

# FoundationFocus

The official publication of the TGH Foundation

Fall 2011

## U.S. News Ranks Tampa General Among Nation's Top Hospitals In Seven Specialties

Tampa General Hospital ranks as one of the country's best hospitals in seven medical specialties in *U.S. News Media & World Report's* 2011-12 Best Hospitals rankings. Tampa General also ranked first in the Tampa metropolitan area, scoring "high performing" marks in five additional medical specialties.

The "Best Hospitals" rankings were created more than 20 years ago to identify hospitals across the country with a record of excellence in key medical specialties that are exceptionally skilled in handling difficult cases.

Clearwater metropolitan area, earning "High Performing" status in these five additional medical specialties: cancer, ear, nose & throat, gastroenterology, neurology & neurosurgery and pulmonology.

The complete list of rankings is available online at [www.usnews.com/besthospitals](http://www.usnews.com/besthospitals) and hit newsstands on August 30th.

The latest national rankings showcase 720 hospitals out of about 5,000 hospitals across the country. Each is ranked among the country's top hospitals in at least one medical specialty or ranked among

the hospital staff, the University of South Florida College of Medicine and community medical providers.

"The hospital has very good relationships with both community and university physicians," he said. "We also are fortunate that our doctors, nurses, clinical specialists and support staff work so well together. Our patients benefit by receiving excellent patient care, which results in much better outcomes."

The core mission of Best Hospitals is to help guide patients who need an



Tampa General ranked as one of the top 50 hospitals in these seven specialties: cardiology & heart surgery, diabetes & endocrinology, geriatrics, gynecology, nephrology, orthopedics and urology.

*U.S. News* also established a regional category of "High Performing" hospitals. Tampa General ranked first among 40 hospitals in the Tampa-St. Petersburg-



the best hospitals in its metro area. The rankings cover 16 medical specialties. They include all 94 metro areas with at least 500,000 residents, and at least one hospital that performed well enough to be ranked.

Ron Hytoff, president and CEO of Tampa General, said the rankings are the result of the teamwork that exists between

especially high level of care because of a difficult surgery, a challenging condition or added risk because of other health problems or age. "These are referral centers where other hospitals send their sickest patients," said Avery Comarow, *U.S. News Health* rankings editor.

## From the Chairman



The summer has ended, school is in session, and this is my first message to FoundationFocus readers. As I assume the responsibilities of Chairman, I would like to thank John Touchton for his great leadership, generosity and passion for Tampa General Hospital. John served the Foundation for ten years, including two years as Chair.

Also, a special thanks to retiring board members Ron Bailey, Sam Ellison, Paul Stanley and Dr. John Sinnott for their valuable service to the board and hospital. As we are sad to see the above board members depart, we welcome new members Phil Casey, Corey Neil and Catherine Straz.

As a new fiscal year begins for the Foundation, we are reminded of the generosity of our donors. Today's economic challenges have caused many of our families and friends to

make sacrifices in their daily lives. Fortunately, our donors continue to give at record levels in spite of these global financial issues. We will continue to encourage the Tampa Bay community to be engaged with the hospital through one of the many volunteer and community education programs.

Our event schedule for the fall is very busy, with our annual dinner October 6th, and golf tournament on October 24th. Sporting Clays is scheduled for December 2nd. Watch your mail and e-mail for additional details.

The Foundation, its staff and board look forward to another year serving the hospital and its community.

Rick Kouwe

Chairman, Tampa General Hospital Foundation Board of Trustees

## Upcoming Events

### Annual Dinner

**Thursday, October 6, 2011**

The Tampa General Hospital Foundation's Annual Dinner will be held on Thursday, October 6, 2011, at Palma Ceia Golf & Country Club. During the dinner, Foundation chairman John Touchton will report on the accomplishments of the past year and pass the gavel to the 2011-2012 chairman Rick Kouwe. Ron Bailey will be honored as the recipient of the prestigious James M. "Red" McEwen Award. Nursing scholarship award winners and the recipient of the Madeleine P. Gibbons Humanitarian Award will also be announced. There will be a special patient testimonial. Dinner sponsors are **The Bank of Tampa** and **Florida Investment Advisors**.

