

FoundationFocus

The official publication of the TGH Foundation

Summer 2013

TGH Foundation's 16th Annual Gala

Tampa General Hospital Foundation's 16th Annual Gala—*License to Thrill, Which Bond Are You?*—was held on May 4, 2013 at the Hilton Tampa Downtown. Guests at the exclusive Patrons' Party preceding the Gala were definitely dressed to kill. In fact, at least one eye-patched Largo and a bowler-hatted Oddjob appeared to get into the spirit of the evening—as golden Bond girls, circulating through the crowd, lent another element of glitter to a high-energy cocktail hour.

The ballroom doors opened at 7:30 p.m., inviting everyone to embrace their "inner agents," try their hands at the Casino Royale gaming tables, place their bids on silent auction items and imagine themselves behind the wheel of one of two Aston Martins on display. The cuisine

was fit for 007 himself, and special martinis—whether shaken or stirred—poured down a unique ice luge that would have delighted the most inventive of Bond villains. Jim Burkhart, Tampa General's President & CEO, announced the winner of the \$10,000 Chance Drawing, after Hillsborough County Commissioner Sandra Murman drew the winning ticket. The Bay Kings Band kept a lively pace for dancers throughout the night and proved to be a special enticement for our inaugural After-Party for young professionals and USF Health residents and fellows. They arrived at 9:30 p.m. and kept the Bond buzz going until it was time to go home.

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**LICENSE TO
THRILL**
Which Bond Are You?

2013 TGH FOUNDATION GALA



Doug Belden, Adam Goodman, Pam Bondi and Dr. Greg Henderson



Rick Kouwe, Chairman of the TGH Foundation Board of Trustees, and his wife Jeannie



Dianne Jacob, Mickey Jacob and Betsy Hapner



Dr. Americo and Maribel Gonzalvo and Phyllis and Dr. Irwin Browarsky

From the Chairman



It doesn't seem possible, but we are almost at the close of the Foundation's fiscal year. By the time you read this newsletter summer will be upon us. Thanks to the support of our community, our dedicated employees, board members and staff, the Foundation has enjoyed yet another successful year raising funds to support the many programs at the hospital. All our events exceeded expectations, with participation continuing to grow.

Each year, the Foundation continues to grow its various funds. This year I want to offer a special thanks to all our employees for participating in the Annual Employee Campaign. We started with a goal of \$300,000—raised it to \$350,000—and ended the campaign with a total of \$413,000 raised. This year, the number of employees giving increased by 2,000 over last year, with 3,400 employees contributing. An integral part of the campaign was the very generous commitments from Chief of Staff Dr. Zwiebel and the medical staff, as well as Florida Health Sciences Chairman David Straz Jr., who challenged the campaign's team captains.

The success of this campaign is a clear demonstration of the passion our employees have for Tampa General Hospital.

On July 1, we will begin our 2013-14 fiscal year. At that time, it will be my honor to pass on the leadership of the Foundation Board of Trustees to Mrs. Pam Muma. As many of you know, Pam has served the Foundation for over 10 years. She and her husband, Les, were very instrumental in the successful completion of the Jennifer Leigh Muma Neonatal Intensive Care Unit, named for their daughter. Pam brings extraordinary passion, leadership, and commitment to Tampa General.

I would like to thank all of you who have given your resources and energy to TGH. It has been a pleasure to serve you and the hospital. As chairman, my job was made easy by leadership from trustees and the Foundation staff, led by Robin. I look forward to participating in the many future endeavors of TGH.



Rick Kouwe
Chairman, Tampa General Hospital Foundation Board of Trustees

Pediatric Patients Learn to Eat Healthy



Children's Medical Center patients learned to make healthy fruit-kabobs during a program presented by Executive Chef Bryan Cicchini, Sous Chef Jorge Soto, and Beverly Hernandez, assistant director of Clinical Nutrition Services. Patient Jaymee Rodriguez shows off the kabob she made with Chef Jorge.

Art Therapy Class Provides Creative, Healing Outlet for Rehab Patients



Rehabilitation Center patient Octavia Stoppa paints a picture with watercolor pencils.

Monique Grant, a Rehabilitation Center patient, hasn't let her cervical spine pain hamper her creativity.

With the help of Julianne Desjardine, an intern with the University of Tampa's Art Therapy program, Monique sat in her wheelchair as she carefully placed wet gauze on plastic molds to fashion two face-masks. She made wide lips on one mask and funny ears on the other. After the gauze dried, Monique planned to paint them with bright colors.

