

Caring Matters

Summer 2007

Service is the rent we pay for being. It is the very purpose of life, and not something that you do in your spare time.

- Marion Wright Edelman

How Your Gifts Are Used to Benefit Patients

What follows is a listing of just a few of the programs and services that have been funded through your gifts to the HealthEast Foundation. Thank you.

- St. Joseph's Hospital expansion is underway with thanks from gifts to the Building on our Mission Campaign.
- The Pillars Hospice Home
- CyberKnife® at St. Joseph's Hospital
- HealthEast Prostate Care Program at St. John's Hospital
- Breast Care Center at St. John's Hospital
- Healing Gardens at Woodwinds Health Campus
- John G. Fee M.D. Education Center at Woodwinds Health Campus
- Spiritual Care Endowment
- Capistrant Parkinson's Center at Bethesda Hospital
- Bethesda Hospital improvements
- Hands of Love Photography Exhibit at St. John's Hospital
- Healing Touch Research
- Reading RX Program, in partnership with HealthEast clinics
- Women's Heart Advantage Program
- Diabetes Care Community Education
- Teen Volunteer Scholarships
- Health Care Career Scholarships

For more see page 3

St. Joseph's, St. John's, Bethesda and Woodwinds ... Not-For-Profit Hospitals Serving our Community

Not-for-profit means just that.

Profit does not drive the HealthEast mission. Although we must operate as a business in order to serve our mission and exist in a financially-dominated world. We reinvest our revenues to benefit patients and provide high quality, compassionate, cost-effective health care.

Not-for-profit hospitals serve the community and its health care needs.

We are not the same as investor-owned, for-profit health care organizations that are listed on the stock exchange and whose top management is offered stock options. To the contrary, the HealthEast Foundation Board of Directors serves on a volunteer basis. In this stewardship role, they take time out of their busy lives to help us make sound decisions on how to use the gifts our generous donors have entrusted to us.

Management expert Peter Drucker said:

"Non-profits are human change agents. Their 'product' is not a pair of shoes; it is a changed human being. Their purpose is not economic; it is to improve the human condition." In short, our work is motivated by patient need, not economic self interest. In that role, we must ensure that everyone has *access to health care*, even those who are

vulnerable and underinsured. Rooted in Judeo-Christian values, we support the *patient-first ethic* in medicine. New treatments and lifesaving technologies are expensive. Our patient-first ethic means we offer the very best care to every patient, regardless of cost, or the patients ability to pay.

Our mission is to *meet a broad array of community health concerns*, even though community-wide needs are sometimes not necessarily profitable, or the care reimbursable. Every community has a need for continuity, stability and excellence in health care services.

How can we accomplish all these goals? As donors, you know that *philanthropy is a key component*. Hospital net margins of 1 to 2.5 percent are earmarked for financing new technology, upgrading our hospitals for the comfort and care of patients, offering health education and supportive services. Those dollars go quickly. The HealthEast Foundation is relied upon more and more to step in and provide the philanthropic funds needed so we can continue to offer the very best patient experience. We thank you, our donors, for your support of our mission.

SAVE THE DATE FESTIVAL OF TREES

23rd Annual Festival of Trees
Benefiting HealthEast
Diabetes Care

November 9-10, 2007

Crowne Plaza
St. Paul Riverfront Hotel

Friday, November 9

Luncheon and Style Show
Wine Tasting Event (hors
d'oeuvres, auction and raffle)

Saturday, November 10

Holiday Gala
Silent and Live Auctions

For more information,
contact Mary Kaase at
651.232.4808
or visit
www.Healtheast.org/foundation.

Interested in designing a tree or
wreath? Individuals and groups
are welcome. Please call for a
Designer Packet.

Five Wishes and Estate Planning Seminar

Two Topics To Help You Make
Your Wishes Known

Five Wishes is a health care
directive that allows you to plan
for your personal, emotional and
spiritual needs in advance of a
health care crisis. During this
seminar, Bob Moravec, MD,
HealthEast Medical Director, and
Tara Mattessich, Attorney at Law,
will lead a thought-provoking
discussion that focuses on Five
Wishes, estate and gift tax issues,
wills and charitable giving
techniques that best fit each
individual's estate planning goals.