### Sporting Clays

**Friday, December 2, 2011**

**Tampa Bay Sporting Clays** will be the location of this year's tournament which will benefit the Regional Burn Center at TGH. Sporting Clays, sometimes referred to as "golf with a shotgun," consists of a series of natural and unique fields connected along a course trail. You don't need to be an experienced huntsman to come out, participate and have a great time. Equipment is available for rent. This year's tournament will be held at Tampa Bay Sporting Clays. For more information contact Kelly Glass at 844-7583 or Gina Nappi at 844-7627.

### The Circus is Coming!

**Thursday, January 5, 2012**

**SAVE THE DATE!** The Tampa General Hospital Foundation will present the 21st Annual Night at the Circus on Thursday, January 5, 2012, at the St. Pete Times Forum. This year's event will be chaired by April Neil and Janet Stephens. The circus is a great way 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 Tampa General Hospital's Children's Medical Center.

### Moments in Time Gala

**Saturday, May 5, 2012**

**SAVE THE DATE!** The TGH Foundation's 15th Annual Moments in Time Gala will be held on Saturday, May 5, 2012, at the Hyatt Regency Tampa. Join us for corn dogs and buttery popcorn as we travel back in time to the State Fair in 1945. Entertainment won't be lacking

at this State Fair with our one-of-a-kind Midway! This year's event will be co-chaired by McIver Berner and Catherine Christie-Zanghi and the Title Sponsor is **Skanska USA**. The Gala benefits Tampa General Hospital's Fund for the Future, helping TGH achieve its vision of being the leading medical center in West Central Florida. Contributions ensure that our

dedicated physicians and patient care staff have all the necessary tools to provide excellent medical care and to advance teaching, research and service in our community. It will surely be an event to remember.

Call (813) 844-8217 for more information.

## Children's Burn Camp, "Camp Hopetake" Celebrates 21 Years

Camp Hopetake (pronounced hope-e'-tock-ee) is not an ordinary camp; it is a special camp for a special group of approximately 40 children who have survived a burn injury. This year, the weeklong camp, which is offered free of charge, celebrated 21 years.

The camp was created to be a safe haven for children ages 5 through 17 who cope with the social and emotional scars of living with burn injuries. This wonderful camp provides a safe, comfortable and supportive environment for the kids to share their feelings and experiences with others that truly understand what they have been through. It also provides a support system for them for the rest of their lives.



Big Bird joined the campers during their day at Busch Gardens.



Campers were all smiles while experiencing Montu during their day at Busch Gardens.

Camp Hopetake has taken place on the campus of USF for four consecutive years. The camp's counselors are TGH nurses, therapists, firefighters and paramedics who volunteer to provide a safe and supportive environment for these young survivors. The camp is funded by the Tampa Firefighters and Paramedics, IAFF 754, and the Tampa General Hospital Foundation.

It costs about \$1,000 per child to send the children to camp, which includes their accommodations at USF for the week, all their activities, recreation, entertainment, transportation and food. Their week includes a wide variety of activities: fireman's games on the ladder truck as well as water games, movie night and special trips.

This year the campers and counselors enjoyed a special night at the Tampa Bay Rays game against the Boston Red Sox and cheered the Rays on to a 4-0 victory! The campers were interviewed on the big screen by Sun Sports broadcaster Todd Kalas.



Campers and counselors watch the game with Todd Kalas who is in his 14th season as the Rays' broadcaster on Sun Sports.



Tubing down the waterslide at Adventure Island brought smiles to the campers' faces.



For this camper, it was all about knocking down the pins during the night spent bowling.

## New Imaging Technique Helps Diagnose Parkinson's Disease

Tampa General Hospital, in conjunction with the University of South Florida Parkinson's Disease and Movement Disorders Center, is one of only 16 facilities in the country – and the only one in Florida – participating in a clinical trial for Parkinson's disease. The trial is funded by the Michael J. Fox Foundation for Parkinson's Research.

