38th Foundation Annual Dinner

A group of over 280 donors, physicians, community leaders, and employees attended the 38th Tampa General Hospital Foundation Annual Dinner at Palma Ceia Golf & Country Club on Oct. 4. The event was sponsored by The Bank of Tampa and Florida Investment Advisors.

Rick Kouwe, Chairman of the Foundation’s Board of Trustees, presented a plaque to President & CEO, Ron Hytoff for his 15 years of leadership, dedication, commitment, and support of the Foundation. In recognition of Ron’s support of the annual Employee Campaign, the Foundation’s Executive Committee voted to add a new Giving Society for Foundation donors. Each year, employees who have contributed to the campaign will become members of “The Ron Hytoff Giving Society” and will be recognized on the hospital’s donor wall, across from the Chapel.

USF Health Morsani College of Medicine orthopedic surgeon Robert Belsole, MD, is this year’s recipient of the James M. “Red” McEwen Award, named for “Red” McEwen, one of the Foundation’s founders. Dr. Belsole joined the University of South Florida in 1977 as an assistant professor and chief of the hand surgery division in the Department of Surgery; he was also the co-founder and vice chairman of the Department of Orthopedics and Rehabilitation. He was also the associate dean of...
From the Chairman

The Foundation is off to an exciting year. Our fall events are in full swing, with some exciting plans for the winter and spring events. Our staff and volunteers continue to ensure that these events are of the highest quality while continuing to raise significant funds for TGH.

Our annual dinner meeting was held October 4, at Palma Ceia Golf and Country Club. The event was attended by more than 280 Foundation supporters and guests. This was the second year in a row the event has sold out. Attendees included over 40 doctors. Their commitment to, and support of, the Foundation continues to grow. Of course without their professional and dedicated service, TGH would not be the number ONE hospital in Florida.

On September 26, the Foundation Board of Trustees voted to undertake two mini-campaigns. The campaigns will focus on raising money for two specific initiatives. The campaigns will last between 12 and 18 months, with modest goals for each.

One of the campaigns is directed toward our Transplant program. As you may know, the Transplant program is the fourth busiest in the country. Monies raised will be used to renovate and furnish two houses across the street from TGH. These residences, transplant family housing, will serve as transitional living and care sites for transplant patients. The program will promote earlier discharge while facilitating patient and family education about home care. The campaign will also support other initiatives to increase living donor awareness, grow the program, and support research.

Our second campaign will focus on expanding the hospital’s Palliative Care Program. Palliative care provides extended services to patients and families facing difficult choices surrounding quality of life issues. Monies raised will be used to renovate two patient rooms into palliative care suites, as our current suite does not meet the patient demand. The campaign will also raise money to support the growth of the program and for education.

We are strongly committed to making these campaigns successful. We will be looking for your continued support.

As the healthcare environment continues to change, TGH and the Foundation are challenged to work together with you to provide and ensure quality medical care for our community. The Foundation thanks you for your past support and looks forward to engaging in the future.

Rick Kouwe
Chairman, Tampa General Hospital Foundation Board of Trustees

AIR FORCE NURSE GRADUATES

Nurses in the Air Force Nurse Transition Program graduated from their training program at TGH recently. TGH has been training Air Force nurses since 2011, and this was the largest class to date.
for Clinical Affairs, COO and CEO of the USF Physician’s Group, and interim dean for the USF College of Health Sciences. As CEO of the USF Practice Plan, he negotiated a faculty support agreement that has benefited the hospital and USF, said Ron, who presented the award.

“I’m very appreciative of this award,” said Dr. Belsole.

Four Tampa General employees also received the Foundation’s Innovative Nursing Scholarships. The recipients this year were: Erica Davis, a patient care technician in the Vascular Intensive Care Unit; Kelly McEntyre, a nurse technician in the Transplant Department; Dana Obstfeld, a patient access specialist in the Emergency Department; and Solange Soto, a nurse technician in the Orthopedic Trauma Joint Center.