The masks would be gifts for her niece and nephew.

Monique is one of several Rehabilitation Center patients participating in the new art therapy program held each Monday afternoon at the center. The year-long program, launched in January, is offered to patients through funding provided by a gift from a Tampa General Hospital Foundation donor in conjunction with the Arts Council of Hillsborough County and Arts for Health Tampa Bay.

The goal of the program is to give patients like Monique opportunities to express themselves through art. During the two-hour sessions they can paint, form unique pieces of pottery, draw, or create a variety of other types of original artwork said

Heather Spooner, a University of Tampa Art Therapy instructor and director of Arts for Health Tampa Bay, who oversees the TGH program.

Therapy through art gives patients an opportunity to express emotions that they may not be able to verbalize, Heather explained. Many patients may have injuries that make it difficult for them to communicate, and creating art gives them a new outlet for expression.

Monique agrees with that statement. "It gets my mind off the reason I'm here," she said. "It's a different surrounding. It feels good to come here with other people."

Recreational Therapist Kathryn Gordon said the class can help manage patients' pain and build their physical endurance, all without making them feel like they're in therapy.

Another patient, Octavia Stoppa, sat quietly in her wheelchair while she carefully chose colors for the picture she was painting with watercolor pencils. Although it was her first class, Octavia quickly became immersed in her creation. She planned to use the picture to cover a gift box for her husband.

"I like it," she said of the class. "It's peaceful."

Fourth Annual Employee Golf Tournament Raises More Than \$70,000

The fourth Annual Employee Golf Tournament, held March 24, at the Bay Palms Golf Complex South Course on MacDill Air Force Base, raised \$70,600.

The four tournaments have raised \$245,600 to benefit the Employee Emergency Fund and the Employee Wellness program. All of this year's proceeds were donated to the Foundation's Employee Wellness Fund.

The funds raised during the past two years will contribute to the possible build-out of a new employee fitness center in the future, said Chris Roederer, senior vice president of Human Resources.

This year's tournament drew 152 participants, including President and CEO Jim Burkhart and four members of the hospital's governing board.

"It was the most successful golf tournament by far," said Chris. "The success of the tournament goes to the golf tournament committee and the support of our business partners."

Committee members included Bethany Brown, Brandon Burket, Lisa Eckstein, Oslec Fernandez, Joy Hughes, Marisa Martinez, Shelly Scamardo, Angeliqque Scott, JoAnn Shea, Joanna Singleton, Nancy Thomas, Sonja Walker, Andrea Washburn, Caitlin Weber, and Gisela Yecora. There were many volunteers who helped out during the event, as well.

Plans are already in the works for next year's tournament, Chris said.



President and CEO Jim Burkhart, left, and Chris Roederer, senior vice president of Human Resources, present a check representing the proceeds from the employee golf tournament to Robin DeLaVergne, senior vice president and executive director of the Foundation.

TGH Foundation's 16th Annual Gala (continued from cover)

This year's gala, under the guidance of Mclver Grim and Wayne Lewis, raised over \$270,000 in net proceeds for Tampa General Hospital's Fund for the Future. This fund helps 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.



Bond martinis were poured through this unique luge.



Dr. Bruce Zwiebel and Carin pose in front of a vintage Aston Martin.



Gala Co-Chair Mclver Grim and Andy Grim



After-Party Chair Mike Blasco and Danielle Mercer



Steve Fluharty, Sol Fleischman, Corey Neil and Greg Celestan



Natalie Goodwin, Dr. Tom Bernasek, Auction Chair Tammy King and Jim Goodwin



Physicians with Florida Orthopaedic Institute, our Glow Bar Sponsor, left to right: Dr. Tom Bernasek, Dr. Roy Sanders, Dr. Al Hess and Dr. Mark Frankle



Dr. Jeffrey Stone, Walt Chancy, Marie Stone and Andrea Gramling



Gala Co-Chair Wayne Lewis, Dr. Claude Guidi, Katelea Burkhardt and her father, TGH President & CEO Jim Burkhardt



Young professionals and USF Health residents enjoyed the inaugural After-Party.



Bruce and Cindy Tigert, and County Commissioner Sandy Murman and Jim Murman



Bay Kings Band entertained our guests.