Parkinson's disease is a neurological disorder resulting from the lack of dopamine, a chemical in the brain that controls movement. People with the disease can experience a variety of neurological symptoms, including tremors and problems with balance and movement. The Fox Foundation's five year study, which is also being conducted in Europe, will help identify biomarkers, which are substances or characteristics in the brain associated with Parkinson's disease.

A key component to the study is the use of a new imaging technique, called DaTscan, which is performed at TGH's Nuclear Medicine Department.

In June, DaTscan was approved for commercial use by the U.S. Food and Drug Administration (FDA) as the first diagnostic imaging technique to help diagnose movement disorders, such as Parkinson's disease.

DaTscan provides images of the brain's dopamine system. People with Parkinson's disease lack sufficient levels of dopamine and have difficulties controlling their muscles and movement.

The use of DaTscan can help physicians for the first time confirm whether patients have Parkinson's disease.

"Tampa General has had DaTscan technology since 2009. The hospital was one of the initial FDA DaTscan testing sites. Patients from USF's Parkinson's center who are participating in the Fox Foundation's study will receive their DaTscans at TGH," said Chad Wiltz, manager of Tampa General's Nuclear Medicine Department. Since TGH is one of only four facilities in Florida using DaTscans, patients have come from throughout the state, as well as from Alabama, Texas and Georgia.



Chad Wiltz, manager of TGH's Nuclear Medicine Department, reviews DaTscan brain images. TGH is one of four hospitals in the state using the new DaTscan imaging technique to diagnose Parkinson's disease, a neurological disorder that affects a person's movement.

## **Patients and Families Stay Connected with Loved Ones**

Tampa General offers patients and families a free service called CaringBridge, where patients and families can create their own websites to stay connected with loved ones.

CaringBridge websites allow patients to have a personal and private space to communicate news while they are hospitalized or receiving medical treatment once discharged from the hospital. CaringBridge can be accessed via TGH's homepage at [www.tgh.org](http://www.tgh.org). It can also be accessed at [www.CaringBridge.org/TGH](http://www.CaringBridge.org/TGH).

A CaringBridge website is simple to create by following a few easy steps. Each site includes a journal section where patients or family members can post ongoing updates. They can

post pictures on their site's photo gallery, and friends and family members can write their personal messages of support in the guestbook section.

By providing patients and families a way of centralizing communication during a health event, CaringBridge websites ease the burden

of updating other family members and friends, and keep the focus on caring for the patient.

Each patient page is encrypted and secure. TGH staff cannot create or update pages for patients and do not have access to CaringBridge pages created by patients or their families.



## **Planned Giving Corner: Tax Free Distributions to Charity! Only through December 31, 2011**

*By Charles H. Fisher, Jr., Reilly, Fisher & Solomon, PA, Planned Giving Committee Member*

You will need to act expeditiously, but special tax treatment is still being accorded that allows distributions made directly from an Individual Retirement Account (IRA) to a charity.

### **The Issue - Income Followed by a Deduction**

Let us consider the plight of a donor who would like to benefit a charity and would like to make use of traditional IRA dollars to do so. First, the donor must take a distribution from the IRA. Wham, ordinary taxable income is triggered. While in some circumstances taxpayers have tax basis in their IRAs, generally they do not, and all of the withdrawal is taxed.

Then the donor can take the funds, donate them, and take a charitable deduction to the extent of the donation. The problem is that the deduction is only useful when the taxpayer itemizes his deductions in the first place. Even so, the deduction may be somewhat reduced due to various rules which reduce itemized deductions based on Adjusted Gross Income (AGI). For example, medical deductions must exceed 7.5% of AGI, and miscellaneous deductions must exceed 2% of AGI. And we just increased AGI by taking the IRA withdrawal in the first place! Furthermore, in any year, cash charitable deductions to regular charities are limited to 50% of AGI. The excess is carried forward, but must be used in five years or the deduction expires, never yielding tax benefit.

### **Help With Required Minimum Distributions**

Another taxpayer may be forced to take an IRA distribution even if he does not want to do so. The rules governing distributions from IRAs mandate distributions each year after the taxpayer attains the age of 70½. If a donor has sufficient other income and does not want to withdraw funds, this is unwelcome income tax to deal with.

