

PO Box 14001 Salem, Oregon 97309-5014

503 561.5576



SALEM HOSPITAL FOUNDATION 2005 ANNUAL REPORT

"To share often and much...to know even one life has breathed easier because you have lived, this is to have succeeded."

— RALPH WALDO EMERSON

hanks to the support many of you have given to the Salem Hospital Foundation this past year, a number of people have been able to breathe a little easier.

People like George, who can stay in his own home with help from the hospital's Lifeline program, and a grant from the Foundation.

Students like Jessica who can fulfill her dream of becoming a nurse with help from a Foundation scholarship.

Patients like Ed who can feel more at ease about his cancer treatments because he received a DVD to take home and watch at his convenience.

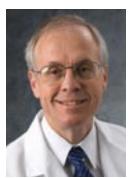
I hope that by spending a few minutes looking over our annual report, you'll notice a common thread running through each page — no matter what the program or service the Foundation supports, it's really all about people joining together to help people.

Whether you've made one gift or many gifts to the Foundation, we appreciate your kindness. And your support is crucial, because as you're well aware, financial help can only be granted if there is money to give.

So as we join together and move forward in this era of declining government reimbursement and increased demands for uncompensated care for the uninsured, we are committed to keeping Salem Hospital a state-of-the-art, community owned, not-for-profit hospital.

Soon the Foundation will be embarking on a capital campaign as we work to provide the necessary healthcare facilities for our community.

I thank you for your past support, and ask that you join me in continuing to support the Foundation so we can help a number of people in our community breathe a little easier.

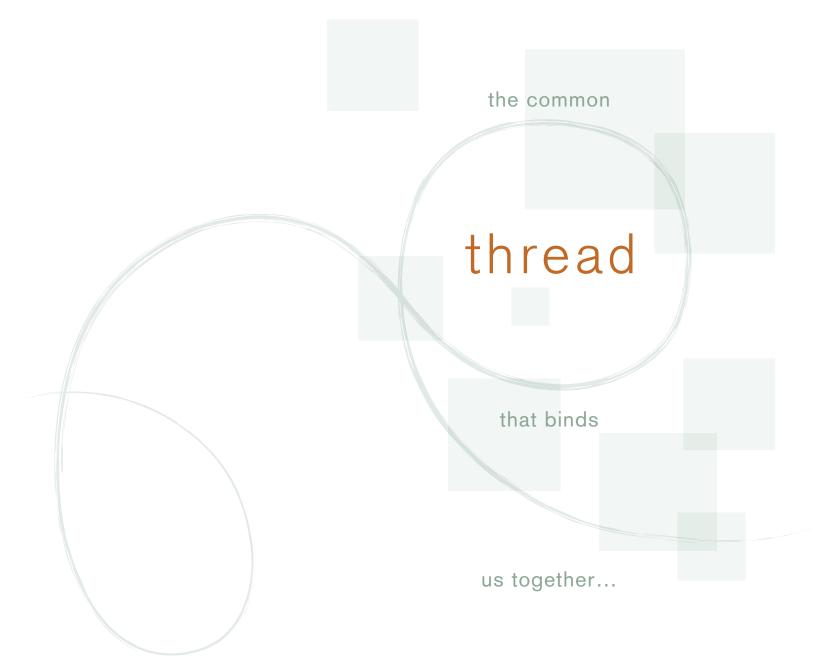


Bud Pierce, M.D. Salem Hospital Foundation Chair, Board of Directors

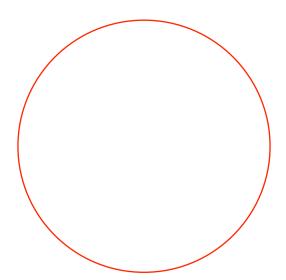
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## PRESIDENT'S SOCIETY

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#### LAMPORT SOCIETY \$1,000 - \$4,999

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Trauma Nurses Talk Tough

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SALEM HOSPITAL FOUNDATION

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Salem Hospital has a number of tools used in the prevention, diagnosis and treatment of cancer, but the latest one is only about five inches wide — an

educational DVD for cancer patients to help lessen their anxiety about the

oncology group at Salem chemotherapy.

Hospital, and a participant in the DVD production, is glad to have this resource for her patients.

r. Nancy

Molyneux,

Reyes-

a physician with the

"Our goal is to have every patient receive a copy of the DVD prior to coming in for their first consultation," she said. And according to Dr. Reyes-Molyneux, having hospital staff and patients instead of actors in the DVD is a real bonus.