Darrell Howton, a Tampa General volunteer who joined the Auxiliary in 1995, received this year’s Madeleine P. Gibbons Humanitarian Award for his dedication to the hospital. Darrell has logged more than 4,000 service hours. He was a long-time volunteer in the Emergency Department, and now transports patients and visitors to the parking garage in the courtesy cart.

Former TGH patient Roni-Kay Lopez spoke about the surgery performed by neurosurgeon Selim Benbadis, MD, that cured her epilepsy. Roni-Kay endured seizures since infancy and is now devoted to raising awareness and funds for epilepsy. “They told me I would never have children, and now I have two children. They told me I wouldn’t live beyond 16,” she said.

“I made it through for a reason,” said Roni-Kay. “My daughter told me, ‘if anything happens to you, I will continue your work,’” she said. “I wouldn’t have that without the care I received at Tampa General Hospital. I owe more than my life to TGH; I owe my children.”

Rick Kouwe also reviewed the Foundation’s goals for the coming year, and Florida Health Sciences Center Board of Directors Chairman David A. Straz, Jr. gave a State of the Hospital report.
New this year, was the pre-tournament Pairings Party held on Sunday, October 21, 2012, at the Tampa Yacht & Country Club. This function was sponsored by Christiano Caldeira, M.D. and Florida Advanced Cardiothoracic Surgery. During the evening, golfers and their guests enjoyed cocktails and heavy hors d’oeuvres, checked out the silent-auction items, picked up their Oakley tee gifts, and enjoyed music by heart transplant patient Bill Ismer. After dinner, guests enjoyed dessert, cordials, and coffee while guest speaker Donald Stewart shared the story of his heart problems and how having an LVAD (Left Ventricular Assist Device) saved his life. Following his presentation, auctioneer extraordinaire Rick Nafe, of the Tampa Bay Rays, led our live auction.

On Monday, October 22, 2012, golfers enjoyed a clear, cool afternoon, a quick getaway from their hectic schedules, and tackled the intimidating bunkers of Old Memorial Golf Club. For the seventh year, The Yerrid Foundation was the tournament sponsor, and Baldwin Krystyn Sherman Partners was our Old Memorial sponsor. Chair Mark Nouss and Vice Chair Andy Grim again led this year’s committee to a resounding success. The over $220,000 raised from this year’s tournament will benefit the Transplant Program at Tampa General, the fourth busiest program in the country!

**Winning Teams**

**Gross**

1st Place Team
Gary Harrod
Chad Harrod
Greg Iglehart
Steve Stagg

2nd Place Team
John Brabson
Andy Grim
Ryan Lee
Michael Thomas

3rd Place Team
Steve Yerrid
Jim Warren
Mark Mathiason
John Gabler

**Net**

1st Place Team
Rex Farrior
Scott Hurst
Mark Nouss
Dave Shell

2nd Place Team
Al Dopking
Karl Illig, M.D.
Brad Johnson, M.D.
Joseph (Smitty) Smith

3rd Place Team
Dick Beard
Sol Fleischman
Chris Malloy
Les Muma

**Contest Winners**

**GROSS**

1st Place Team
Gary Harrod
Chad Harrod
Steve Stagg

2nd Place Team
John Brabson
Andy Grim
Ryan Lee
Michael Thomas

3rd Place Team
Steve Yerrid
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Brad Johnson, M.D.
Joseph (Smitty) Smith

3rd Place Team
Dick Beard
Sol Fleischman
Chris Malloy
Les Muma

**CLOSEST TO THE HOLE**

Rob Gagliardi
Mike Wrage
Chad Harrod
Toby Hart

**LONGEST DRIVE**

**STRAIGHTEST DRIVE**

**PUTTING CONTEST**

Transplant recipients Debbie (kidney) and Bill (heart) Ismer entertained our guests during the Pairings Party.
Stan Harrell and Hal Mullis, past Chairman of the Florida Health Sciences Board of Directors, wish each other good luck.