Dr. Harry and Jeffrie van Loveren and Robin and Joe Meterchick



TGH President & CEO Jim Burkhart poses in an Aston Martin loaned by the Dimmitt Automotive Group.



Dr. Paul Chervenick and his wife, Shirley



Patsy and Gene McNichols show off their winning Chance Drawing ticket after announcing that they're donating the \$10,000 prize money to the Foundation.



Tate and Stacy Taylor and Betsy and Drew Graham



April Neil, Dr. Denise Edwards and Dr. Jamie Fernandez



Joe Zanghi and Catherine Christie-Zanghi, Decorations Co-Chair



Ed Carbone and Andrea Ciemmolonski at one of the gaming tables

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Decorations Chairs

Catherine Christie-Zanghi
and Gretchen Dominguez

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Lydia Mauritson

After-Party Chair

Michael Blasco

Committee Members

Cynthia Carron

Tate Casper

Ellen Fiss

Mary Frankle

Juli Greenwald

Hannah Gross

Sarah Koss

Karyn Santi

Lisa Simington

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Lynn Fluharty, Special Events Manager

Caitlin Weber, Development and
Special Events Coordinator

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Vascular and Pediatric ICUs Receive Beacon Awards for Excellence

The Vascular Intensive Care Unit and the Pediatric Intensive Care Unit have been recognized as two of the best in the nation, earning Beacon Awards for Excellence from the American Association of Critical-Care Nurses (AACN).

The AACN, the largest specialty nursing organization in the world, represents more than 500,000 nurses who care for acutely and critically ill patients.

The Vascular ICU is the only such unit in Florida to receive the award, and the Pediatric ICU is the only one in the Tampa Bay area—and one of three in the state—to earn the designation.

Winning the Beacon Award is a first for the Vascular ICU.

"I think it's great," said Nicole Cole, nurse

manager of the Vascular ICU and the Adult Dialysis and Apheresis Unit. "It speaks to the quality of care given here and to the quality of our staff."

About 10 of the unit's staff members worked for months on the extensive award application, said Andrea Hill, the unit's clinical educator who served on the application team.

Andrea said the award application highlighted the effectiveness of the unit's shared governance council, which includes patient care staff in the development of policies, quality improvement initiatives, and staff retention efforts. Another factor was the unit's dedication to education and mentoring. New nurses on the unit work toward weekly goals and are trained by nurse preceptors. Ongoing educational opportunities are

presented for staff every other month, and the staff focuses on quality assurance and patient outcomes, said Andrea.

It is the second time the nine-bed Pedi ICU has won a Beacon Award. The first win was in 2010.

In its Beacon Award application, the unit highlighted its high retention rate of nurses who have worked in the unit for 10 years or more, said Valarie Zawacki, the unit's clinician who helped prepare the application. The unit also earned high scores on the National Database of Nursing Quality Indicators survey in several categories, including physician and nursing relationships and patient satisfaction.

"I feel very excited and proud of our unit," Valarie said of the Beacon win.

Tampa General Among Nation's Best Heart Programs

Tampa General has been named one of the nation's "100 Hospitals With Great Heart Programs" by *Becker's Hospital Review*, a national healthcare publication.

The publication's editorial staff selected hospitals based on clinical accolades, recognition for quality care, and contributions to the fields of cardiology and cardiovascular surgery, according to its website.

In addition, the hospitals were chosen for their excellence in heart care and research by reputable healthcare rating resources, including *U.S. News & World Report*, HealthGrades, Thomson Reuters, and the American Nurses Credentialing Center.

Tampa General is the only hospital in Hillsborough County—and one of only two Tampa Bay area hospitals—to make the list. Eleven Florida hospitals were named.

Tampa General's Cardiovascular Center has six cardiac catheterization laboratories and six interventional radiology suites. It has nine cardiovascular operating rooms, including a state-of-the-art hybrid operating room where the most complex cardiac surgeries, such as Transcatheter Aortic Valve Replacement (TAVR) procedures, are performed. Complex arrhythmia procedures, including atrial fibrillation ablation and ventricular tachycardia ablation, are also performed at the hospital.

Physicians with the hospital's heart transplant program have performed more than 1,000 transplants, making it the fifth busiest heart transplant program in the country with one of the highest survival rates. In 2012, Tampa General began offering an investigational treatment for people battling treatment-resistant hypertension.

