Philanthropy Helps to Sustain Baystate as a National Cardiac Leader

On April 18, 2014, the unthinkable happened to David Wilson. “I never thought I would have a heart attack,” says the retired CEO of Milton-Bradley. “Last spring, I found out otherwise. I also discovered how important it is to have a hospital of Baystate Medical Center’s caliber in our community.”

It was 4:00am on Good Friday. David Wilson awoke with a persistent, dull ache in his arm that migrated to his chest. “Fortunately, my wife, Marcy, had a clear head and called an ambulance against my protest,” he remembers.

Minutes later, Wilson was en route to the Harold Grinspoon & Diane Troderman Adult Emergency Department and ultimately The Davis Family Heart & Vascular Center, both made possible by donors to The Campaign for Baystate Medical Center. “It reminded me of a TV show,” he says. “It was a remarkable experience. The staff’s professionalism and concern were palpable.” (Continued on page 8)

(Continued on page 5)
Philanthropy a Catalyst for High-Quality Care

John Maybury, Chair, Baystate Health Foundation

I recently experienced Baystate Health from the perspective that matters most – that of our patients.

I was at work, just after Labor Day, when I felt what I thought were heart attack symptoms. The team at Baystate Medical Center’s Harold Grinspoon & Diane Troderman Emergency Department quickly diagnosed me – not with a heart attack, but with a severe bacterial infection. I spent two days in a semi-private room, in the care of exceptional nurses who had no idea that I was a Baystate trustee.

As I watched these professionals provide direct care, coordinate specialists’ services, and execute safety protocols, my dedication to the Baystate Health Foundation grew.

Supporting Excellence

Baystate Health sets the bar high, as evidenced by our many awards and stellar quality ratings. That doesn’t happen without resources, and in today’s health care environment – in which insurance reimbursement does not cover the true cost of excellent care – those resources come from philanthropy.

Our community’s generosity builds visionary facilities, purchases leading-edge equipment, and contributes to Baystate Health’s excellence in countless ways. Our support extends deep into Baystate’s mission.

Every dollar that doesn’t come from Baystate’s capital budget is a dollar used to nourish excellence – including quality improvement initiatives and academic medicine. By sustaining both our capital and intellectual assets, we continue to attract some of the nation’s finest medical minds to western Massachusetts.

Please join us

Baystate Medical Center, a major tertiary hospital and academic medical center, houses our region’s only Level One Trauma Center. It also serves as Springfield’s de facto city hospital – delivering high-quality care to all, regardless of insurance status or ability to pay. Our hospitals, as well as Baystate VNA and Hospice, play vital roles in the life of our community.

As we grow as a comprehensive, regional system of care, Baystate’s impact – as well as the need for philanthropic support – will increase.

I’m feeling great now. But I’m acutely aware that any one of us can be in need of Baystate’s services at any moment. And I’m thrilled that the Baystate Health Foundation is an increasingly vibrant and potent force in supporting those services.

This issue of Impact shines with the stories of people who find great personal meaning in supporting Baystate Health. I thank you for your own support, and I invite you to become even more involved. You will never find a more rewarding opportunity.

Correction

We regret that the following donors were omitted from the honor roll published in the spring Issue of Impact, and convey our sincere gratitude for their support of the lifesaving work of Baystate Health.

- Nadine and Steven Wenner
- Rocky’s Hardware

Our Mission

The Baystate Health Foundation inspires and recognizes vital philanthropic investment that advances the mission of Baystate Health: to improve the health of the people in our communities every day, with quality and compassion.
PAY IT FORWARD
Building Baystate through Philanthropy

The people of Baystate Health – employees, physicians, contractors, volunteers, and others – channel abundant generosity, as well as energy and expertise, for the health of our community. IMPACT’s “Pay it Forward” feature brings you their stories.

Sean Gouvin first felt the pulse of philanthropy 15 years ago, when he and his wife, Jennifer, ran their first Boston Marathon in support of Griffin’s Friends, which brings moments of joy to courageous kids undergoing treatment for cancer at Baystate Children’s Hospital.

“It was great to hit Mile 24 and see the kids and families cheering,” he remembers.

Today, as Baystate’s Director of Facilities Planning and Engineering, Gouvin witnesses philanthropy’s power and impact on our patients’ lives every day.

“The connection between giving and patient care at Baystate is very clear,” says Gouvin. “Everyone who gives is helping to design our patients’ experiences, from children’s health to emergency services to cancer and cardiac care, and everything in between.”

Gouvin leads the teams of experts who channel philanthropic investment into new clinical spaces and technologies throughout the two million square feet of Baystate’s facilities. Often, he inspires those professionals to make gifts of their own.