Through the end of 2011, for a donor who has attained the age of

70½, these circumstances are mitigated by a special rule which allows for a distribution made by the IRA trustees directly to an IRS qualified charity. This rule excludes so-called Supporting Organizations and donor advised funds from the donor's income, up to \$100,000. Of course, being excluded from income does not count as a charitable deduction. However, for the reasons described above, an exclusion is even better than an inclusion followed by a deduction.

For example, let's say that Dottie Donor is required under the IRA distribution rules to take \$70,000 from her IRA this year. She is getting along fine and does not want the money, or the extra tax burden, and would like the money to go to her favorite charity instead. She can arrange for the \$70,000 to go to her charity, and she never claims the \$70,000 as income on her tax return. Her required minimum distribution (RMD) amount of \$70,000 is also deemed satisfied for the year, since qualified charitable distributions count against a taxpayer's RMD.

### **Eligible IRAs; Substantiation Still Applies**

Distributions from any kind of IRA are eligible, from SIMPLE IRAs and SEP IRAs, to traditional deductible and nondeductible IRA amounts.

The regular substantiation rules apply. Therefore, a donor must receive a letter documenting the contributions from the charity in order to take a deduction if the amount is \$250 or greater. The documentation must be received before the filing date of the donor's tax return on which the deduction is claimed. It must also give the amount of the contribution and must describe (and disclose the fair market value of) any goods or services received by the taxpayer in connection with the donation.

If you are considering such a gift, we welcome the opportunity to help you and your advisors complete your gift in a way that benefits you and outlines your charitable intent. If you are interested in making a difference in our community by making a planned gift to the TGH Foundation, please contact a member of the Foundation's staff at 813-844-7560.

## 13th Annual TGH Foundation Golf Tournament

Please join us at the 13th Annual TGH Foundation Golf Tournament on Monday, October 24, 2011, at Old Memorial Golf Club. This year's tournament will be chaired by Mark Nouss with Andy Grim as the vice chair.

**Baldwin Krystyn Sherman Partners** will be our Presenting Partner and **The Yerrid Foundation** returns as our Title Sponsor.

Last year's tournament raised over \$155,000 in net proceeds. This year's event will benefit both **Tampa General Hospital's Transplant Program** and **MORE HEALTH, Inc.**

Tampa General Hospital is the 10th busiest organ transplant center in the nation. It is the only hospital in West Central Florida performing adult heart, lung, kidney, liver

and pancreas transplants. Pediatric kidney transplants are also performed at TGH. Heart-transplant recipient, retired Circuit Judge F. Dennis Alvarez, will join us for dinner and share with us his transplant story.

MORE HEALTH, Inc. is Tampa General's innovative health education and injury prevention program. The program provided a variety of health lessons to more than 223,000 students in Hillsborough and Pinellas County during the 2010-2011 school year.

Registration and lunch will begin at 11:00 am with the Shot-Gun Start following at 1:00 pm. After dinner is served, a live auction will be held and prizes will be presented to the winners.

## 2011 Golf Committee

Bob Ball	Terrell Boone
Amina El-Yousef	Mike Grillo
Jim Henning	Brad Johnson, MD
Rick Kouwe	Janice Lackey
Ryan Lee	Karen Pesce
Brian Smith	Harrison Tropp
	Robert Walter

Mark Nouss, Chairman

Andy Grim, Vice Chairman

Robin DeLaVergne, Executive Director

Lynn Fluharty, Special Events Manager

Caitlin Weber, Development and Special Events Coordinator



Members of 2010 1st Place Low Gross winning team (left to right)  
Gary Harrod, Steve Stagg and Graham Mavar, (Greg Iglehart not pictured).



Jeff Scully, Bob Walter, Alexander Walter (left to right), members of the Low Net winning team (Ed Rood not pictured).

If you are interested in a sponsorship or would like to make a donation to the Transplant Program, please email Lynn Fluharty at [lfluharty@tgh.org](mailto:lfluharty@tgh.org) and request a donation form.  
For additional tournament information, please call (813) 844-7273.