Low Gross Winners Gary Harrod, Chad Harrod, Steve Stagg and Greg Iglehart.

FHSC Board Chair David Straz, Immediate Past Chair Jim Warren, and Foundation Executive Director Robin DeLaVergne thank Steve Yerrid for the Yerrid Foundation’s seventh year as Tournament Sponsor.

Sponsors

Tournament Sponsor

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Ryan Companies US, Inc.
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Tampa Bay Steel Corporation
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The Elan Group, Inc.

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The Hartford

Lunch
Tampa Bay Steel Corp.

Putting Contest
Waste Management
Inc. of Florida

Cart
Brookmeade
Healthcare

Straightest Drive
Stericycle, Inc.

Beverage
Ryan Companies US, Inc.

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Reeves BMW

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Hole-in-One
Trenam Kemker

HOPCO FoodService Marketing

Goodie Bag
PNC Bank

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Mark Nouss, Chair
Andy Grim, Vice-Chair
McIver Berner
John Faircloth
Andrea Gramling

Jim Henning
Barbara Hurst
Danny Jackson
Brad Johnson, M.D.
Julie Koch
Rick Kouwe

Ryan Lee
Karen Pesce
Brian Smith
Laci Stokes
Bob Walter

Robin DeLaVergne, Executive Director
Lynn Fluharty, Special Events Manager
Caitlin Weber, Development & Special Events Coordinator
Chris Bray, Director of Development
Hess Express and the Tampa Bay Rays Support the TGH Children’s Medical Center

Hess Express and the Rays worked together this past season to help the overall effort in caring for regional pediatric patients and their families. In 2012, Hess Express and the Rays developed a season-long community-focused program called the “Hess Express Hitter.” Through the “Hess Express Hitter,” when the selected Rays player recorded his first hit, Hess Express donated $1,500 to Tampa General Hospital’s Children’s Medical Center, Florida’s leading academic medical center for pediatric patients. For the 2012 season, Hess Express donated a total of $100,000 based on cumulative hitting performance derived from selected Rays players throughout the regular season.

The $100,000 contribution from Hess Express has gone towards improvements to the Children’s Medical Center to assist kids and their families undergoing long-term treatment. A project list was developed to fulfill the needs for new rehab equipment, including a pediatric motomed, an adaptive bicycle, pediatric wheelchairs, a LiteGait, and other rehab equipment, along with six new iPads, two exam tables, and a parent lounge washer and dryer.

About one half of the total $100,000 donation was spent on refurbishing and furnishing the parents’ lounge, waiting room, and pediatric school.

The Rays and Tampa General Hospital’s Children’s Medical Center would like to thank Hess Express for their generous contributions in making a measurable difference and positive impact in the lives of regional pediatric patients and their families.

Rays pitcher Burke Badenhop visited the patients in the TGH Children’s Medical Center.

Gary Michniewicz (center) presented $100,000 to Veronica Martin, Deana, Nelson, Robin DeLaVergne, and Jean Mayer on the field during a Tampa Bay Rays game.
Tower Foundation Supports Children’s Medical Center

The Tower Foundation is the charitable arm of Tower Diagnostic Centers and Radiology Associates. On September 27, 2012, it held its 4th Annual Bowling Tournament featuring celebrity bowlers. Proceeds benefited the TGH Children’s Medical Center. The tournament was chaired by Dr. David Picca.