"Hearing personal experiences from some real-life patients who have received cancer treatment at Salem Hospital will hopefully allow prospective patients to feel like they can make it through this difficult time as well," she added.



Dr. Nancy Reyes-Molyneux

unknown world of radiation and

On the DVD, patients meet the staff who'll be treating them, see the layout of the clinic, and learn specifically about the types of treatment they'll be receiving.

"It's like an electronic greeting card," said Bill Beck, Director of the hospital's Cancer Services. "Cancer treatment can be a daunting process, and this helps alleviate people's normal fears."

The project was filmed on-site at the hospital by a local video company. The \$34,000 cost of the project was paid for entirely by the Salem Hospital Foundation, through generous donations from staff, community members and former patients.

"Through the years, the Foundation has been steadfast in its overall support of cancer services," said Bill. "Besides the DVD project, the Foundation also manages the Clara Graham Fund, which helps patients who find themselves in need of both medical and financial attention. The Foundation is a great partner to the hospital because of the enhancements it funds to benefit quality care for patients."

For more information about the cancer DVD or to receive a copy, contact the Foundation at 503-561-5576.

Cancer DVD project

"Cancer treatment can be a daunting process, and this helps alleviate people's normal fears."

3

## Lifeline Program gives seniors a fighting chance

n elementary school bully provoked him into learning how to defend himself, so he took up boxing at a Pennsylvania gym. And from that day on, bullies never bothered him again.

George became serious about the sport, even having an amateur boxing career. In the Navy during WWII, he gave exhibition fights as entertainment for the troops.

After the war, Salem became home to George and his wife Carol. Marriage and fatherhood put an end to his fighting career — about 60 fights — but he continued working out at the gym and doing "road work" (also known as running).

His first job in Oregon was as a laborer on the construction of Detroit Dam. He also delivered beverages for Valley Beverage company in Salem for 29 years until his retirement. He still drives, and is proud of his spotless record.

George is also proud of the fact that at age 88, he still lives independently — with a little help from Salem Hospital's Lifeline program.



George Mastromonico

As he struck a boxer's pose by the front window in his apartment, 88-year-old George Mastromonico is a formidable figure, still conscientious about his health and weight.

The Lifeline system keeps subscribers like George in contact with a monitoring center 24 hours a day, seven days a week. If he needs help and can't get to the phone, he just pushes a button worn around his neck. Once it's pressed, the home

unit attached to his phone dials the emergency response center. Trained personnel will call to see if George is all right. If staff can't reach him, they'll call a relative, neighbor or whoever he has chosen to be contacted in case of an emergency.

It was George's daughter Linda who introduced him to Lifeline.

"I had a balance problem, and fell a couple of times," George recalls, then says with a laugh; "I never fell that many times in the ring!"

After a snafu with Medicaid, George was in jeopardy of losing his Lifeline subscription, something he'd had for three years. Through a grant from the Salem Hospital Foundation to the Lifeline Program, George was able to keep this valuable service.

Over the years, the foundation has provided funding to Lifeline for not only grants for people in need, but also to purchase monitoring units to keep the price of the units affordable.

"Getting things done for seniors is usually so difficult," said Linda. "I was pleased with the generosity, and pleasantly surprised that the process through the hospital wasn't bureaucratic. Everyone I worked with was very helpful and proactive."

For more information about Salem Hospital's Lifeline Program, contact Carol Ashcraft at 503-561-6950.

## **MORSE SOCIETY**

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**CENTURY SOCIETY** 

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That's the reaction John is looking for when he shows fifth and sixth graders the effects of prolonged tobacco use.

he black

tongues.

gums and lung tissue.

The discolored fingers

and missing teeth. The

deterrent later.

from adults."

more severe the reaction

at this age, the more powerful a

was developed to help healthcare

could become the instructors.

professionals deliver a "tobacco free"

message to kids. But students in North

Salem High School's Health Services

Academy adapted the curriculum so they

"Younger students look up to us. They

high school student leaders. "It's way more

effective to hear that message from us than

And with help from a grant from the

Salem Hospital Foundation, the students

Foundation and Salem Hospital as partners

learned a little about being a teacher.

in this effort," said Shelley Dougherty,

"It's really terrific to have the

think if we're not smoking, it's okay that

they don't either," said John, one of the

A national curriculum called Tar Wars

The diseased

"Eeeeeuuuwwww!"

lead teacher in North Salem High's Health Services Academy. Now in its second year, more than 30 North Salem High School

students have taken the "tobacco is uncool" message to over 1,000 middle school kids in the Salem and surrounding areas. And since the information is coming from kids, to kids, it has a more powerful impact than if it was coming from adults.