Since 2008, *U.S. News & World Report* has rated Tampa General as one of the nation's Top-50 hospitals in cardiology and cardiac surgery. In 2012, *U.S. News* also ranked Tampa General the number one hospital in Florida.

Tampa General has been designated as a Magnet hospital by the American Nurses Credentialing Center since 2005. It is the highest recognition a hospital can receive for quality nursing care. Tampa General is one of only 22 Florida hospitals and one of 395 nationally to have earned Magnet status.

Becker's Hospital Review features up-to-date business and legal news and analysis relating to hospitals and health systems. It is geared toward high-level hospital leaders, primarily acute-care hospital CEOs and CFOs.

Upcoming Events

Annual Dinner Thursday, October 3, 2013

The Tampa General Hospital Foundation's Annual Dinner will be held on Thursday, October 3, 2013, at Palma Ceia Golf and Country Club. During the dinner, our Foundation Chairman will give his report on the accomplishments and activities of the past year and the Chairman of the Florida Health Sciences Center Board of Directors will give the hospital report. The prestigious James M. "Red" McEwen and Madeleine P. Gibbons Award recipients will also be announced. Sponsored by *The Bank of Tampa*.

15th Annual Golf Tournament Monday, October 21, 2013

The TGHF Annual Golf Tournament will be held on Monday, October 21, 2013, at Old Memorial Golf Club. The goal of this event is to raise awareness about Tampa General Hospital's many programs and services. Proceeds will benefit both Tampa General Hospital's Transplant Program and MORE HEALTH, Inc.—Tampa General's innovative health education and injury prevention program which provides health lessons to more than 180,000 students in Hillsborough and Pinellas County public and private schools. For player or sponsorship information, call (813) 844-7273. Sponsored by the *Yerrid Foundation*.

The Circus is Coming! January 2, 2014

The Tampa General Hospital Foundation's Annual Night at the Circus, chaired by Alexis Ciesla and Jennifer Stauffer, will present the 23rd Annual Night at the Circus on Thursday, January 2, 2014, at the Tampa Bay Times Forum. 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 Tampa General Hospital's Children's Medical Center. The *Three Ring Sponsor* is *SunTrust Robinson Humphrey* and the *Patrons' Party Sponsor* is the *Lightning Foundation*. For more information, call (813) 844-7273.

Trauma Center Becomes Florida's Only Nationally Verified Program

Tampa General Hospital's level I trauma center for adults and children is the first and only program in Florida to earn recognition from the American College of Surgeons (ACS) for the quality of its trauma care.

This achievement, known as verification, recognizes TGH's dedication to providing optimal care for both adults and children. Verified trauma centers must meet essential criteria that ensure top-notch trauma care capability and institutional performance, as established by the ACS. Meeting these criteria means that the trauma center has demonstrated commitment not only to patient care, but also to education, research, and community outreach.

This designation as a nationally verified level I trauma center confirms that TGH has demonstrated a commitment to providing the highest quality patient care, placing it in a class with other leading trauma centers in the United States.

"ACS verification truly is the gold standard for trauma care in the United States," said Jim Burkhart, president and CEO. "Our physicians and clinical staff treat thousands of trauma cases a year to achieve the skill levels required for this distinction. Medical research has proven repeatedly that when it comes to trauma, the higher the volume, the better the patient outcomes."

The verification followed an extensive review by the ACS Committee on Trauma, which was established to improve all

phases of patient care in trauma centers and to prevent injuries before they occur.

A review team from the ACS, consisting of nationally recognized experts in trauma care, performed an in-depth, on-site assessment of every aspect of TGH's trauma program.

This included an evaluation of community injury prevention programs sponsored by TGH, pre-hospital triage and transport capabilities, trauma care in the emergency department, operating rooms, intensive care units, and rehabilitation programs.

The American College of Surgeons has more than 72,000 members and is the largest association of surgeons in the world.



TGH Trauma Center staff at work.

Aeromed Earns Elite Accreditation



The Commission on Accreditation of Medical Transport Systems recently awarded a three-year accreditation to Aeromed.

An international organization that focuses on quality medical care and patient safety in air and ground medical transportation has awarded Tampa General a three-year accreditation to its air medical transport program, Aeromed.

It is the first time TGH has earned recognition from the Commission on Accreditation of Medical Transport Systems (CAMTS). The CAMTS accreditation process consists of a comprehensive documentation review and a three-day site inspection by two

CAMTS surveyors. The review focuses on compliance to standards for program management and quality, patient care, communications, and safety. TGH started the accreditation process in 2011.