Special Thanks to the Celebrity Bowlers

<table>
<thead>
<tr>
<th>Bowler</th>
<th>How You Know This Bowler</th>
</tr>
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<tbody>
<tr>
<td>Bob Buckhorn</td>
<td>Mayor of the City of Tampa</td>
</tr>
<tr>
<td>Sarina Fazan</td>
<td>ABC Action News Channel 28 News Anchor</td>
</tr>
<tr>
<td>Tod Leiweke</td>
<td>CEO and Alternate Governor, Tampa Bay Lightning</td>
</tr>
<tr>
<td>Shelton Quarles</td>
<td>Tampa Bay Buccaneers Linebacker 1997–2006</td>
</tr>
<tr>
<td>Travis Phelps</td>
<td>Tampa Bay Rays Pitcher 2001–2002</td>
</tr>
<tr>
<td>John Bennett</td>
<td>City of Tampa Assistant Police Chief</td>
</tr>
<tr>
<td>Col. Donna Lusczynski</td>
<td>Hillsborough County Sheriff’s Office</td>
</tr>
<tr>
<td>Richie Warren</td>
<td>Head Coach, Jesuit High School Baseball Team</td>
</tr>
<tr>
<td>Randi West</td>
<td>DJ, Mix 100.7 FM</td>
</tr>
<tr>
<td>Ricky Reynolds</td>
<td>Tampa Bay Buccaneers Cornerback 1987–1993</td>
</tr>
<tr>
<td>Captain Al Taylor</td>
<td>Pilot/Reporter ABC Action News Channel 28 Helicopter, Action Air One</td>
</tr>
<tr>
<td>Dwight Smith</td>
<td>Tampa Bay Buccaneers Safety 2001–2004</td>
</tr>
<tr>
<td>Angela Ardolino</td>
<td>Publisher, Tampa Bay Parenting Magazine</td>
</tr>
</tbody>
</table>

TGH CEO Ron Hytoff joins the bowling team, representing the Children’s Medical Center with former patient Richard Pitt; Tammy Stepp, RN; former patient Jake Depagter; Karen Van Cleef, nurse manager of the CMC; and Sean Kirkwood.

Celebrity Bowler Ricky Reynolds, Tampa Bay Buccaneers Cornerback from 1987–1993, joins Dr. Patricia Emmanuel, Chairman of the Department of Pediatrics at the USF Health Morsani College of Medicine (whose team members were residents in the Department of Pediatrics); Dr. John Scott; Dr. Sabrina Scott; Dr. Krystle Balduzzi; Dr. Mary Chrisochos; and faculty member Dr. Shalini Patel.

Dr. David Picca, Chairman of the 4th Annual Tower Foundation Bowling Tournament

Mayor Bob Buckhorn joins Denise Vanderwerf and Dr. Sally Houston.
Today, many charitably-minded individuals feel forced to re-assess their philanthropic plans. Shaken by stock market gyrations and economic uncertainty, even people of substantial means are deferring gifts because of worries that they could someday run out of money. Many assume that retirement funding and charitable giving are competing goals—that any dollar given to charity means a dollar less in their retirement account. But this view is incomplete. By adopting a giving strategy that takes advantage of favorable tax policies, donors can make charitable gifts that will also provide them with a stream of cash for retirement expenses.

How it Works

The charitable remainder trust (CRT) is a philanthropic strategy designed to support charity while also generating income for the donor. The structure is straightforward: The donor makes an irrevocable contribution of assets to a trust that invests in a diversified portfolio and subsequently distributes taxable payouts to the donor or another designated recipient. The donor receives a charitable tax deduction for a portion of the gift. At the end of the trust term, which is often the death of the recipient, the assets remaining in the trust pass to charity. Donors can choose the payout structure they prefer: In a charitable remainder annuity trust, or CRAT, the payouts are in the form of a fixed annuity; in a charitable remainder unitrust, or CRUT, the payouts are a set percentage of the value of the trust principal.

If a donor owns a concentrated position of low-basis stock, a CRT can help reduce this exposure and manage the resulting capital gains tax. Typically, the trust will immediately sell the concentrated position and reinvest the proceeds in a diversified portfolio. The trust does not pay capital gains tax. Instead, payouts from a CRT are subject to taxes based on how the income was earned in the trust—interest, dividends, long-term capital gains or short-term capital gains. This tax deferral can have very favorable financial consequences.

