

# Southwest Legacy



Southwest General's President and CEO Thomas A. Selden (third from left) thanks TIARA Grand Honorary Co-Chairs (fourth from right) Mary and Frank Mehwald for accepting the TIARA Grand Honorary Chair assignment for 2009. Joining Mr. Selden are previous TIARA Grand Honorary Chairs (l to r) Thomas P. Perciak (2002), Vasu Pandrangi, M.D. (2007), Michael D. Kalinich, Sr. (1996) and Kenneth J. Semelsberger (2006).

*Tiara*  
2009

On the heels of the three consecutive most successful TIARAs in its 21-year history, this year's fundraising dinner-dance will be held on Saturday evening, April 25, at the Renaissance Cleveland Hotel.

Accepting the challenge to raise a net \$1 million from the proceeds of TIARA 2006, 2007 and 2008, were Grand Honorary Chair's Kenneth J. Semelsberger, Dr. Vasu Pandrangi and the Catan siblings – David, Patrice, Sharon and Michael, respectively. The three-year challenge exceeded its goal.

Big shoes to fill? You bet, and who better could the Southwest General Family have chosen to fill those shoes than Frank and Mary Mehwald. The Mehwalds are residents of Strongsville, have been ardent supporters of TIARA (Mary is a former five-year member of the TIARA Committee), and they have been dedicated friends and advocates of the Health Center over the years. Frank is the President and CEO of the international operations for the Atlantic Tool and Die Company, which is headquartered in Strongsville.

Titled **POSSIBILITIES... Building a Solid Future**, proceeds from this year's event will serve as the first contribution to a \$20 million Endowment for the *Hospital of 2020*, which was created last fall. With the goal for meeting that challenge in 2015, dollars earmarked for the endowment will be used in the planning and implementation of initiatives required for meeting the vision of the *Hospital of 2020*.

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## Southwest Associate "Giving Culture" Receives National Recognition

While the excellence in health care provided at Southwest General has been heralded throughout our nation for the better part of the past two decades, another area of excellence at the Health Center recently received national recognition. The area of that recognition was philanthropy and the vehicle for it was the national publication, *Food Management*.

Susan Shubrook, RD, director of Nutrition Services at Southwest General explained that she and Executive Chef Gary Lenio had received a visit from *Food Management's* editor-in-chief and associate editor. During their tour of the cafeteria the visitors learned of, and were impressed with, the fact that the main café had been renovated and partially funded with donations from the Health Center's associates via an annual in-house campaign. "That's something you

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“The vision for the *Hospital of 2020* is nothing short of spectacular and it is a very realistic vision; something that will happen,” the Mehwalds conveyed in a joint statement. “The Endowment will provide an unprecedented sustainability.” They added that in achieving the vision of the *Hospital of 2020*, the cost could exceed \$200 million.

“From a fundraising perspective, this is the starting point. Everything must have a start and we are honored to be the one’s to kick off raising the philanthropic dollars that will create the endowment. We look forward to receiving a lot of help from a lot of people because Southwest General’s future is very important to all of us in the southwest suburbs,” they concluded.



*The 2009 TIARA Committee (l to r) Laura Uhle, Diane Goodwin, Denise McCormick, Chairman Roy E. Klein, James C. Paponetti and Lorice Dakdduk.*

## Southwest Associate Giving Culture *From Page 1*

don’t hear everyday,” stated the publication’s Editor-in-Chief John Lawn. In the article he proceeded to tell the story of the Associate Campaign – a story conveyed to him by Mrs. Shubrook. As a result, the visitors then wrote about it and informed eateries of every size, shape and form throughout the entire nation.



*Nutrition Services leadership (l to r) Executive Chef Gary Lenio, Director Susan Shubrook, R.D. and Field Service Supervisor Pamela Malloy.*

“While we’re very proud of the food produced by our nutritional services team, we’re also very proud of our food facility,” stated President and CEO Thomas A. Selden. “Furthermore, what makes it special is that from a financial perspective, our associates assisted in making the cafeteria happen – and that includes construction of the Jones Atrium, which benefitted from the proceeds of the 1991 Associate Campaign. That’s certainly a different kind a compliment but nonetheless another tremendous compliment for our associates.”