And according to Dougherty, the Foundation's support was crucial in helping the high school students take ownership of the program.

"With the Foundation funds we created a teaching manual and tool kit for the student leaders," said Shelley. "The manual includes lesson plans, activities, everything the students need to jump right in with confidence."

For more information about the Tar Wars Program, contact Shelley Dougherty at North Salem High School, 503-399-3241.

> winning the war on Tobacco use

"Younger students look up to us. They think if we're not smoking, it's okay that they don't either... It's way more effective to hear that message from us than from adults."

## helping Dreams come true

ven as a child, my dolls were ■real." said Jessica. "They were my babies, and they were with me all the time."

> That same blend of care and intensity that Jessica showed growing up has helped her close in on her nursing degree from Chemeketa Community College, completing her LPN degree last summer, and her RN degree this year one year ahead of the normal time frame.

> Jessica is just the type of person Salem Hospital relies on to work in most departments. And so to encourage students like Jessica to pursue a healthcare career, the Salem Hospital Foundation established a scholarship program in 1968, and has been awarding grants each year since that time.

During college, Jessica has received two \$1,000 scholarships from the Foundation, a \$1,500 grant from the Salem Hospital Auxiliary, as well as scholarships from other organizations.

"The scholarship I received from the Foundation has helped me tremendously, and I'm so grateful," said Jessica. "I've always had to work, but the life of a nursing student leaves me with little time for anything but fulfilling requirements."

Jessica explains that she has two full days of classroom lectures, and two other days

Last year the Salem Hospital Foundation granted \$132,000 in scholarships to 108 students from Marion, Polk and Yamhill counties who were enrolled in a medical or medically related field. Since the Foundation's scholarship program began in 1968, over \$1 million dollars has been awarded.

athlete stretching at the finish line to edge out the competition, Jessica Robinson has pursued her goal of becoming a neonatal intensive care nurse with the same intensity.

Like an

YWCA and Willamette Valley Hospice. "My whole life, I have excelled to get where I am today," said Jessica. "And as a nurse, I will be touching the lives of everyone I come into contact with, and can only hope that I'll be able to make my patient's hospital journey a little easier."

of clinical work at the

hospital. On Sundays,

she staffs the nursery

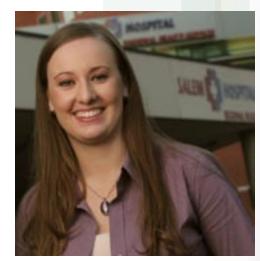
also volunteered at the

at church, and has

After graduation, Jessica hopes to intern in Salem Hospital's Special Care Nursery, and find a permanent position either there or in another area in the Family Birth Center.

Eventually, Jessica wants to return to school at OHSU to get a bachelor's degree

And there's no doubt that with Jessica's determination, drive and caring attitude, along with a little help from supporters like the Salem Hospital Foundation, she will continue to edge out the competition, achieving whatever goals she sets for herself. 🐶



Iessica Robinson

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Mr. & Mrs. Robert Graf

# 2 0 0 5 A N N U A L R E P O R T

Dr. James

in 2004.

## King of kindness



If you've made a gift to the Salem Hospital Foundation recently, you've demonstrated

SALEM HOSPITAL FOUNDATION

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ave you considered ways to support our programs beyond your lifetime? Foundation staff members can help you explore tools that can be used in your estate plan that will contribute to the stability of your community hospital during your lifetime and far into the future, while at the same time considering the needs of you and your family. Examples of such tools include:

- Bequests in your will
- Charitable Gift Annuities
- Charitable Remainder Trusts
- Charitable Lead Trusts
- Retained Life Estates

To learn more about how you can leave a legacy for your community, call the Salem Hospital Foundation at 503-561-5576 or visit our website, www.salemhospital.org, and click on "Support Salem Hospital."

that you believe in 1896 SOCIETY

what we do.