Benefits to Donors

Many investors want to know if they would be better off creating a CRT or diversifying in a taxable environment without a trust. You can measure the accumulated wealth over time—defined as the charitable tax deduction, the after-tax payouts, and the wealth generated by reinvesting both of these values—to see the potential range of outcomes.

As Display 2 suggests, in the early years, the donor is better off diversifying outside the CRUT. Over time, however, this advantage decreases until “crossover” is reached. From that point on, the donor’s after-tax wealth created through the CRUT surpasses the amount he would have had if he had never created a CRUT. For this reason, many wealthy families with appreciated assets find the CRUT attractive. Indeed, the longer the payout recipient lives, the better the CRUT looks. Note that this benefit is achieved before accounting for the eventual transfer of assets to the charity.

A CRUT can also be a form of longevity insurance—a source of perpetual lifetime income for the donor (or other recipient). A CRAT, by contrast, can be depleted—depending on the annuity rate and the investment performance of the portfolio.

Benefits to Charity

The amount that a CRT transfers to charity depends upon many factors, including the asset allocation, the payout percentage, and, above all, the donor’s longevity. If a donor dies soon after creating a CRT, which expires at his death, all the remaining principal in the trust will pass to charity; a donor who has a long life will receive a larger share of the trust’s value. CRTs can also be set up to last for a specific term of 20 years or less. If the donor passes away before the term has ended, contingent beneficiaries (spouse, children, etc.) will receive the remaining payments.
With a CRAT, where payments to the donor are fixed from the start, the charity gets to keep all the upside return in the trust. But with a CRUT, where the donor receives a percentage of the portfolio value each year, both the charity and the donor participate in the appreciation of the trust’s assets.

Caveats for Donors

Donors should understand that CRTs do have some potential drawbacks. Since the CRT is an irrevocable trust, donors permanently relinquish access to the principal they contribute. Before doing so, they will want to be sure their other assets will be sufficient to cover both expected and unexpected expenses. Furthermore, while payouts from a CRAT are predictable, payouts from a CRUT are likely to be variable, depending how the trust assets are invested.

Donors should also take into account a potential change in the tax code in 2013 that could alter the attractiveness of the CRT. The ability to delay payment of capital gains tax is a key benefit of the CRT. If, as scheduled under present law, the current 15% maximum long-term federal capital gains tax rate jumps to 23.8% in 2013, CRTs established in 2012 with low-basis assets will defer capital gains exposure from a lower-rate environment into a higher one. This will reduce the tax benefit. However, for CRTs established with low-basis assets in 2013 and thereafter, the higher capital gains tax rate will make deferral of the tax payments more valuable to the donor, boosting the appeal of the CRT.

A CRT has three financial components: the income tax deduction, the accumulated wealth of the recipient, and the gift to charity. A quantitative framework—to assess which assets to contribute, what payout rate to set and which asset allocation to select—is not only useful, but imperative. For example:

- Contrary to conventional wisdom, raising the unitrust percentage does not necessarily increase the donor’s long-term wealth (See Display 3).
- Combining a higher equity allocation with a high unitrust percentage heightens risk.
- Notwithstanding their lower yields, municipal bonds may result in greater after-tax payouts than taxable bonds.

Display 3

A3 AllianceBernstein.com

Upcoming Events

THE CIRCUS IS COMING!
THURSDAY, JANUARY 3, 2013

SAVE THE DATE! The Tampa General Hospital Foundation will present the 22nd Annual Night at the Circus on Thursday, January 3, 2013, at the Tampa Bay Times Forum. This year’s event will again be chaired by April Neil and Janet Stephens, with Co-Chairs Alexis Ciesla and Jennifer Stauffer. We are very excited that The Bailey Family Foundation has agreed to be this year’s Big Top Sponsor. We are also honored that SunTrust returns as our Three Ring Sponsor and the Lightning Foundation returns as our Patrons’ Party Sponsor.