## New Foundation Staff Member

The Foundation is pleased to announce a new addition to our staff, Development & Special Events Coordinator Caitlin Weber. She is a graduate of the University of Mississippi with a Bachelor's in Business Administration. Caitlin developed leadership skills through Kappa Alpha Theta, by serving on the nomination and member development committees and as recruitment chairman and vice president of membership. Caitlin joined the Foundation as a volunteer this spring working on our special events. She was a tremendous asset to the Gala Committee and distinguished herself

during the recruitment and interviewing process with her initiative, communication skills and bright new ideas. We are excited to welcome Caitlin to the TGH Foundation!



## New Foundation Executive Committee and Trustees Elected

The Tampa General Hospital Foundation recently elected the following Trustees to serve on the Executive Committee for 2011-2012.

Chair

**Rick Kouwe**

Vice Chair

**Pam Muma**

Secretary

**J. Eric "Tate" Taylor**

Treasurer

**Doug Dieck**

Assistant Treasurer

**Michael S. Murray**

Members-at-Large

**McIver Berner**

**Stephen G. Brantley, MD**

**Henry Gonzalez**

**Holly Tomlin**

*Also, three new members were elected to the Board of Trustees for three-year terms.*

**Phillip E. Casey** served as President and Chief Executive Officer of Gerdau Ameristeel until his retirement. He currently serves as Chairman of Gerdau. He is a member of the Tocqueville Society of the United Way, University of Tampa Board of Trustees, ChairScholars Foundation Board and the Dean's Council and the University of Georgia Terry College of Business.



Phillip E. Casey



Corey Neil



Catherine Lowry Straz

## Community Support for TGH



Photo courtesy of Dr. Steven Goldin

Thanks to Sunburst Entertainment Group, the Tampa General Hospital Foundation was selected as the charity to receive a contribution from all sponsorships for the recent 2011 IDBF World Dragon Boat Racing Championship.

The races were held in Seddon Channel, with the finish line right alongside the hospital's seawall. TGH welcomed the athletes and visitors from the 21 participating countries with a welcome banner in each of their native languages.



Raymond, the mascot for the Tampa Bay Rays baseball team, accompanied catcher John Jaso on his visit to the Children's Medical Center. Raymond spreads some cheer to patients during the visit.



John Jaso, a catcher for the Tampa Bay Rays baseball team, signs an autograph for three-year-old Jovani Trevino.

## TECO and IBEW Support Burn Center and Patient Programs

For the past 11 years, the International Brotherhood of Electrical Workers (IBEW), Local 108 and TECO Energy have made generous contributions to the Tampa General Hospital Foundation to support the hospital's Burn Center. The annual contributions are made in memory of TECO employees who were lost or injured during an industrial accident in 1999.

During a recent luncheon, local IBEW representatives presented a check for \$16,000, which represents proceeds raised from the union's annual golf tournament. TECO Energy officials made a matching donation of \$15,000.

David Smith, MD, the Burn Center's medical director, thanked them for their sizeable donations, especially during this difficult economic time. The funds allow the Burn Center to augment programs and provide additional services, he said.

"The IBEW has clearly taken the lead to contribute to this, and it means a lot to us in management at TECO. We're happy to be part of it," said Gordon Gillette, president of Tampa Electric and People's Gas.

The annual donations help pay for a variety of items, from supplies in the Burn Center's Outpatient Clinic, to new virtual reality equipment for burn patients.

"In the future, the Burn Center plans to use funding to study how the equipment can also be used to help control pain in burn patients," said Lori Desmond, the Burn Center's nurse manager. "The donations have also supported the expansion of support programs for burn survivors, patients and families and helps pay for meals and hotel rooms for families of burn patients in the hospital," she said.

The funding also helped Melissa Johnson, a burn survivor. She recently had the opportunity to attend a special retreat in California for girls who have sustained facial disfigurement from burn injuries.

"A lot of you helped me get there, and I want to thank all of you," she told the group. The experience "helped me learn the skills I need to have to get through the rest of my life."