Those interested in receiving a copy of the Food Management publication article are invited to call Susan Shubrook at 440-816-8836 or Zoe Kobie in the Foundation Office at 440-816-6714.

# The 2008 Annual Appeal Was Another Outstanding Success

The Foundation's 2008 Annual Appeal has come and gone and again another outstanding success was realized. The Foundation's 20th year-end fundraiser raised \$131,600 for 20 of Southwest General's programs and services from the generosity of 373 donors, 92 of which were first time donors to the Appeal.

The primary focus of this year's Appeal was the Southwest General Neighborhood Care Center with the Co-Chairs being five physicians who volunteer their time at the Center – Olga Kovacevic, M.D., Kimberly A. Kraus, M.D., David C. Lash, M.D., L.C. Rao, M.D. and Edward C. White, M.D.

Through the Annual Appeal letter, many in the southwest suburbs learned that since its inception in 1998, the Center has very quietly and very effectively provided care for the growing numbers of residents in Southwest's six taxing communities (Berea, Brook Park, Columbia Station, Middleburg Heights, Olmsted Falls and Strongsville) who are employed but have no health insurance. It provides primary health services at no charge to those who qualify by being at the 200% mark of the poverty level. In 2007, over \$1.7 million was spent by Southwest General in providing care for over 2,000 patients, more than doubling the costs since 2003. Expenses for 2008 are presently unavailable but were expected to at least equal those of 2007.

The Center is the only free facility in Ohio that was established and is owned and operated solely by a hospital.

"Given the economic environment of today and then watching the weekly response to our Appeal since October, it became immediately apparent that donors had connected with the cause. We're obviously very pleased with the outcome of this year's Appeal, and while we're all very thankful to the donors for their generous support, we're also very thankful to the dedicated volunteers at the Neighborhood Care Center," stated William H. Beyer, chairman of the Foundation's Annual Support Committee.



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# Thoughtful Gift Planning *for you* and Southwest General

## Planning Gifts for Maximum Impact

“I wish I could do more.” Those are words that accompany many of the gifts the Foundation receives. The truth is, there are several ways to “do more” for Southwest General Health Center. Gift planning may be a combination of financial planning, estate planning and tax planning techniques to enable you to make gifts of surprising significance, often with dramatic tax and financial rewards. Here are some tips for making a charitable gift to Southwest General.

## Planning What to Give

If highly appreciated securities are owned for more than one year, donors can deduct not just their original cost, but also any “paper profit.” There are no capital gains taxes due when you gift securities. Real estate, mutual funds and other types of property offer the same advantages.

In 2009, it’s possible for Individual Retirement Account (IRA) owners age 70½ or older to access their accounts for tax-free gifts to the Health Center.

## Planning How to Give: Life Income Gifts

Gift annuities are extremely attractive in today’s economy offering rates higher than most CDs or savings accounts and they are backed by the assets of Southwest General. Benefits can include a charitable tax deduction in the year of your gift, reliable income for life and your wish to make a truly meaningful contribution to health care in the community. Charitable remainder trusts also offer lifetime income in addition to tax savings and added flexibility.

## Planning When to Give

Some individuals may only be able to make significant contributions through a deferred estate gift. Such gifts are wholly revocable while you are alive and may save significant taxes for your estate. Listed are the most common deferred gift options.

- **Bequests:** Gifts through your will can be of a particular item, dollar amount or a percentage of your estate. They can be structured to provide income to your spouse or children following your death for the benefit of Southwest General.
- **Life Insurance:** You can name Southwest General as the beneficiary of a policy on your life or contribute an existing policy that you no longer need. Tax saving opportunities are excellent.
- **Bank and Brokerage Accounts:** Check with your bank about listing Southwest General as a beneficiary upon your death for savings or checking accounts, CDs or other financial accounts. Brokerage accounts also can be left to the Health Center.
- **Revocable Trust:** Your lawyer can help you draft a trust that will benefit you during your life and pass to your favorite charities after your lifetime.
- **IRA or other Retirement Accounts:** Family members might keep only 30 cents on the dollar, after taxes, from these assets. U.S. savings bonds also make tax-wise bequests. Your estate can save both income taxes and estate taxes.