This event 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 the Tampa General Hospital Children’s Medical Center.

Call (813) 844-8217 for more information.

MOMENTS IN TIME GALA
SATURDAY, MAY 4, 2013.

SAVE THE DATE! The TGH Foundation’s 16th Annual Gala, License to Thrill: Which Bond Are You?, will be held on Saturday, May 4, 2013, at the Hyatt Regency Tampa. This year’s event will be co-chaired by McIver Berner and Wayne Lewis. 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.
Foundation’s Women’s Leadership Council Funds Six Patient Care Equipment Projects

The Tampa General Hospital Foundation’s Women’s Leadership Council recently awarded $95,000 to buy new patient-care equipment for several departments of the hospital.

Since 2009, each council member has donated $1,000 annually to fund the projects. Since that time, the Council has provided over $360,000 for a variety of projects.

“The idea is that every gift makes a difference,” said Robin DeLaVergne, Executive Director of the Tampa General Hospital Foundation.

Each year, council members review proposals and listen to presentations from hospital staff before deciding on the winning proposals. “It’s really important because it connects our supporters with the hospital in a tangible way,” said Robin.

This year the group selected six projects:

• Patient Recovery System for Pulmonary Rehabilitation
• Portable Monitor for Respiratory Function
• Shampoo Sinks and Chairs for Inpatient Rehabilitation
• Helping Through Hearing to Assist Hearing-Impaired Patients
• CinemaVision System for MRI
• Breast Pumps for the NICU to Promote Use of Mother’s Own Milk

PNC Bank sponsored the 2012 Women’s Leadership Council programs so all of the money contributed by the members goes toward hospital projects. The bank has generously agreed to be the Council’s sponsor again in 2013.

For information on joining the Women’s Leadership Council, please call Robin DeLaVergne at (813) 844-3528.

Transplant Celebration

Members of the TGH transplant team gathered with their former patients to celebrate TGH’s ranking as the fourth busiest transplant center in the nation.

Cutting the celebratory cake were Henry Mitchell, left, who received a kidney transplant in 1977; Barbara Anderson, who received the hospital’s first kidney transplant in 1974; and Frank Spurlin, who was the hospital’s second heart recipient in 1985.

Lori Anderson (ventricular assist device (VAD) coordinator), right, with VAD patient Thomas Campbell and his wife, Mary.
Olivia Munoz earned her nickname, “Feisty,” in the NICU. Now a healthy and thriving two-year-old, the little girl was whisked away from her parents immediately after her pre-term birth, a tiny and fragile one pound, one ounce and just over 10 inches long.

Her mother, Jasmine Brito, found out she was having twins a few months earlier, on Christmas Day. However, the news quickly turned tragic with a diagnosis of twin-to-twin transfusion syndrome and the news that, at just 23 weeks, one of the babies had passed away in utero. Olivia, the surviving twin, was delivered immediately. And what a survivor she proved to be.

“Olivia was taken immediately to the NICU,” says Jasmine. “My husband didn’t even get to see her, and they had to resuscitate her. Then I had to say goodbye to Victoria, her sister.”

The first three weeks of Olivia’s stay in the NICU were harrowing. After spending 14 hours in the hospital with her baby, Jasmine’s phone would ring in the middle of the night with an urgent call to come back. “There were many times we thought she wouldn’t make it to the next day,” she says. “She developed pneumonia, had to have spinal taps, and was diagnosed with a hole in her heart—there were things going on that first month that were terrifying.”

The tiny girl nicknamed Feisty made it though.

“Because of the nurses and staff in the NICU, that rollercoaster ride was so much easier,” Jasmine says. “They were pretty much her parents for the first 127 days—they taught us how to take care of her.”