Mike Quinn, co-owner with Jim Kennedy of Universal Electric in Springfield, was moved to suggest that the company make a significant gift while walking with Gouvin through Baystate’s new Children’s Specialty Center. The Universal Electric team had just completed an installation that uses hundreds of tiny LED lights to evoke a magical, starry night sky overhead as our youngest patients enter the facility.

“We’re proud of our workmanship,” says Quinn, who, like Kennedy, grew up in Springfield. “But we’re even prouder to help Baystate serve our community.”

“Hospitals are in a constant cycle of replacement, growth, and investment in technology and facilities,” says Gouvin. “We’re very grateful to everyone who helps to sustain Baystate’s excellence through philanthropy.”

It’s easy to be passionate about giving and encouraging others to give to Baystate. Together, we’re transforming health care in the Pioneer Valley.

– Sean Gouvin Director of Facilities Planning and Engineering

As a company, we strongly feel that it’s the right thing to do to support our community. Our employees are ecstatic and our families are very proud to be part of Baystate.

– Mike Quinn
Universal Electric

(Left) Sean Gouvin with his son, Michael, and daughter Laura at the Boston Marathon. Laura and Michael, as well as their little sister, Grace, were born at Baystate Medical Center.

(Below) Sean at the retail pharmacy in the Baystate Medical Center Marketplace. Designed to enhance convenience and support patient care, on-site retail pharmacies are a growing trend in hospitals nationwide.

Baystate Health Foundation I Fall 2014 Newsletter I 3
The 2014 Rays of Hope Walk raised $650,000 for breast cancer treatment, research and programs in western Massachusetts. Special thanks to our major sponsors: Health New England, Gale Toyota, Baystate Breast & Wellness Center, Baystate Breast Specialists, Chicopee Savings Charitable Foundation, Kinsley Power Systems, Radiology & Imaging, and Zasco Productions.

A Message to Miracle Times Donors

Impact is now the primary publication for our donor community – highlighting your philanthropic impact throughout Baystate Health. The annual Baystate Children’s Hospital/Children’s Miracle Network publication Miracle Times will no longer be published. We look forward to sharing news from Baystate Children’s Hospital in future issues of Impact.

If you would like to make a gift in support of Baystate Children’s Hospital, please call 413-794-5444 or return the enclosed envelope. Thank you!
Our family believes that supporting our community – and particularly Baystate – is very important. It’s great to join others who share that belief in helping to sustain high-quality health care in our region.

– Ron Sadowsky

In Memory of Charli

Ronald Cobb Generously Honors His Wife and Her Caregivers

Ronald Cobb married Constance P. “Charli” Houle in 1956. They settled in Holyoke, where they lived until she passed away in 2012.

Ron remembers the care that Charli received from Baystate Visiting Nurse Association & Hospice with deep gratitude, which he expresses through philanthropy – helping to ensure that others will receive excellent, compassionate care.

He recently honored Zulma DeJesus, Charli’s hospice aide, in a note accompanying a generous donation. “Zulma made Charli as comfortable as humanly possible,” he wrote. “All the time she was caring for her, she would talk softly to her and call her by name.”

Ron recently extended his generosity with a donation in honor of the Baystate Medical Center team who cared for him after his recent cardiac surgery. “To pay these wonderful individuals what they’re worth,” he says with a smile, “my budget would have to match Bill Gates’.”

To learn more about Baystate’s Gifts of Gratitude program, please visit www.Baystatehealth.Org/giftsofgratitude.

When your children are sick, you need a place to take them for excellent care, close to home. Baystate Children’s Hospital is that place. It’s very special to all of us.

– Brenna Sadowsky

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When your children are sick, you need a place to take them for excellent care, close to home. Baystate Children’s Hospital is that place. It’s very special to all of us.

– Brenna Sadowsky
Nearly two hundred friends of Baystate Health recently gathered at Baystate’s Education Center in Holyoke for the first community reception hosted by new President and CEO Mark Keroack. Guests were invited to tour the 200,000-square-foot Whitney Avenue facility, which houses many of the system’s vital support services.

Keroack briefed the gathering on Baystate’s latest achievements and initiatives, and also shared the core values that will define Baystate’s future:

- **The patient is at the center of health care design.**
  Timeliness and access to care, patient involvement and empowerment, cultural competency, and excellent, personalized patient experiences

- **We measure ourselves against the best, continuously learning and improving.**
  Benchmarking, measurement, academic medicine, and data-driven pursuit of excellence

- **We collaborate across disciplines, regions, and episodes of care.**
  Building on diverse expertise to create cohesive care teams and systems of care

“Medicine is a team sport, and our donors are key members of our team,” says Keroack. “I’m looking forward to continuing to thank them and exchange ideas with them.”

To learn more about the Baystate Health President’s Society, please visit www.baystatehealth.org and click on the “giving” tab.

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Friends of Baystate Meet with CEO Mark Keroack

Springfield native Mark Keroack, MD became President & CEO of Baystate Health in July. On September 15, he met with two hundred President’s Society members and donors to Baystate Medical Center’s Hospital of the Future campaign and our Children’s Specialty Center campaign.