People who make planned gifts to the Foundation help ensure that Salem Hospital is available to provide quality healthcare for the next hundred years.

In honor of the year Salem Hospital opened its doors to the community, the 1896 Society was created to recognize the commitment of individuals who have made planned gifts, regardless of the amount.

Planned gifts can take many forms, including a bequest in a will, a life income gift (charitable gift annuity, charitable remainder trust), or some other arrangement.

If you have already made arrangements that would qualify you for membership in the 1896 Society, please let the Foundation know so that we may properly thank you for your generosity and commitment to the health of our community. 🖸

## make a Difference in your community

### **1896 SOCIETY MEMBERS**

Mary Bailey Goodell

Jesse Ray and Mary Lou Daniels

Gary and Sue Kaufman

Mr. and Mrs. George E. Osko

"Alan" King, a Salem resident for over 40 years, was the youngest made a lasting contribution to the community when he named Salem Hospital as one of the beneficiaries of his estate. Dr. King passed away store, and his mother was the area midwife.

Both Alan and his older brother Terrence inherited their mother's interest in healthcare; Terry became a surgeon in Salem, and Alan later followed him here as a specialist in internal medicine.

ames Alan King

of five children

Florence Luthy King

in Mitchell, Oregon,

managed a general

where his father

born to Albert and

"The King family was the first in Mitchell to send their children to college," recalls Marie King, Alan's sister-in-law, and close friend.

Alan graduated at the top of his class from OHSU, in Portland, then interned at Cook County Hospital in Chicago, and served as a physician in Okinawa during World War II. After the war, Alan was a resident at the Deaconess Hospital in Spokane before joining the Doctors'



Dr. J.A. King

Clinic here in Salem. "I had the privilege of working with J.A., as we called him," said Steven Rogosin, M.D., a senior partner at the Doctors' Clinic where Dr. King worked for 39 years. "He was an excellent internist, very reserved and soft-spoken."

Marie's recollections of Alan are infused with tales of travel and leisure time spent on family outings and nature trips.

"He was familiar with the botanical names of many wildflowers, mushrooms and trees," she recalls. "He was an avid birder before it became popular."

And though quiet by nature, even reserved at times, Marie says that Alan was very much a family man. "My kids called him 'Unc,'" Marie says with a smile, recalling the holiday celebrations they spent together and the special gifts he found for his nieces and nephews.

Dr. King lived an understated life, and in the end was just as understated about his generosity. Through a significant bequest to the Salem Hospital Foundation in his will, Dr. King left a lasting legacy that will help Salem Hospital provide care for members of this community for years to come.

"I'll remember him most for his inquiring mind, his friendship and his undying loyalty to friends and family," said Marie.

Salem Hospital will remember him as a talented, caring physician and a gracious benefactor. 🗘

**CENTURY SOCIETY** continued

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0

CENTURY SOCIETY continued

SALEM HOSPITAL FOUNDATION

2005 ANNUAL REPORT

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FISCAL YEAR OCTOBER 1, 2004 — SEPTEMBER 30, 2005

### FILLING PRESCRIPTION NEEDS

year end Wrap-up

program called MedAssist helps low income residents get prescription medication for little or no cost. This non-profit program is staffed largely by volunteers who help people with applications and access to more than 4,000 prescriptions per month.

"We have slightly more than 1,100 people enrolled in the program, with an average need for 3.7 prescriptions each," said Dean Larson, Executive Director of the Marion-Polk Medical Society which administers MedAssist. "The annual retail value of those prescriptions is about \$3.9 million." The program runs entirely on grants and donations. Last year the Foundation granted \$10,000 to MedAssist, and Salem Hospital donated free office space.

For more information about MedAssist, call 503-561-6043.

### FOR GRIEVING FAMILIES

For years, nurses from the hospital's Family Birth Center used their own money to create scrapbooks and other lasting memories for families whose newborn had died. But nurses Terri Wright and Cindy Crosby wondered if there was an organization that would fund this type of project. And what they found was the Salem Hospital Foundation.

"The funding from the Foundation has allowed us to expand the program and add some really nice touches that can help families during this difficult time," said Cindy. "We put together resources that are invaluable to not only grieving parents, but also to siblings, grandparents and friends as well."

Some of those items include a personalized CD with photos of baby taken by hospital nurses, a sample announcement for friends and relatives and various brochures that provide support to families.