Representatives from TECO Energy and the International Brotherhood of Electrical Workers (IBEW), Local 108, presented checks to the Tampa General Foundation during a luncheon last week to support the hospital's Burn Center and support programs. The \$16,000 donation from IBEW represents proceeds from the union's annual golf tournament. TECO added an additional donation of \$15,000 to that amount. Since 2000, the union has held its annual golf tournament in memory of TECO employees who were lost or injured during an industrial accident the previous year.

"I was in college with it happened, and I haven't been back. The retreat prepared me for when I do go back," Melissa said.

Melissa was burned last year and received some treatment at TGH. She has been active in the hospital's Survivors Offering Assistance in Recovery (SOAR) program. Burn survivors in the peer-mentoring program volunteer to visit patients in the Burn Center.

The IBEW and TECO donations also support SOAR's programs.

"Since its first golf tournament in 2000, the IBEW has donated a total of \$215,338 for the Burn Center and its programs, and TECO has donated another \$174,000," said Robin DeLaVergne, executive director and senior vice president of the TGH Foundation.

## Tampa General Joins the Foundation On Facebook and YouTube

Tampa General recently dipped its toe in the social media world and launched Facebook and YouTube sites.

"People get their news from all types of media, and this is another way we can reach out and provide health tips and information about our services," explained marketing coordinator Rebecca Reuben, who is the administrator of both sites.

The new Facebook site contains an array of information including:

- Health tips that cover a range of topics, including warning signs of stroke, types of physical activity and medical tests that can assess risk for heart disease. A new tip is added to the site every weekday.
- TGH news items, which include recent media reports about Tampa General, as well as updates about hospital events.

• An events page that lists the hospital's community education programs, screenings and public events. There's also a photo page with pictures of recent hospital events.

"Visitors can post comments or questions on the site, and we will respond if necessary," said Rebecca. Employees may send information or photographs of hospital-sponsored community events, such as the March of Dimes walk or the American Heart Association Heart Walk, to Rebecca at [rreuben@tgh.org](mailto:rreuben@tgh.org) for posting on the site. Information will be evaluated for the appropriateness of posting.

On TGH's YouTube site, visitors will find an assortment of videos, such as patient testimonials, surgical procedures and informational clips covering a variety of topics. Information includes what to expect during pre-op and how to make healthy fast food choices.



Both Facebook and YouTube can be accessed from the hospital's website homepage, or by logging on to the sites directly at

[www.facebook.com/tampageneralhospital](http://www.facebook.com/tampageneralhospital) and

[www.youtube.com/tampageneralhospital](http://www.youtube.com/tampageneralhospital).



## FOUNDATION

P.O. Box 1289 • Tampa, Florida 33601-1289



The Tampa General Hospital Foundation is now on Facebook! Learn more about TGH, the Foundation's events and support the foundation by liking our page!  
[www.facebook.com/TampaGeneralHospitalFoundation](http://www.facebook.com/TampaGeneralHospitalFoundation)

[www.tgh.org/foundation.htm](http://www.tgh.org/foundation.htm)



*FoundationFocus* is the quarterly newsletter published by the Tampa General Hospital Foundation, One Tampa General Circle, Room H-149, Tampa, FL 33606. Additional copies may be obtained by calling (813) 844-3528. 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.

## 2011-2012 Board of Trustees

### Officers

Richard L. Kouwe  
Chairman

Pamela S. Muma  
Vice Chairman

J. Eric Taylor  
Secretary

Douglas J. Dieck  
Treasurer

Michael S. Murray  
Assistant Treasurer

McIver Berner  
Member at Large

Stephen G. Brantley, M.D.  
Member at Large

Henry Gonzalez, III  
Member at Large

Holly Tomlin  
Member at Large

### Trustees

Mary Jane Campbell  
Phillip E. Casey

Blake J. Casper  
Gregory J. Celestan

Richard Dobkin

Anthony M. Everett  
Charles B. Funk

Drew A. Graham

Andrea I. Gramling  
Barbara Hurst

Ronald A. Hytoff

John Leone, M.D.

Cleveland A. McInnis

Devanand Mangar, M.D.

T. Corey Neil

Charles N. Paidas, M.D.

Dan Riggs, M.D.

Steve L. Short

Catherine Lowry Straz

Robert A. Walter

Julie C. Wooley

Carin Zwiebel