*Maureen O'Neill-Laszlo  
Director of Major and  
Planned Gifts*

## Planning the Purposes of Your Gift

Gifts to Southwest can be established as a memorial to a loved one or special friend. You may want to earmark your gift for a particular program or purpose at the Health Center, or have it applied wherever the need is greatest.

You are invited to explore with us the many options for giving and the meaning your personal philanthropy can have for both you and the future of Southwest General. For more information about making a gift or establishing an endowment fund, please call Maureen O'Neill-Laszlo, director of major and planned gifts at 440-816-6741 or email [moneill@swgeneral.com](mailto:moneill@swgeneral.com).

# Two Stellar Physicians Recognized in Retirement

At its annual Medical Staff Holiday Party in December, Southwest General's Medical Staff honored two very well known and highly respected retired physicians – Dr. Robert E. Mayer and Dr. Lucius L. Gliga.

Dr. Mayer, an obstetrician-gynecologist, established his practice in Berea in 1955 and had been a member of Southwest General's Medical Staff for 47 years. Dr. Gliga, a surgeon, established his practice on the campus of Southwest General in 1986 and had been a member of the Medical Staff for 22 years.

According to Kulbir S. Pannu, M.D., president of the Health Center's Medical Staff, "Unlike most ob-gyns today, Dr. Mayer spent a career in solo practice and he had an enormous patient following. The fact that he delivered over 3,000 babies in the southwest suburbs provides an indication of his energy, caring and dedication."

Dr. Gliga, who Dr. Pannu referred to as a very kind, caring and persevering surgeon who worked tirelessly to provide the very best for his patients was unable to attend the event. Sadly, since the holiday festivities, Dr. Gliga succumbed to an acute illness.

Other physicians recognized over the past five years following their retirement were Dr. Joseph A. Bauer, Jr., Dr. Robert W. Beyer, Dr. Lucina R. Dimaculangan, Dr. Walter R. Funk, Dr. Ramon Guiiao, Dr. Mohammad R. Lankerani, Dr. Fred R. Plecha, Dr. Gino L. Ventresca, Dr. Edward C. White and Dr. James D. Wismar.



*During its annual Medical Staff Holiday Party, Southwest General's leadership recognized one of its long standing pillars in Robert E. Mayer, M.D. (second from right). Pictured with Dr. Mayer are (l to r) Vasu Pandrangi, M.D., chairman of the Southwest General Health System Board of Trustees; Kulbir S. Pannu, M.D., president of the Health Center's Medical Staff; and Leroy McCreary, chairman of Southwest General Health Center's Board of Trustees.*

# CarePoints

As many read in last summer's edition of the Foundation's publication *Legacy*, Southwest General is estimating that over the next five years it will spend \$24 million for expanding information technology within its operations at the Health Center, its offices at Jefferson Park and Commerce Park, Brook Park Urgicare and its medical centers in Strongsville and Brunswick. Proven is the fact that with technology being used clinically and in clinical support roles, the result is greater quality, safety and satisfaction for the Health Center's present and future patients.

Introduced in August of last year is one of the major components of Southwest General's technology strategy, a project referred to as the electronic medical record (EMR). This project will expand the capacity of the present computer system in order to include clinical functionality, electronic medication administration, surgery management, electronic signatures, document imaging and documentation for clinical areas.

The project will also include the addition of various computing devices (tablets, mobile carts, etc.). To more accurately reflect the fact that this system is here to support the care of the Health Center's patient's, Southwest's EMR has been formally branded as "CarePoints."

According to Terri Rini Barber, vice president and chief information officer, "CarePoints will be used by all clinicians and physicians to make informed clinical decisions based on real time electronic information and to track the care of patients while they are being treated at Southwest General. The new technology will give our clinicians the ability to access their patients' real time information simultaneously

from anywhere there is an internet connection." She added that various components of the EMR will offer a multitude of benefits and will result in a much more comprehensive approach to enhancing quality patient care... an asset to patients for which Southwest General is already known.