### TOOLS OF THE TRADE

In the high-tech world of healthcare, you don't think of checkers, squeeze balls and something called "textured tangles" as necessary equipment. But for older patients suffering from frustration, boredom or anxiety, these items may be just the dose of activity they need.

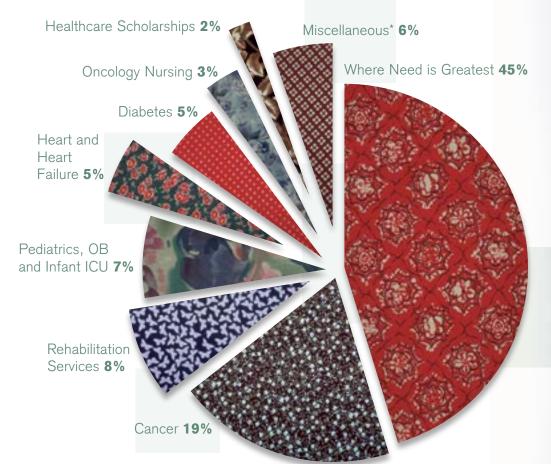
With a \$2,500 grant from the Salem Hospital Foundation, Fran Laverty, the hospital's Clinical Nurse Specialist in Gerontology, created activity kits that hospital volunteers use with patients.

The seven kits are placed in various areas of the hospital, including the Emergency Center, Intensive and Progressive Care Units, as well as on four surgical floors.

"Patients appreciate the little things they've been able to use like hand therapy balls, and music to listen to," said Fran. "And the nurses appreciate having something available for patients who are restless or bored." 🕻



Activity kits put to use.



how Donors directed their gifts

Miscellaneous includes funds such as: Imaging, Emergency Dept., Home Care, Clara Graham Fund for cancer patients in need, Pastoral Care.

**Contributions:** \$1,475,112 \$376,937 **Investment Income:** 

TOTAL INCOME \$1,852,049

### **FUNDS AWARDED**

| Healthcare Career Scholarships                 | \$122,600.00 |
|--|--------------|
| Hospital Equipment and Program Enhancement     | 75,613.00    |
| Financial Assistance for Patients in Need      | 45,669.00    |
| Hospital Staff Education and Recognition       | 19,441.00    |
| Athletic Trainer Program, Salem-Keizer Schools | 10,000.00    |
| Community and Patient Education                | 6,085.00     |
| Infant and Child Safety Seat Program           | 3,500.00     |
|  |              |

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In memory of Charles Wood, MD & Mrs. Florence Wood Dr. & Mrs. John Wood In memory of Eleanor Yeager Mr. John Yeager

## Terri Douglass Foundation supporter &

### What motivated you to make a gift to the Salem Hospital Foundation?

first learned of the opportunity to donate to the hospital foundation in 1991 when a memorial scholarship was established in honor of Kathy deMarrais, a well loved nurse at the hospital who I had worked with on swing shift during my first decade at Salem Hospital. This scholarship fund continues today to make a difference to others pursuing healthcare careers.

Your first gift to the Foundation was over 14 years ago. What types of programs have you supported since that initial gift?

Where the Need is Greatest; restricted funds such as the Clara Graham Fund to help cancer patients in need; Vascular Education Fund in memory of David Lowry, a long time hospital employee, and scholarship funds in memory of other employees such as Nita Carter. The area I'm particularly passionate about however, is Neonatology/Pediatrics, having experienced neonatal intensive care units (NICU) as both a mother (Doernbecher Children's Hospital in Portland, 1972)), and a grandmother (St. Joseph Hospital in Burbank, 2001 and 2003). Our community is fortunate to now



have its own NICU at Salem Hospital. That area is where my monthly contributions go.

Why do you feel it's important for hospital employees to financially support the Foundation?

It's an opportunity to:

- Support programs we personally care about
- Strengthen current and potential hospital staff through scholarship funds and education
- Support established programs and funds
- Help create new programs that benefit the community
- Honor fellow employees who have passed away

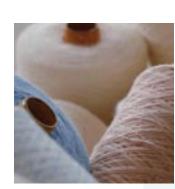
Also, contributing to the Foundation is a way for employees to help the hospital achieve its mission of "improving the health and well-being of the people and community it serves." 🗘

## 2005-2006 Foundation board of directors

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Special Thanks to the Foundation board members who retired in 2005 for their years of dedicated service:

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Foundation staff

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