The site survey included inspections of five Aeromed base facilities, the communications center at the hospital, and the helicopters. Surveyors also reviewed documentation and conducted interviews with pilots, mechanics, communications specialists, and medical flight crews.

They also interviewed COO Deana Nelson and CNO Janet Davis.

During the closing conference, surveyors identified Aeromed Medical Director Catherine Carrubba, MD as one of the "program's strengths." Dr. Carrubba, a board certified adult and pediatric emergency physician, was recognized for developing evidence-based medical protocols for the program. She also serves as medical director for the Hillsborough County Mass Casualty program.

TGH Honored With HCC Education Award

Tampa General Hospital received the 2013 Champion of Education Award from Hillsborough Community College. The award recognizes businesses that support the college's educational programs. Students from HCC's sonography, nursing, respiratory care, EMS, radiography, and nuclear medicine programs complete their clinical rotations at TGH. Hillsborough Community College President Ken Atwater, left in photo, presented the 2013 Champion of Education Award to TGH President & CEO Jim Burkhart during a recent ceremony.



Stereotactic Breast Biopsy Program Accredited

The stereotactic breast biopsy program recently received a three-year re-accreditation from the American College of Radiology (ACR).

The ACR accreditation means the department has met the highest quality standards in the industry. TGH's program received its first ACR accreditation in 2010.

Stereotactic breast biopsies are performed to remove samples of breast tissue when breast cancer or other disorders are suspected. During the procedure, stereotactic imaging is used to locate the tissue that needs

to be removed. The hospital has offered the service for about five years, said Sherri Jones, a mammography MQSA coordinator who performs the procedure with a certified breast radiologist.

Radiologists and other medical professionals from the ACR's Committee on Stereotactic Breast Biopsy Accreditation of the Commission on Quality and Safety conducted the survey and evaluation of TGH's program. The hospital submitted images to verify that components used in the procedure met specified guidelines, explained Sherri.

The hospital then receives peer review and constructive feedback on the staff's qualifications, equipment, quality control, quality assurance, accuracy of needle placement, and image quality.

The Radiology Mammography department is open weekdays from 8 a.m. to 4 p.m. It is also open the second Saturday of each month, from 8 a.m. to 11:30 a.m., for screening mammogram appointments. Call ext. 8288 for appointments. Prescriptions for annual screening mammograms are available through Employee Health or from your physician.



Photo courtesy of Eric Youngmans, USF Health Communications and Marketing

TGH – USF Health Bariatric Center Ribbon Cutting

TGH and USF officials opened the new Bariatric Center, developed jointly by TGH and USF Health. The center is located in Habourside Medical Tower, suite 410. Pictured from left to right: Jana Gardner, vice president of Ambulatory Services; Susan Orellana, bariatric service line manager; President & CEO Jim Burkhart; USF President Judy Genshaft; Michel Murr, MD, director of Bariatric Surgery at

TGH; COO Deana Nelson; Jeffrey Lowenkron, MD, CEO for the USF Physicians Group; John Paul Gonzalvo, DO, assistant professor of surgery and associate director of the Bariatric Surgery Fellowship Program; and Lexi Wynne, manager of business operations, Ambulatory Services.

Employees Donate Record Amount to Employee Campaign

This year's Employee Campaign, titled "It's Your Tomorrow," broke all records by raising over \$413,000.

The goal of the campaign, which ran from February 14 through March 29, was to raise \$300,000, said Tampa

General Hospital Foundation director of development Chris Bray.

The number of donors also increased by 2,000 over last year with 3,400 employees making contributions, he said.

More than \$125,000 was raised for the Employee Emergency Fund. The Fund for the Future, which supports the hospital's greatest needs, received more than \$85,000. Contributions to the Transplant Campaign totaled more than \$45,000, and donations to the Palliative Care Campaign totaled more than \$30,000.

"The theme, 'It's Your Tomorrow,' demonstrates that employees' participation does matter," said Chris. "This year we tried to get more participation by focusing on teams and we received a great response from our employees."

EMPLOYEE CAMPAIGN 2013

IT'S **your**
TOMORROW



MORE HEALTH Students Visit TGH

Steinbrenner High School students visited Tampa General Hospital to learn about trauma injuries as part of MORE HEALTH's "Trauma Is No Accident" program. Aeromed Flight Paramedic Erik Sawyer gave them a tour of the helicopter, which often transports trauma patients to TGH. TGH is a sponsor of MORE HEALTH, a local, nonprofit organization which provides health-related educational programs to children and teens.

