

FoundationFocus

The official publication of the TGH Foundation

Winter 2014

Foundation Celebrates its 40th Anniversary

At the Foundation's sold out Annual Dinner, Buck McInnis, founder and CEO of Tampa Bay Steel, was honored with the Tampa General Hospital Foundation's annual James M. "Red" McEwen Award, named after one of the Foundation's original founders, during the Foundation's 40th Annual Dinner on Oct. 2. The event, held at the Palma Ceia Golf & Country Club, was sponsored by **The Bank of Tampa.**

Mr. McInnis has served on the Foundation's Board and executive committee. He has also made major contributions to the capital building campaign for the Bayshore Pavilion and served as campaign chair for the "Tiny Babies. Big Priority." campaign to build the Jennifer Leigh Muma Neonatal ICU. He also is a major supporter of the annual circus that benefits the Foundation.

During the dinner, Fred Dobbins, vice chairman of the Florida Health Sciences Center, the hospital's governing board, spoke about the keys to the hospital's continued success. "First, we have to make sure that Tampa General continues to provide the quality care that earned us national recognition," he said. "That is why we continue

to reinvest in the hospital and give doctors and the hospital staff the tools they need to care for our patients."

"We also have a responsibility to make sure Tampa General stays profitable," he said.

The other key is to strengthen the hospital's existing partnerships and build new ones, he said, citing partnerships with USF, Florida Hospital, its faculty and community physicians as examples.

The tie to USF was recently solidified, he said, through a process that allows TGH President and CEO Jim Burkhart and Charles Lockwood, M.D., dean of the USF Health Morsani College of Medicine and senior vice president of USF Health, to participate in each other's senior executive meetings. The hospital has "very strong medical partnerships, and more are on the way," Dobbins said.

Pam Muma, chairman of the Foundation's Board of Trustees, spoke about the people who make the Foundation successful and support the hospital's services. "This past year, the support to the hospital was \$2.5 million," she said.

Continued on page 4



Buck McInnis stood proudly with his family celebrating his James M. "Red" McEwen Award.



From the Chair



How exciting it was to celebrate the Foundation's 40th Anniversary at our recent annual dinner. It was fun to reflect on some of the highlights of the past 40 years in front of a sold-out room full of donors, physicians, our partners from USF and the University of Tampa, and executive leadership at the hospital. The Foundation

started out as a membership organization and membership fees were set at \$10, \$20, \$100 and Patrons at \$500. Benefits included free color television for one week and one gourmet meal. Today, patients not only receive free color television for their full stay, but also free movies, all available on the GetWell Network, which the Foundation helped fund.

Besides celebrating our history at the annual dinner, we also highlighted the successes of the past year and recognized some special people. This was the first dinner for Dean Lockhart of the USF Morsani College of Medicine, and we look forward to many more dinners celebrating the TGH/USF partnership. I'd like to extend special congratulations to Buck McInnis, this year's recipient of the James M. "Red" McEwen Award for his dedication and service to TGH and the Foundation. Also, a big thank you to The Bank of Tampa, our dinner sponsor for the eighth year in a row.

The 16th Annual Golf Tournament, under the leadership of Mark Nouss and Danny Jackson, raised over \$255,000 for the Transplant Houses and the Fund for the Future. Our sponsors play a vital role in the success of our signature events. For the ninth year, the Yerrid Foundation served as our tournament sponsor. I'd also like to thank the LifeLink Legacy Fund® for sponsoring the Pairings Dinner, and Baldwin Krystyn Sherman Partners for being our Old Memorial Sponsor.

Hopefully you have received your invitation to our 24th Annual Night at the Circus benefitting the TGH Children's Medical Center on Friday, January 2, 2015. This is a wonderful, fun-filled family event.

As we near the end of the year, I hope that you will include the TGH Foundation in your end-of-year giving. It is through you, our generous donors, that we are able to provide support to the programs and service at the #1 hospital in Tampa Bay – Tampa General Hospital.

Pam Muma
Chair, Tampa General Hospital Foundation Board of Trustees

UPCOMING EVENTS

The Circus is Coming! Friday, January 2, 2015

SAVE THE DATE! The Tampa General Hospital Foundation will present the 24th Annual Night at the Circus on Friday, January 2, 2015, at Amalie Arena. This year's event will again be chaired by Alexis Ciesla and Jennifer Stauffer, along with Vice Chairs Teale Smith and Mary Taggart. We are very excited that **Gene and Patsy McNichols** and **McNichols Family** have agreed to be our 2015 Big Top Sponsor. We are honored that **SunTrust** will return as our Three Ring Sponsor and that the **Lightning Foundation** will return 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 Tampa General Hospital's Children's Medical Center.

