds together, the women as a group can create a greater impact with their contribution than each would make individually.

(continued on page 8)



*(Women's Leadership Council continued)*

The council meets three times a year. The first two meetings include programs based on the results of a membership interest survey, and the third meeting is for presentation and selection of funding requests. A list of requests with a brief description and a ballot is mailed to all members unable to attend the presentation, so that they also have a voice in the allocation of the funds.

The March program, "What to Do in an Emergency," was presented by Dr. Tracy Sanson. Dr. Sanson, an emergency room physician at TGH, is the Director of the USF Division of Global Emergency Medical Sciences, Team Health's Medical Leadership Education and Professional Liaison Division Director, USF's Emergency Medicine Clerkship Director and Residency Education Director.

The May program, "Is It Me or My Memory?" was presented by Seema Eichler, PhD. Dr. Eichler, a clinical neuropsychologist, is the Coordinator for Neurotraining Therapists at TGH. While providing oversight of the



psychology student training program, Dr. Eichler provides a full range of psychological services with an emphasis on neuropsychological assessment and adaption to disability counseling.

There were 11 funding requests presented to the membership in October. Those selected for funding include:

- Infant hearing screening machine
- Bladder scanner for pediatrics
- Blanket warmer for nuclear medicine, CT scan and ultrasound patient areas
- Sleeper sofa for palliative care suite
- Blood pressure monitors for community health screenings
- CD burner for radiology images

For more information on the Women's Leadership Council, please call (813) 844-7250.



**FOUNDATION  
WOMEN'S LEADERSHIP COUNCIL**

### 2009 Women's Leadership Council Membership

June S. Annis\*  
Michele Bailey\*  
Jennifer Baldwin  
Glenda Barlow  
Donna Barrs\*  
Mclver Berner\*  
Betsy Best\*  
Evelyn Bowles\*  
Tilda Brabson\*  
Edna V. Broyles\*  
Velva Clark\*  
Mandelyn Cloninger  
Cindy Coney\*  
Cornelia Corbett\*  
Jamie Curley\*  
Nancy de Waart\*

Robin DeLaVergne\*  
Francine Dobkin\*  
Cheryl Eagan\*  
Joyce Wellman Fisk\*  
Sandra Fleischman\*  
Lynn Fluharty  
Sandra O. Gardner\*  
Harrison Giddens\*  
Natalie Annis Goodwin\*  
Andrea Gramling\*  
Sally Hardee\*  
Frankie Harrell\*  
Margo Harrod\*  
Joe Elena Weachter Heinz\*  
Rosemary Henderson\*  
Nadyne Hines\*

Elizabeth Howarth\*  
Mary Lib Howell\*  
Amy Hull\*  
Eleni Arnaoutakis Hytoff\*  
Dianne Jacob\*  
Shelly Jakes\*  
Jan Karamitsanis\*  
Karla Kirkwood\*  
Dana Ludwig\*  
DeeDee Mahaffey\*  
Jane Mclvaine\*  
Eleanor McInnis\*  
Julianne McKeel\*  
Danita McKibbon\*  
Marion McLaughlin\*  
Patsy McNichols\*

Deborah Medina\*  
Anne S. Mullis\*  
Pam Muma\*  
Georgeann Nikolich\*  
Leslie Osterweil\*  
Suzanne Kearns Perry\*  
Jessica Raia-Long\*  
Becky Rauenhorst\*  
Cindy Richards\*  
Cindy Rosier\*  
Mary Kay Ross\*  
Adajean Samson\*  
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Linda Ward\*  
Nell Ward\*  
Samantha Warren\*  
Lucy Weaver\*

\*Founding Member

## 2009 Annual Dinner

The TGH Foundation's 35th Annual Dinner was held on Thursday, October 8, at Palma Ceia Golf and Country Club with NewsChannel 8's Stacie Schaible as emcee. The dinner sponsors were Florida Investment Advisers and The Bank of Tampa. Past Foundation trustees were honored as part of the anniversary celebration.

Outgoing Chairman, Phil Dingle, highlighted the accomplishments of the past year and recognized the members of his Executive Committee, thanking them for their dedicated service to the Foundation and TGH. They included Members-At-Large: Mclver Berner, Dr. Steve Brantley, Buck McInnis, and Pam Muma; Assistant Treasurer, Arthur Savage; Treasurer, Carter McCain; Secretary, Rick Kouwe; and Vice Chair, John Touchton. He then turned the gavel over to incoming Chairman, Mr. Touchton.

Mr. Touchton recognized the special events chairs for the coming year: Andrea Gramling, circus; Barbara Hurst and Holly Tomlin, gala; and Mark Nouse, golf tournament. He then announced the trustees elected to join him on the 2009-10 Foundation Executive Committee. They include Members-At-Large: Dr. Steve Brantley, Buck McInnis, Pam Muma, and Holly Tomlin; Assistant Treasurer, Arthur Savage; Treasurer, Carter McCain; Secretary, Mclver Berner; and Vice Chair, Rick Kouwe. Lastly, four new trustees were introduced: Doug Dieck, Anthony Everett, Andrea Gramling and J. Eric "Tate" Taylor.