TGH Employees Can Track Their Health With New Interactive Health Station

A new Interactive Health Station, donated by the Tampa General Hospital Foundation, can now help TGH employees and volunteers track their blood pressure, weight, body mass index (BMI), and glucose levels.

"The Foundation's Board really understands that employees are the key to the success of the hospital," said Robin DeLaVergne, senior vice president and the Foundation's executive director. "They're responsible for taking care of our patients, and if there are things that the Foundation can do to help keep employees healthy, that's what we want to do."

"A lot of our employees need to track their blood pressure, pulse, or weight and don't have access to a blood pressure machine or scale and don't have time to be seen in Employee Health," said JoAnn Shea, director of Employee Health. "Now they can come up here and check 24-7."



Employee Health Nurse Daniel Orr tries out the new Interactive Health Station for employees and volunteers.



Dr. Mitchel Hoffman, left, Dr. Bruce Zwiebel, and Dr. Valerie Whiteman performed a complex four-stage surgery for the first time in the new Hybrid Operating Room.
Photo courtesy of Eric Youngmans, USF Health Communications and Marketing

Complex Surgery Performed in New Hybrid Operating Room Reduces Risk to Mother

Physicians from Tampa General Hospital and the USF Health Morsani College of Medicine performed an intricate four-stage surgery for the first time ever—in the Hybrid Operating Room—on a 36-year-old pregnant woman with a condition that often causes severe hemorrhaging.

The condition, called placenta accreta, occurs during pregnancy when the placenta's blood vessels grow deep into the mother's uterine wall. Women who have had past cesarean section (C-section) deliveries are at risk for developing the condition. They must deliver their babies by C-section and immediately have a hysterectomy to remove the uterus and the attached placenta.

Physicians typically performed the procedures in Interventional Radiology and Labor and Delivery operating rooms. If the patient hemorrhaged, she would be rushed to another operating room to undergo procedures to stop it.

But the new Hybrid Operating Room, equipped with high-tech interventional surgical and X-ray equipment, was the perfect location for the team to perform the complex surgeries and ensure minimal blood loss to the mother.

"It went very well," said Rick Hufstetler, nurse manager of the Cardiac Operating Rooms, who coordinated the surgery.

About 30 staff members from Labor and Delivery, the Neonatal ICU, Gynecology and Obstetrics, and Interventional Radiology participated in the six-hour surgery, he said.

Rose Melvin, an obstetrics circulator nurse, monitored the baby prior to the C-section. "The procedure went well, and we were all very prepared," she said. "The Hybrid OR has everything you could possibly need."

During the first stage of the procedure, Dr. Bruce Zwiebel, interventional radiologist and Tampa General's chief of staff, inserted a catheter through the patient's leg so he could later block the blood supply to her uterus. Then Valerie Whiteman, MD, interim director, Division of Maternal Fetal Medicine, Department of Obstetrics & Gynecology at the USF Health Morsani College of Medicine, delivered the baby boy by C-section. The newborn was then handed over to the Neonatal ICU team. During the third stage, Dr. Zwiebel inserted beads through the catheter to restrict the blood supply to the uterus and placenta to reduce bleeding. The final stage—the hysterectomy—was performed by Mitchel Hoffman, MD, professor and division director, Gynecologic Oncology at the USF Health Morsani College of Medicine.

"Everything went great. The overall outcome was more than we could have hoped for," said Dr. Hoffman. "On average, a woman may lose four to five liters of blood during the surgery, but with the ability for the medical team to perform all the procedures in the Hybrid Operating Room, the amount of blood loss was greatly reduced," he said.

"The procedures went wonderfully, like a well-tuned orchestra," said Dr. Whiteman, who called the procedure the "most bloodless" cesarean-hysterectomy procedure on a placenta accreta patient she had ever seen.

"It was incredible," said Dr. Zwiebel. "It's a much better way to do this than in the past."

A second placenta accreta surgery is expected to take place next month, Rick said.