18th Annual Gala Saturday, April 25, 2015

SAVE THE DATE! The TGH Foundation's 18th Annual Gala will be held on Saturday, April 25, 2015, at the Port Tampa Bay – Cruise Terminal 2. This year's event will again be co-chaired by Catherine Christie-Zanghi, Heidrun Divers and Gretchen Dominguez. The presenting sponsor is **Skanska USA Building, Inc.** 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. Watch your mail for your invitation and our innovative theme.

CALL (813) 844-7262 FOR MORE INFORMATION.

Tampa Electric Employees and TECO Energy Donations Support Burn Center

Representatives from Tampa Electric and TECO Energy recently donated \$33,750 to the Tampa General Foundation to support the Burn Center and its burn survivor programs.

TECO Energy's Planning and Project Management Team donated \$18,750 – representing proceeds from its annual hot dog cookout benefit – and Tampa Electric donated another \$15,000.

During the past two years, they have donated over \$57,000 to benefit the Burn Center and its programs, said Robin DeLaVergne, senior vice president and the Foundation's executive director.

This year's donations support the hospital's SOAR burn survivors' group, training of its volunteers, and an annual adult retreat for burn survivors from throughout Florida. The donations have also allowed several former burn patients and their families to attend the World Burn Congress, an international program for burn survivors.

"The favorite part of my job is to work with the burn patients and survivors. Your generosity has been overwhelming," said Molly Morris, a Burn Center trauma clinician. "Your donation is truly enhancing the lives of our burn survivors."



Tampa Electric and TECO Energy representatives and employees recently presented checks totaling \$33,750 to the Foundation to benefit the Burn Center and its programs for burn survivors.

Tampa General Performs 400th Lung Transplant

Physicians marked a milestone Aug. 4, when they performed the hospital's 400th lung transplant.

The eight-and-a-half-hour double-lung transplant surgery was performed on 68-year-old retired New York State DOT inspector, Edward Mosconi, who suffered from chronic obstructive pulmonary disease (COPD) and emphysema. He was on oxygen around the clock and was placed on the organ wait list last October.

Edward, who lives in North Port with his wife, was grilling sausages when he got the call that two lungs were available. "We packed up, and within three hours I was in the OR," he said.

What does he think about being Tampa General's 400th lung transplant patient?

"It makes me feel good," he said. "They have an excellent recovery rate. That's why I felt I was in good hands."

"Every person here was very professional and knowledgeable," Edward said. "You can't get better than this. It's the best treatment I've ever had. After coming to Tampa General, I'd never go anywhere else."

"We strive to give our patients the best outcomes possible and have worked with TGH to develop the best lung transplant program in Florida," said Mark Rolfe, M.D., transplant pulmonologist and medical director of TGH's Adult Cystic Fibrosis and Lung Transplant programs. "The surgeons, pulmonologist and transplant coordinators make up a dedicated team for the support of our patients."

TGH's program, which provides single-lung and double-lung transplants, is one of only four active lung transplant programs in Florida.

The hospital's first lung transplant took place on June 19, 2002. In 2013, TGH surgeons performed 33 lung transplants and 26 patients have undergone lung transplants so far this year.

According to the United Network for Organ Sharing's (UNOS) most recent rankings, Tampa General's lung transplant program is ranked the 17th busiest out of the nation's 64 lung transplant programs. The program's one-year and three-year survival rates also exceed the national average.

Foundation Presents Nursing Scholarships and James M. "Red" McEwen Award

(continued from cover)



Phil Dingle with Tilda Brabson and John Brabson, Chairman of the Florida Health Sciences Center Board of Directors.



Leslie and Fred Dobbins, Florida Health Sciences Center board member, enjoyed the Foundation's 40th Anniversary celebration.



The Honorable Bob Buckhorn, Jim Burkhart, TGH President and CEO, and John Touchton, Florida Health Sciences Center board member.



Robin DeLaVergne, Foundation Executive Director, presented Buck McInnis with the James M. "Red" McEwen award.



Dr. Charles Lockwood, new senior vice president of USF Health and dean of the Morsani College of Medicine, was happy to celebrate our 40th anniversary and our partnership with USF.