With the help of Foundation Executive Director, Robin DeLaVergne, and Pam and Les Muma, Mr. Touchton presented a check for \$7 million to TGH President and CEO, Ron Hytoff, Jim Warren, chairman of the Florida Health Sciences Center Board of Trustees, and Dr. Lewis Rubin.

The money, raised through the Foundation's fundraising campaign "Tiny babies. Big priority," will pay about 20 percent of the project's approximately \$35 million cost. Slated for completion in summer 2011, the new Jennifer Leigh Muma Neonatal Intensive Care Unit will include 82 private rooms and a dedicated neonatal and pediatric pharmacy.

Former Tampa General patient, Brad Kendell, talked about his experiences after sustaining severe burns and losing the lower half of both of his legs in a small plane crash in 2003. "If I went anywhere else, I don't think I would be here today," he said.



Outgoing Foundation Chairman, Phil Dingle (center), visiting with his parents, Alice and Jerry Dingle, during the social hour.



Lanse Scriven, former member of the Florida Health Sciences Center Board of Directors, enjoying the Annual Dinner with his wife, The Honorable Mary Scriven.



Dick and Del Clarke were among the past Foundation Trustees honored at the Annual Dinner.



Incoming Foundation Chairman, John Touchton (right), enjoying time with his parents, Tom and Lee Touchton, and wife, Susan.

## James M. "Red" McEwen Award

Every year since 1977, the Foundation Board of Trustees has selected someone to honor at its Annual Dinner with the presentation of the James M. "Red" McEwen Award.

This award is given to a person whose good works and dedicated service have contributed to the betterment of Tampa General Hospital. The award is given in memory of Red McEwen, who was one of the Foundation's founders. He was a Tampa sportsman and civic leader, and was active in the early efforts to establish USF in Hillsborough County in the 1950s.

The 2009 honoree is Dottie Berger MacKinnon. Ms. MacKinnon served on the Hillsborough County Hospital Authority and was instrumental in helping TGH become a private, not-for-profit hospital. She also served three terms on the board of directors of TGH's governing board, the Florida Health Science Center, through September 2007. During her time on the board, she served on the audit, finance, investment and quality

improvement committees – chairing the latter.

Ms. MacKinnon has also been a tireless champion of children in the community. Among her many accomplishments, she helped found Joshua House, in Lutz, and A Kid's Place, in Brandon – both residential

homes for children who have been abused, neglected, or abandoned. She also serves on both groups' board of directors, as well as on the boards of Kids Charity of Tampa Bay and Hillsborough Kids, Inc., and she has worked as a guardian ad litem since 2003.



Dottie Berger MacKinnon, recipient of the 2009 James M. "Red" McEwen Award, with husband Sandy MacKinnon (left) and TGH President and CEO, Ron Hytoff.

## Tampa General Hospital Foundation Focus Club

The TGH Foundation Focus Club was created to recognize the community leaders, friends, corporations and foundations that annually support us. This support makes a difference in the lives of the patients and the communities that Tampa General Hospital serves.

Although we can never say "thank you" enough for the donations that help to make it all happen at Tampa General Hospital, membership in the Foundation Focus Club is an expression of how much we appreciate these generous gifts.

As a member, you will have special opportunities to connect with the Tampa General Hospital community and learn how your contributions make a difference. These opportunities can range from recognition at our annual dinner, to a sneak peek at the cutting-edge facilities and very good care we offer patients, to an exclusive opportunity to dine with the leadership of Tampa General Hospital and learn how we are touching the lives of our patients and addressing community needs.

### Giving Levels

The Foundation Focus Club recognizes donors who have given \$1,000 to \$9,999 to Tampa General Hospital Foundation during a calendar year.

There are three recognition levels within the club based on total annual gifts and commitments to the TGH Foundation. In addition, lifetime giving is also recognized beginning at \$10,000.

**Silver Club \$1,000 - \$2,499**

**Gold Club \$2,500 - \$4,999**

**Platinum Club \$5,000 - \$9,999**

### Benefits

All TGH Foundation Focus Club members receive the following benefits:

- Invitations to TGH special events and activities, including the TGH Foundation Annual Dinner
- Subscription to quarterly TGH Foundation Focus newsletter and the annual report
- Recognition in the TGH Foundation Annual Report

As you move to other levels within the club, additional benefits are available:

#### **Gold Club: \$2,500 - \$4,999**

All the benefits at the Silver level, plus:

- Program recognition at the TGH Foundation Annual Dinner

#### **Platinum Club: \$5,000 - \$9,999**

All the benefits at the Gold level, plus:

- Invitation to TGH Lunch and Learn



**FOUNDATION**

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Foundation Focus is the quarterly newsletter published by the Tampa General Hospital Foundation, 1 Tampa General Circle, Room H-149, Tampa, FL 33606. Additional copies may be obtained by calling (813) 844-7250. The Foundation's mission is to support and promote the programs and services of Tampa General Hospital. Tampa General Hospital's mission is to provide the residents of West Central Florida with excellent and compassionate health care, ranging from the simplest to the most complex medical services. As a teaching facility, Tampa General partners with academic and community institutions to support both their teaching and research missions. As the region's leading safety net hospital, we reaffirm our commitment to providing high quality health services to all residents.

## 2009-2010

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