WHEN: Tuesday, June 19, 2007
10:00 am - 12:00 pm

WHERE: Bethesda Hospital
559 Capitol Boulevard
St. Paul

(7th Floor Conference Room)

COST: FREE
(includes Five Wishes document,
refreshments and parking)

REGISTRATION:
Registration is required.
Call 651-326-CARE (2273)

St. Joseph's Building on our Mission Campaign Announced

A celebration in the sky — a skyway, that is — made a fitting way to take St. Joseph's Hospital's expansion project to the next level. On March 19, at the Feast of St. Joseph, over one hundred guests gathered in a skyway overlooking the construction site of the hospital's new patient tower to mark a milestone in the *Building on our Mission* campaign and announce the fundraising initiative to the community. The Sisters of St. Joseph of Carondelet; Archbishop Harry J. Flynn, *Building on our Mission* Campaign Honorary Chair; Steve Kolar, MD, *Building on our Mission* campaign co-chair; Joan Grzywinski, chair, HealthEast Board of Directors and Campaign Cabinet Member; and Sara Criger, CEO of St. Joseph's Hospital, greeted attendees and thanked donors for their generosity.



The new patient tower at St. Joseph's Hospital.



This was the last beam to be placed inside the patient tower. It was signed by employees, physicians, volunteers, donors, Sisters of St. Joseph of Carondelet, grateful patients and families, and other individuals.

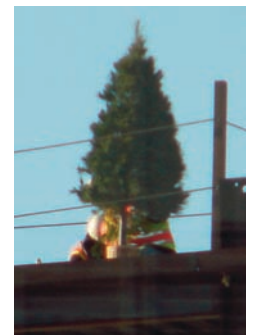
"More than \$7.7 million has been donated by board members, employees, physicians, grateful patients and community members," Dr. Kolar said. "We expect to exceed our minimum fundraising goal of \$8.5 million to support St. Joseph's Hospital's mission of caring and healing by making the new patient tower a reality."

During this event, McGough Construction "topped off" the new patient tower. When the last important structural element is about to be welded in place, a small pine tree is anchored atop the building in what is called a "topping off" ceremony. The tree announces that the construction project has reached the sky without loss of life or serious injury. The tree also brings good tidings for the building's future inhabitants.

The new five-story patient tower will offer the latest technology and specialized services, combined with the expertise of St. Joseph's, caring physicians and staff. It's scheduled to be completed in 2009 and will include:

- Centralized Heart Care and Neuroscience Centers
- Private rooms for all patients
- A new main entrance, lobby, education center and chapel
- Four new operating rooms

Watch us grow! For updates on St. Joseph's Hospital's building project, visit www.stjosephs-stpaul.org.



The "topping off" ceremony atop the new patient tower.

BUILDING
on our **MISSION**
THE CAMPAIGN FOR ST. JOSEPH'S HOSPITAL

*To keep a lamp burning,
we have to put oil in it*
Mother Teresa

Director's Note



Linda Kay Smith
Executive Vice President
HealthEast Foundation

Into everyone's life, a little rain must fall. Or so the saying goes. None of us who have lived more than a few decades have been without our personal trials. The phone call in the middle of the night announcing a serious car accident in which your child is involved. The sudden stroke or heart attack that almost instantly turns independence to

dependence for a dear parent or spouse. An advanced cancer diagnosis that disrupts a person's life and throws an entire family system into a tailspin.

Each of these crisis points has a common denominator: it thrusts the people involved into a relationship with a health care system. Whether you are called to intensive care to sit by the bedside of an accident victim or called into a family consult to make aftercare decisions in the face of a stroke, how you are treated by the staff at that health care system has a direct effect on how well a family weathers the crisis and learns how to cope.

Our job at the HealthEast Foundation is made easier thanks to the incredible caring relationships that develop between patients and caregivers at these crisis points. After we funded the startup of the HealthEast Breast Care Center, we heard from many women who were eternally grateful for the comforting words and counsel they heard after a positive breast biopsy. A man was overcome with gratitude as he watched his brother's healing spiritual journey take place when he spent his final days at The Pillars hospice home. A traumatic brain injury survivor, attributes recovery to the power of God and the doctors, nurses and therapists at Bethesda for their knowledge and abilities.