TGH Foundation Chair, Pam Muma and Hal Mullis, Chair, USF Board of Trustees



A special thank you to The Bank of Tampa for sponsoring the TGH Foundation's 40th Anniversary Annual Dinner.



Speaker Dr. Lillian Okpaleke shared the story of her tragic illness and triumphant rehabilitation at TGH.

The Foundation's Transplant Mini-Campaign raised more than \$1.4 million, and the Palliative Care Campaign raised \$360,000, Muma said. Both exceeded their goals. In addition, three signature events raised more than \$780,000 for the hospital.

Four Tampa General employees also got a head start on their careers when they received the Foundation's annual Innovative Nursing Scholarships.

The recipients were: Jon Abreu, of the Emergency Department; Sharon Penagos, of Patient Registration; Indira Agostini, of the Adult Step Down Unit; and Agnes Sokolowski, of the Medical ICU.

The nursing scholarship program was established in 2003, and since then it has awarded 47 scholarships to hospital employees.

Becker's Lists TGH Among Nation's Best Heart and Orthopedic Programs

TGH Heart and Orthopedic Programs Recognized Among Nation's Best

Tampa General has been named one of the nation's "100 Hospitals and Health Systems with Great Heart Programs" and one of the "125 Hospitals and Health Systems with Great Orthopedic Programs" by *Becker's Hospital Review*, a leading national healthcare publication.

TGH is one of five Florida hospitals – and the only one on the west coast – to make *Becker's* "100 Hospitals and Health Systems with Great Heart Programs" 2014-2015 list. It is the third consecutive time the publication has recognized TGH as having one of the nation's top 100 heart programs.

According to *Becker's*, selected hospitals lead the nation in cardiovascular and thoracic healthcare. Many have pioneered groundbreaking programs, treatments or research and have received recognition from reputable sources for top-of-the-line patient care.

TGH Recognized for Its Orthopedic Care

TGH is also the only Tampa Bay hospital – and one of only seven hospitals in the state – to be named to *Becker's* "125 Hospitals and Health Systems with Great Orthopedic Programs" 2014-2015 list. It is the third time the publication has recognized TGH on its annual list.

Becker's selected hospitals and health systems that have orthopedic surgery departments, programs or dedicated centers that have earned considerable recognition. Many of the hospitals have earned recognition for orthopedic excellence from *U.S. News & World Report*, Healthgrades, CareChex and Blue Cross Blue Shield.

Becker's Hospital Review is a monthly publication for high-level hospital leaders that provides business and legal news and analysis relating to hospitals and health systems.

TGH and USF Health Leaders Strengthen Collaboration to Improve Health Care Delivery

Tampa General and the USF Health Morsani College of Medicine moved to further strengthen their relationship by giving the chief executives of both institutions a voice in each institution's operational and strategic decision-making process.

Tampa General CEO, Jim Burkhart, DSc, and Charles Lockwood, M.D., Dean of the Morsani College of Medicine and Senior Vice President of USF Health, will now participate in each other's senior executive meetings. Each will receive an additional title to reflect the increased level of collaboration between the two institutions.

In addition to being TGH President and CEO, Dr. Burkhart is now also the Senior Associate Dean of the Morsani College of Medicine at the University of South Florida. Dr. Lockwood has added the title of Executive Vice President, Chief Academic Officer at Tampa General.

The new titles reflect the desire to give each institution greater access into the decision-making process.

"This gives us a new level of integration that will help the hospital and medical school create much closer ties," Dr. Burkhart said. "This is critical as we embark on our plan to deliver health and medical services throughout the Tampa Bay area."



Jim Burkhart, DSc, Tampa General CEO

"We look forward to building upon our long-standing partnership with Tampa General Hospital," Dr. Lockwood said. "Moving forward, we will both benefit from greater collaboration and coordination that improves health care delivery for our patients."

Since it became a private, not-for-profit in October 1997, the hospital's governing board has reserved a seat for the USF President or designee. The dean now will have a seat at meetings of the hospital's senior executive team and medical executive committee. Dr. Lockwood will



Charles Lockwood, M.D., Dean of the Morsani College of Medicine and Senior Vice President of USF Health

also work with the hospital's leadership and medical staff to further develop academic programs and expand research capabilities.

As senior associate dean, Dr. Burkhart will participate in the strategic planning activities of USF Health. He will work with vice deans to enhance clinical training for students, residents, and faculty. He also will participate in physician recruiting for the medical school and work with community leaders and health professionals to support the medical school and its mission.