That careful attention included answering the new parents’ every question, and helping them to understand the monitors and tubes and tests involved in the care of their baby. It also included securing a nearby private hospital room for Jasmine and her husband for the last two nights of Olivia’s stay at TGH, so that they could experience a “trial run” on their own with Olivia before taking her home but still have the security of the nurses if they needed anything.

Along with continuity in the level of care and attention, the NICU provides that privacy and sense of security in every room. “That’s one of the things I love about the new design,” she says. “They put every thought and consideration into it, and it’s wonderful—it makes the families feel safe and at home.”

Today, Olivia is a happy toddler. Cleared by all of her specialists, she only needs to see her pediatrician on a regular basis. “We have a lot of catching up to do with her—so many things we want to see and do,” says Jasmine. “And now that she’s doing so well, the sky’s the limit.”
Representatives of the International Brotherhood of Electrical Workers (IBEW), Local 108, and TECO Energy presented $30,000 to the Tampa General Foundation recently to support the hospital’s burn survivors support groups and the Burn Center.

Since 2000, the local IBEW and TECO have donated more than $500,000 to the hospital’s Burn Center and burn support groups, said Robin DeLaVergne, Senior Vice President and Executive Director of the Tampa General Hospital Foundation.

This year, the IBEW donated $15,000 in proceeds from its annual golf tournament, and TECO Energy made a matching donation of $15,000. TECO’s planning and scheduling team also contributed another $5,210 raised from its cookout benefit.

The annual contributions are made in memory of the TECO employees who died or were injured in an explosion at a Tampa Electric power station in 1999. The victims were treated at TGH.

Burn patients and survivors benefit from the funding donated to TGH’s Burn Survivors Connect, which is affiliated with the national program, Survivors Offering Assistance in Recovery, SOAR. This year’s donations support that group and the Burn Center Endowment Fund.

Burn Survivors Connect provides support and programs for patients after they are discharged to help them re-enter the community. They may have questions about their care or are hesitant to go out in public because of their scars. The group hosts educational talks and group outings, so burn survivors can learn to move forward, said Patty Anderson, an occupational therapist who works with burn patients and is also a support group coordinator and SOAR trainer.

The funding also pays for burn survivors to be trained as SOAR volunteers. Six were trained last year, and others plan to get trained this year.

The trained volunteers visit burn patients in the hospital and after they are discharged to help them deal with grief, depression, and the various stages they go through as they cope with their burn injuries, said Patty.

Many patients have commented on how valuable the visits from SOAR members are to them, said Patty. “It gives them hope and strength when they need it the most. The growth of our SOAR program, through the work of Burn Survivors Connect, is a very exciting accomplishment and a great asset to our burn community.”

Many of the burn patients live outside of Hillsborough County and are not able to attend support group meetings, so the group plans to use some of the funding to develop social media programs to connect with those patients and organize a retreat for the adult burn survivors, Patty said.
The Tampa General Hospital Foundation Board of Trustees has unanimously approved an effort to raise money through two separate “mini-campaigns” to support the Transplant Program and the Palliative Care Program.

In the Spring of 2012, Tampa General Hospital purchased two Davis Islands homes and has plans to convert them into respite for transplant and VAD patients from across the Florida peninsula. Known as Transplant Family Housing, these residences will serve as transitional living and “care” sites, designed to house transplant and VAD patients near the hospital, thus promoting earlier discharge from the hospital and facilitating patient/significant other education about home care.

In addition, the houses might also be used for patients from out of town undergoing evaluation for a transplant, or for hosting a limited number of family members of patients who are hospitalized for transplants or VADs and who have limited financial resources to stay in a hotel.

The close proximity of the homes allows us to decrease hospital lengths of stay for complex VAD and transplant patients by transitioning them to a more “home-like” environment. All the while, they give the patient close medical and nursing oversight to ensure that they are fully prepared to go home, regardless of how far they live from the hospital.