"Enhancing patient care past a level that is already considered excellent is certainly very exciting," stated Ms. Barber, "but we are up to the challenge and very much look forward to it."

In terms of financing CarePoints, President and CEO Thomas A. Selden informs that implementation dollars for the initiative come from the Health Center's operational coffers. However, when observing the current economic environment in relation to where Southwest General's leadership wants and needs to go with its technological strategy, he advises that other financial resources will likely be required. Mirroring the comments of Foundation Board

Chairman Thomas P. Perciak in the previously referenced *Legacy* article, Mr. Selden commented that there is indeed a case for technology in a hospital's philanthropic plans.

"Many donors and prospective donors recognize the tremendous value and importance technology has to offer

for improving patient care," he concluded. "We are actively attempting to find those who will contribute to this financial support base and recruiting their partnership." Those wishing to participate in that call for action are invited to contact Paul Kline or Maureen O'Neill-Laszlo in the Foundation Office at 440-816-6741.



*Demonstrating the electronic medical record (EMR) system are (l to r) Sharon Paisz-Wilk, R.N.; Corinne Pribula, R.N.; Terri Rini Barber, vice president and chief information officer; Glen Cowan, director of technical services/information security; and Linda Rock, manager, EMR Project.*

# Donor Recognition Dinner

Mistress of Ceremonies Marian Wiles welcomed nearly 100 guests to the annual Donor Recognition dinner in October. The event provided an opportunity for the Southwest General Family to formally express thanks to its Sustaining Gift Donors (those who had made a gift of \$1,000 during the period from January 1, 2007 through July 1, 2008) and Legacy Donors (those who have made provisions for an estate gift).

The struggling economic climate across our nation will likely have an impact to some degree on health care. As a result, the importance of philanthropic support for hospitals will increase. The evening program was presented by Foundation Board Chairman Thomas P. Perciak, President and Chief Executive Officer Thomas A. Selden and Vice President/Executive Director Paul Kline, and was titled “The Importance and Future of Fundraising to Southwest General Health Center.”

Taking the Foundation from its inception in 1985 to the present, Paul Kline provided an historical overview of fundraising at Southwest General. He noted that the Foundation’s first big step into fundraising (Southwest General’s capital campaign of 1992-1994) was the Health Center’s first such campaign since 1920. The campaign, *Old Dimensions-New Traditions*, targeted its proceeds for the Health Center’s Emergency-Trauma Center and the Harding Coronary Care Unit. With a goal of \$1.5 million, over \$2.5 million was raised. “That tremendous victory gave us credibility in terms of being in the business of fundraising,” Mr. Kline commented.

Mr. Perciak then explained how the success of the campaign served as a springboard for the creation of not only a donor base but almost as important, a volunteer base. In creating that base he acknowledged the 125 men and women who, in volunteer capacities, “knocked on doors” to meet an ambitious fundraising goal. “Since that time the Foundation has grown annually in terms of being a successful fundraising organization,” he stated. Mr. Perciak acknowledged those areas of growth as

well as the leaders associated with them, and concluded his comments reminiscing about the struggles and ensuing success of the Residential Hospice Campaign in 2002.

“Last year, HealthGrades presented Southwest General a *Distinguished Hospital Award for Clinical Excellence*. The Health Center was one of only 49 hospitals in our nation to have received this recognition for seven consecutive years,” Mr. Selden commented. In looking at the multitude of health care enhancement opportunities of the future, he also called attention to the many challenges with the first and foremost being finance.



*Thomas A. Selden, president and CEO, Southwest General Health Center; Marian Wiles, mistress of ceremonies; Thomas P. Perciak, chairman, Southwest Community Health Foundation; and Paul Kline, vice president/executive director, Southwest Community Health Foundation*

While thanking those in attendance for their generous support, he reminded, “If the Health Center is to achieve in the future at the same phenomenal level as today, it will need an expanded base of financial resources and philanthropy ranks at the top of that list.”





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*For this 2009 LEGACY publication, the Southwest Family once again expresses its appreciation to Amelia Harding, who, for the 19th consecutive year, very graciously and expertly serves in the capacity of “Guest Editor.”*

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