Charitable Estate Planning on Purpose, With Purpose

Picture the typical American—with treasured family members and loved ones at home—when he or she goes to buy a new automobile (let's go with "he" to keep things simple). Having in mind those valuable assets at home, it is to be expected that safety, quality, and reliability are utmost in his mind as he makes his selection and purchase. After all, in the day-to-day routine of transporting valuable family members from one place to another, he places a high premium on arriving at his destination safely and intact. He wouldn't dream of cutting corners—or shaving costs—when it would mean sacrificing the safety of the loved ones in his life.

What a shame it is, then, that too often the same planning premium on safety, quality, and reliability is ignored when it comes to the ultimate transfer of valuable assets, that being the transfer that happens upon your death. Your trip to go and sit on a cloud when life is over is the ultimate journey and deserves the ultimate purposeful planning.

I vividly remember an occasion when I sat with one of my best friends, Dan,—who is also an estate planning attorney—as we spoke with a wealthy client. The client had dramatic needs and needed our attention and counseling regarding powerful solutions to address those needs. However, he consistently and stubbornly wanted to do everything as minimally as possible and as on the cheap as possible.

At one point Dan stood up from the table and said "Let's walk outside. I want you to show me the car you drove up in." The client was puzzled, and wondered aloud why Dan wanted him to show us his car. Dan answered, "I just want to take a look at the old, beat-up Ford Pinto you drove to our office." The client was huffy and a bit offended as he clearly explained that he had driven up in a nice, new, high-quality automobile. My friend had him exactly where he wanted! Dan sat back down and said, "So you will spend the money and time selecting the right automobile to insure you have the highest in quality and safety to transport your family on temporary trips during your lifetime, but insist on cutting corners and opting for simple and cheap when it comes to making the ultimate journey from which

you won't ever return, and making sure the right vehicles are in place to properly take care of your loved ones?"

True story—the client got the point, and was fully on board with our recommendations.

Purposeful charitable planning that places a premium on safety, quality, and reliability is very often a powerful component of achieving your intended results and arriving at your goals in your estate planning.

In broad terms, people typically approach charitable estate planning in one of two major fashions, and often both at the same time. Many people appreciate and admire charities, but really only turn to charitable estate planning as a solution for taxes and other matters when the rest of their planning is already clearly outlined. On the other hand, other individuals approach estate planning with charitable planning as one of their primary focuses from the very beginning. I have found it powerful to suggest to clients that they consider charitable estate planning as a primary, upfront tool in the estate planning tool-box.

Just as there are two approaches to discussing charitable planning in the estate planning context, there are likewise two major time periods during which charitable planning can have tremendous benefit. First, charitable planning has powerful benefits during a client's lifetime. Estate planning with charities in mind can benefit both the client and the charities during the client's remaining lifetime. Many trusts we do in the charitable planning context are known as split interest trusts. When you do a charitable trust for a period of time, someone is going to get the income that the assets in the trust earn while someone else can be set to get the remaining interest after the client's death, or after the set period of time expires. We typically call the first the income interest, or the lead interest, and the second the remainder interest. Whether you and/or your spouse and/or loved ones get the first and charity gets the second, or the other way around, is determined by your planning goals. But please know that this planning can achieve wonderful personal, family, tax, and charitable planning benefits.

In addition, building charitable estate planning techniques into the client's estate plan to blossom after the client's death can likewise benefit both or either of the client's family or charities. For example, one of our favorite and very powerful tools is a Testamentary Charitable Lead Annuity Trust, which can be brought to the plate as a cleanup hitter when the client has done everything else possible and still potentially faces estate tax. Imagine a flexible, formula-driven tool that could reduce the estate tax to zero—or nearly zero—while still benefiting the client's family and charity.

Another key note is that all of this charitable planning can be done to benefit foundations of your choice to perpetuate your values, morals, ethics, and goals.

You have a dramatic and definitive choice when it comes to the excellence and effectiveness of your estate plan—or the lack thereof. You can either have an estate plan that will disappoint and fail to achieve the results you intend, or you can have an estate plan that truly works. You must plan with purpose to insure that your foundational estate plan works to control, protect, and direct your assets, whether financial or personal. Further, you must pay purposeful attention to planning with large retirement plan assets, planning to avoid estate tax, advanced estate planning, and asset protection planning. An estate plan that is nothing but form documents and word processing, in an effort to avoid perceived complexity and/or cost, will disappoint you. Worse yet, if you could look down from your cloud after your passing you would certainly watch it fail to achieve your intended results.

With the proper attention given to planning and counseling details, tools that employ charitable estate planning on purpose and with purpose can often help you achieve these goals in ways few other things can!

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