Dollars raised through this campaign will not only be applied to the furnishing and renovations needed to convert these houses into warm and inviting places for patients and their family members to call home, but will also be used for the research, outreach, and education needed to reach a greater number of our community members who require these valuable, live-saving services. Tampa General Hospital is now the fourth busiest transplant center in the United States.

Palliative care is specialized medical care for people with serious illnesses. It is focused on providing patients with relief from the symptoms, pain, and stress of illness—whatever the diagnosis.

The goal is to provide an extra layer of support for patients and families facing difficult choices and to enhance the quality of remaining life.

Dollars raised through this campaign will be applied to convert two designated rooms into Palliative Care Suites. Once completed, the suites will have a warm and inviting atmosphere (ie., all tubes and IVs hidden from view), a private bath, and a sleeper sofa and will offer a calm and peaceful alternative to a traditional hospital or ICU room.

In order to continue to develop and strengthen our Palliative Care Program to make TGH the leader in caring for patients with advanced and terminal illness, we will also allocate dollars from this campaign to provide palliative care training for nurses and staff working in the Acute Care of the Elderly (ACE) Unit on the 6th floor of TGH.

In total, the Foundation will raise over $1.3 million to meet the needs of these valuable programs. For more information on how you can help, please contact Chris Bray in the Foundation office at (813) 844-7560, or email Chris at cbray@tgh.org.
**Nathan Marcus Award**

In 1970, Mrs. Miriam Marcus, widow of Dr. Nathan Marcus, established an endowment in memory of her husband, who was a long-time physician at Tampa General Hospital.

Each year, this endowment and Dr. Marcus’ children fund the Nathan Marcus Award, which is presented to the house officer who exhibits qualities of Dr. Marcus, including a devotion to medicine in all of its facets.

This past June, at The USF Health Morsani College of Medicine’s Department of Internal Medicine’s Resident/Fellow Graduation Ceremony, Dr. Elizabeth Melzer was presented with the 2012 Nathan Marcus Award and a check for $1,000. She was selected for her leadership in the residency program, commitment to education of the students and residents, and commitment to patient safety and quality improvement.

**Tampa General Earns Consumer Choice Award for the Seventh Consecutive Year**

Tampa General Hospital has earned the 2012–13 Consumer Choice Award for the seventh consecutive year. The National Research Corporation presents the award to hospitals that healthcare consumers identify as having the highest quality and image and the best doctors and nurses.

Tampa General was the only hospital in the counties of Hernando, Hillsborough, Pasco, and Pinellas to win the recognition.

The survey, conducted by the National Research Corporation, is the largest and most thorough of its kind. The company surveys more than 250,000 households representing over 450,000 consumers in the contiguous 48 states and the District of Columbia.

“Healthcare decisions are among the most important choices a person can make,” said Ron Hytoff, President and CEO of Tampa General. “They see that TGH provides unique services and is nationally ranked, so the decision becomes clear. They want to go to the hospital with the most skilled physicians and clinical staff for the best possible outcome, which is what we offer here.”

Susan Henricks, President and Chief Operating Officer for National Research Corporation, said: “The Consumer Choice Award recognizes hospitals that patients have rated as the most preferred places to receive care according to quality and image.”

“Customer-centric care is based on the notion of extending patient-centered care to all healthcare consumers who are taking the initiative with their healthcare decisions and demanding higher quality,” Henricks said. “The goal of this empowering movement and quality improvement initiatives from providers is to provide better outcomes—and create positive consumer perceptions.”

For more than 30 years, National Research Corporation (NASDAQ: NRCI) has been at the forefront of patient-centered care. Today, the company’s focus on empowering customer-centric healthcare across the continuum extends patient-centered care to incorporate families, communities, employees, senior housing residents, and other stakeholders.

Currently recognized by Modern Healthcare as one of the largest patient satisfaction firms in the U.S., National Research Corporation is dedicated to representing the true voice of patients and other healthcare stakeholders. For more information, visit www.nationalresearch.com.
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FoundationFocus 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) 844-3528. 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.

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