16th Annual TGH Foundation Golf Tournament



Mark Nouss presented our Tournament Sponsor, Steve Yerrid, with a commemorative trophy.

Another successful year for chairs Mark Nouss and Danny Jackson! Under their leadership, this year's tournament committee raised net proceeds of over \$255,000 to benefit Tampa General Hospital's Transplant Center and the Fund for the Future.

The pre-tournament Pairings Dinner was held on Sunday, October 19, 2014 at the Tampa Yacht & Country Club. Auctioneer and Emcee Jason Alpert introduced Rev. Bill Baugh, Director of Pastoral Care at TGH, who again offered an entertaining invocation comparing life's experiences to the game of golf. During the evening, golfers and their guests enjoyed cocktails and dinner while Foundation Executive Director, Robin DeLaVergne, thanked this year's Pairings Dinner Sponsor, the **LifeLink Legacy Fund®** and presented Dennis Heinrichs, President and Chief Executive Officer of LifeLink® Foundation, with a special gift. After a delicious dinner, Jason Alpert ran an action packed Live Auction full of spectacular trips, dining experiences and sports items.



New to the tournament this year – Live Leaderboards! Courtesy of Gresham, Smith & Partners and Skanska.

On Monday, October 20, 2014, 92 golfers were treated to sunny skies as they teed off on immaculate fairways at Old Memorial Golf Club. They did their best to outsmart tricky sandtraps and sink their final shots on the crisp putting greens. During cocktails, guests cheered on the 4 finalists in the Putting Contest. Following the putting contest, Jason Alpert and chairs Mark Nouss and Danny Jackson announced the net and gross winners, again thanked our Pairings Dinner Sponsor, the **LifeLink Legacy Fund®**, and expressed their appreciation to our Tournament Sponsor for the ninth year, **The Yerrid Foundation**, and our Old Memorial Sponsor, **Baldwin Krystyn Sherman Partners**.

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Winning Teams



Our first place gross winners Gary Harrod, Greg Iglehart and Graham Mavar proudly hold their crystal (missing Chad Harrod).

GROSS

1st Place Team

*Chad Harrod
Gary Harrod
Greg Iglehart
Graham Mavar*

2nd Place Team

*Trey Baldwin
John Gabler
John Giordano
Michael Walters*

3rd Place Team

*Rich Petitt
Todd Schweitzer
Denny Thaxton
Duffy Thaxton*



Our first place net winners Brian Armstrong, Dave Garcia, Steve Yerrid and Matt Mudano proudly pose with their trophies.

NET

1st Place Team

*Steve Yerrid
Brian Armstrong
Dave Garcia
Matt Mudano*

2nd Place Team

*Stephen Tallyn
Jerry Coren
Chris Johnson
Steve Williams*

3rd Place Team

*Danny Jackson
Michael Caron
Brandon Day
Ryan Deneen*

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CONTEST WINNERS

Closest To The Pin – *Jeff Wisz*

Longest Drive – *Chad Harrod*

Straightest Drive – *Denny Thaxton*

PUTTING CONTEST

1st Place – John Giordano

2nd Place – Dr. Brad Johnson

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Emcee/Auctioneer Jason Alpert leading the Live Auction.



Golf Tournament Chairs Mark Nouss and Danny Jackson with their wives Debbie and Ashley.



Dennis Heinrichs, President & CEO of Lifelink® Foundation, and his wife Shirley with Dr. Dana Shires.



TGH President & CEO Jim Burkhart, TGH Foundation Executive Director Robin DeLaVergne and Tournament Chairs Mark Nouss and Danny Jackson celebrate at the awards presentation.



TGH Foundation Chairman Pam Muma and her husband Les enjoy the Parings Dinner with Dr. Karl Illig, Jim Burkhart, TGH President & CEO, and his wife Tina.



Christine Daniels, our speaker for the evening (center), and Ashley Moore of LifeLink, with TGH Foundation Director of Development Chris Bray.

Planned Giving Confusion – We Have Answers

Do I have a will? Do I need a will?
What is a Charitable Remainder Trust?
How do I protect my legacy in a way
that protects me and fulfills the needs
of my favorite charity?

Many people have several questions
regarding planned giving, but not enough
people get answers. The Tampa General
Hospital Foundation has implemented
a new resource to provide basic
answers that can help you navigate the
complicated waters of planned giving.