Although our lives are destined to involve some rainfall, the compassionate umbrella of protection provided by the hospitals and programs of the HealthEast Care System smoothes the way for brighter days ahead. And as people move forward in their changed lives, we are thankful that these grateful patients and families become grateful donors – helping us provide the oil that keeps the lamps perpetually burning.

Philanthropy Highlights

Your Gifts Make a Difference

St. Joseph's Hospital

The *Building on our Mission* Campaign has reached numerous milestones:

- More than \$7.7 million has been raised overall to date
- Over \$1 million has been donated by philanthropic employees from St. Joseph's Hospital and HealthEast Care System
- More than 50 employee volunteers helped conduct the campaign
- \$1.36 million was donated by the generous Medical Staff, current and retired, at St. Joseph's Hospital. 27 physicians served on the Medical Staff campaign committee
- The largest gift in the 154-year history of St. Joseph's Hospital and HealthEast

Foundation was received that set the pace for the campaign

Bethesda Hospital

For nine months, professional artists taught clay techniques to patients and recreation therapists at Bethesda Hospital as part of a Therapeutic Clay Project that was funded by the Johnson & Johnson Society for Arts in Healthcare. The project was targeted towards patients with a wide variety of disabilities and used clay as the medium to help these individuals adapt to their life-changing conditions. The program was successful beyond our expectations. Over 250 art pieces were on display in October and November at Bethesda Hospital.

St. John's Hospital

Kelly Moore is a cancer survivor thanks to the HealthEast Breast Care Center. Through this experience, Kelly wanted to educate the public about Breast Cancer and to raise financial support that would help other patients. Thus, she formed the Treasured Chests Gala. In February, the 2nd Annual Treasured Chests Gala was held and over 600 people attended the event. This special gala raised \$20,000 that will be used to secure a second ultrasound machine for the HealthEast Breast Care Center.

When the new Erbert and Gerbert's restaurant opened in Maplewood, the owners wanted to do something to support St. John's Hospital. After a

Caring Makes a Difference in the Health of Our Community

If you are interested in making a gift to support a HealthEast hospital (St. Joseph's, St. John's, Bethesda or Woodwinds Health Campus), or one of your favorite health care programs, please contact HealthEast Foundation at 651-232-4990.

Donate Online by visiting our website at www.healtheast.org/foundation.

Our website is a comprehensive resource for charitable giving featuring E-brochures and many interactive features designed to answer all your questions about HealthEast giving opportunities, events, estate planning, charitable gift annuities and a wide variety of other topics. Visit often – new articles and information are added each month!

meeting at the hospital, they decided they would like to encourage all their customers to contribute towards a computer for the Tom and Gale Panek Breast Care Resource Center. This computer is designed to help breast cancer patients and their families learn more about breast cancer and to search for further information on specialized treatments and counseling. Thanks to Erbert and Gerbert's and their customers, a new computer is being used by many patients in the Breast Care Center today.

Woodwinds Health Campus

Generous financial support helped facilitate the Healing Health Care Conference – Perimenopause: Journey of a Lifetime, held May 9. The conference discussed holistic approaches to perimenopause, exploring the history, traditions and science-based approaches, and examined the physical impact of nutrition and lifestyle. The conference also addressed the emotional and spiritual journey women experience during this phase of their lives.

Hospice Care

Families whose loved ones were cared for by HealthEast Hospice gathered together in December at the Blessing of the Names service. It was a meaningful evening as memories were shared and plaques for the Tree of Life were dedicated.


HealthEast Hospice would like to thank the Edwards Memorial Trust for their generous gift towards providing care at the Pillars Hospice Home for people who are unable to pay.

Employee Giving Campaign

HealthEast celebrates Mission Month every April, which includes the Employee Giving Campaign. Last year, HealthEast had the highest percentage of employee participation when compared to other healthcare organizations in the area and raised over \$363,000. A few examples of how past gifts have been used include funding employee scholarships, emergency loans and crisis grants, providing interpreter services for Home Care clients, and Spiritual Care.

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