We invite you to take a moment and visit
www.tgh.giftplans.org to explore the

information we have collected to help
answer those questions. The website can
help you provide security for your assets
and simultaneously make a gift to your
favorite charity. Making a planned gift to
the Tampa General Hospital Foundation
allows donors the ability to leave their
legacy to the Tampa Bay community
while helping provide the highest
quality healthcare for the region well
into the future.

If you have already included TGH in your
will, please let us know. Our goal is to
recognize and thank our donors and

have you to become an inspiration to
others in the Tampa Bay community.

Please feel free to contact Chris Bray at
(813) 844-7560 to discuss your planned
gift to the Tampa General Hospital
Foundation. We are happy to discuss any
questions you may have and help guide
you in selecting the right planned giving
vehicle that allows your legacy to make
an impact for years to come.

Visit our website today at
www.tghgiftplans.org.

Jersey Mike's Chooses TGH ... Again!

Last year, the Tampa General Hospital Foundation was the benefactor of the Jersey Mike's Subs "Month of Giving" campaign. During the month of March, the Tampa/St. Petersburg locations of Jersey Mike's Subs collected donations at their retail locations, where customers received discounts on items for a future purchase.

But it did not stop there. During the campaign, Jersey Mike's picked one day specifically for a "Day of Giving." The participating locations donated 100% of the gross sales that day to the TGH Foundation. With combined sales, Jersey Mike's was able to contribute nearly \$30,000 in March.

We are pleased to announce that the TGH Foundation has once again been chosen by Jersey Mike's Subs to be the beneficiary of their generosity in 2015. This year's donations

will go towards funding **Camp Hopetáke**, a week-long summer camp run in conjunction with the Tampa Firefighters Local 754. The camp is for children ages 5-17 who have been victims of burn injuries, and provides a place where they are able to cope with social and emotional scars while participating in an engaging environment that builds lifelong friendships and memories.

The TGH Foundation and the children who benefit from **Camp Hopetáke** are honored to have been chosen by the franchisees of Jersey Mike's Subs for their charitable campaign. We look forward to working together to generate awareness about **Camp Hopetáke** and the wonderful things it does for children in the community.



From left to right, Brian Kenny, Jersey Mike's area director, Peter Cancro, founder and CEO, and Bill Atkins, franchisee, behind the counter at Jersey Mike's Subs on Kennedy Blvd.

Hospital Earns Magnet Certification for Third Time



The world's largest and most prestigious nurse credentialing organization has once again presented its highest designation for quality nursing care to Tampa General Hospital. It is the third time the hospital has received Magnet certification for excellence in nursing.

The American Nurses Credentialing Center (ANCC), a subsidiary of the American Nurses Association, notified the hospital Sept. 15 that it had approved the hospital's designation as a Magnet hospital.

The Magnet designation recognizes hospitals that demonstrate excellence in nursing philosophy and practices, adherence to national standards for improving patient care, leadership, and sensitivity to cultural and ethnic diversity.

Magnet status lasts for four years. The hospital, which first earned Magnet distinction in 2005, submitted a lengthy application for its third designation that

included a four-day site visit by an ANCC survey team. The team reviewed thousands of pages of documentation and conducted personal interviews with staff and patients.

"We believe Magnet designation enhances our ability to attract and retain experienced and talented nurses," said Deana Nelson, chief operating officer. "This designation also reflects the high level of teamwork with our nurses, physicians, and the support staff. Having the best nurses in the world would not have earned Magnet designation without that teamwork."

The Foundation's Innovative Nursing Scholarships were highlighted in the credentialing report.

Nitrous Oxide Now Available to Control Pain During Childbirth

Tampa General is now the only hospital in Tampa to offer nitrous oxide – known as laughing gas – as a pain management option for women during childbirth.

Nitrous oxide has been widely used during childbirth in Europe for years and is gaining popularity in the United States.

Respiratory therapists set up the equipment, which was funded by the Tampa General Hospital Auxiliary's Project Awards, and teach patients how to properly use the nitrous oxide. The gas is administered through a mask that the woman places over her mouth and nose at the beginning of a contraction. She inhales the gas then removes the mask after the contraction stops.

The gas doesn't affect the baby, said Sherri Badia, nurse manager, Labor and Delivery.

A patient can use the nitrous oxide alone, or later decide to switch to an epidural for pain management, she said.

Bridget Whaley, a TGH senior managed care analyst, was one of the first to use it during the final stages of the birth of her first child – Reid – on Aug. 28.

She's now a big proponent of its benefits.

"I didn't want an epidural," Bridget said. "I wanted the ability to move around and be more in control. I was striving for a natural birth with no intervention, but I wanted to be open to different options."

Nitrous oxide fit the bill.

"I made it 10 hours in, then I hit a wall. The pain was intense,



Bridget Whaley, a TGH senior managed care analyst, used nitrous oxide to control pain during the birth of her son, Reid. The hospital began offering nitrous oxide August 25, 2014.

so I said okay, let's try this."

When a contraction started, she simply put the mask over her mouth and nose and took a few breaths. She used it for the final two hours of labor.

The effect was immediate, she said. "It makes it bearable. You still feel [the contractions], but it takes the edge off," said Bridget, who was experiencing severe back pain during the last stages of labor. "I couldn't lie down, but as soon as I started using the nitrous oxide I could," she said.

"This is a great alternative. I would recommend it to anyone who is pregnant," she said.

Hospital's Governing Board Elects Officers

The Florida Health Sciences Center, the hospital's governing board, announced its new officers for the next fiscal year, which began Oct. 1. The board is made up of community leaders who serve three-year terms.

The new officers include:

John Brabson Jr., Chairman:

John is the CEO and president of Lykes Insurance, Inc. He joined the board in 2009.

Fred Dobbins, Vice Chairman:

Fred is SunTrust Tampa's president. He has served on the board since 2010.

John B. McKibbon III, Treasurer:

John is the chairman of McKibbon Hotel Management, McKibbon Hotel Group and M3 Accounting + Analytics. He joined the board in 2010.

Joe Taggart, Corporate Secretary:

Joe is the senior managing director of Cassidy Turley Commercial Real Estate Services. He has served on the board since 2007.

John Touchton, Strategic Planning Chairman:

John is the president of the Witt-Touchton Company. He joined the board in 2007 and is a past Chair of the Foundation.



John Brabson Jr. became chairman of the Florida Health Sciences Center on Oct. 1.

David A. Straz Jr., Immediate Past Chairman:

David is the Ambassador at Large & Honorary Consul General, Republic of Liberia and Honorary Consul General, Republic of Honduras. He joined the board in 2005 and will serve one term in this capacity.

Tampa General Wins Consumer Choice Award for Ninth Time

Tampa General has been named a 2014/2015 Consumer Choice winner by National Research Corporation. It is the ninth straight year the hospital has earned the award.

Tampa General is the only Hillsborough County hospital and one of 17 in the state to receive the recognition. The winning hospitals are listed in the Oct. 13 issue of *Modern Healthcare* magazine.

Winners are determined by consumer perceptions on multiple quality and image ratings collected in the company's Market Insights survey, the largest online consumer healthcare survey in the country. The survey includes 290,000 households in the United States. Hospitals named by consumers are analyzed and ranked based on Core Based Statistical Areas defined by the U.S. Census Bureau. Winning facilities were ranked the highest.

"The complexity of health care has urged consumers to play much more of an integral role in their care decisions, which in turn, is prompting hospitals and healthcare systems to lead a

proactive approach to brand awareness," said Brian Wynne, vice president of sales at National Research. "This year's winners have done an exceptional job representing their organizations in terms of high-quality care, improvement initiatives, and positive consumer perceptions and experiences."

"We are honored that, for the last nine years, consumers have considered the level of medical care provided by our physicians and nurses to be of the highest quality," said Tampa General President and CEO Jim Burkhart. "Our employees are dedicated to providing the best care to our patients every day. We are pleased consumers hold Tampa General in such high regard."

For more than 30 years, National Research Corporation (NASDAQ: NRICA and NRCIB) has been at the forefront of patient-centered care. Recognized by *Modern Healthcare* as the largest patient satisfaction firm in the U.S., National Research is dedicated to representing the true voice of patients and other healthcare stakeholders.

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www.tgh.org/foundation.htm



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 is committed to serving **all** residents of West Central Florida. We provide comprehensive health services, ranging from wellness and primary care to the most complex specialty care and post-acute services. Our care reflects a patient-centered approach, and our services are delivered in an exceptional manner – with benchmark performance in clinical outcomes, care processes, cost-effectiveness and patient experience. With our unique blend of academic and other healthcare partners, we play a special role in supporting medical education and research in our region.

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