Ann Tompkins, Jane Albert, and Sam Hanmer

John Maybury, Mark Keroack, MD, and Sandy Maybury

Maura McCaffrey, Mary Ellen Scott, and Janet Egelhofer

Bruce Goldsmith and Martha Finkel

Note: Baystate Wing has applied for non-profit status and is awaiting approval as a 501(c)3 corporation.
Thank You

Jane Albert, Vice President of Development, Baystate Health
Executive Director, Baystate Health Foundation

Thank you to every friend who joined us on September 15 to meet Dr. Keroack. It was great to be together, introduce you to so many members of the Baystate Health leadership team, and learn from you as you shared your Baystate experiences and ideas about our fundraising efforts.

As we focus on delivering the best care experience for each and every Baystate patient, our leadership team welcomes the opportunity to engage with our donors. As partners with you, with our health care professionals, and with our committed trustees and passionate Foundation team, we can make Baystate the charity of choice in western Massachusetts.

To help us fulfill our vision, we welcome two new Foundation staff members. Kathleen Bronner as Director of Philanthropy for Baystate Health and Teresa Grove overseeing philanthropy for Baystate Wing and Baystate Mary Lane Hospitals.

Thank you for helping us deliver a higher state of caring for our region. We welcome your input, always. Please contact me anytime at (413) 794-7735 or jane.albert@baystatehealth.org

Wheeling for Healing

On August 24, 171 cyclists – raised $45,396 for cancer care at Baystate Franklin Medical Center.

Many thanks to all cyclists, other participants, and sponsors, including: presenting sponsor Health New England and gold sponsors Bicycles Unlimited, Bulkley Richardson, Baystate Franklin MRI Center, Yankee Candle, Greenfield Savings Bank, and Horizon Health.

Want to give back this season while spreading holiday cheer?

Say Happy Holidays with Greetings that Support Baystate!

Sending holiday cards to family, friends and clients? This year, help support the patients and families at Baystate Children’s Hospital by purchasing your holiday cards from the NEW Baystate Health Foundation Card Collection. Place your order online at www.baystatecards.com or call 1-877-543-1515 (toll-free).

Shop Amazon and Help Our Patients!

AmazonSmile is donating 5% of all purchases to the Baystate Health Foundation when shoppers select us as their charity of choice. AmazonSmile is the same Amazon you know and love, with the same great products, prices, and services – only better, because it gives back!

To ensure that your purchases support the Baystate Health Foundation, go to smile.amazon.com and simply use your regular Amazon login information to purchase products no differently than on Amazon’s regular site. It’s that easy! You’ll recognize the tens of millions of products eligible for charitable donations as they are marked with the “Eligible for AmazonSmile” logo. Happy Shopping!

All donations will support the Greatest Needs Fund for Patient Care.
Baystate a National Cardiac Leader (continued from page 1)

Following placement of a stent, Wilson spent three days in the hospital – first in the intensive care unit and then on a patient care unit in the Davis Family Heart & Vascular Center – under the care of Dr. Aaron Kugelmass, medical director of the Baystate Heart and Vascular Program and chief of the Division of Cardiology at Baystate Medical Center. He went home on Easter Sunday.

“Because I received timely treatment, I had no damage to my heart,” Wilson says, noting that he continues with weekly pulmonary/cardio rehab at The Tolosky Center, and continues to be in Kugelmass’s care. “I’m feeling great now.”

“I wouldn’t want to go through it again,” he adds with a wry smile, “but I had a terrific experience under bad circumstances. I received unbelievably good care. I’m here today because of Baystate – and, most of all, because of Marcy.”

Leading-Edge Facilities Supporting Transformative Care

Wilson’s experience, says Kugelmass, illustrates the value of the philanthropic investment that our community has made in heart and vascular care at Baystate. Between 2009 and 2013, The Campaign for Baystate Medical Center raised $25 million – funding construction of the hospital’s new emergency department and heart and vascular center.

“Our program is one of the best in the country, and that’s a direct result of the strategic investments we’ve made,” Kugelmass explains. “The Davis Family Heart & Vascular Center provides a stellar care experience for patients and also supports staff in fully actualizing their expertise and potential. The building is a huge recruitment tool. We’re able to attract the very best heart and vascular specialists and nurses to our community.”

“This facility allows us to continue to evolve and perform as a national leader,” Kugelmass continues. “We’ve built in flexibility to accommodate future technologies, and we’re already seeing the clinical value of the building’s innovative design.”

Precision and Synergy in Agile, Patient-Centered Care Environment

Kugelmass notes, for example, that the facility’s hybrid operating rooms, which integrate imaging and surgical technologies in one agile space, allow Baystate to bring an array of advanced cardiac procedures – from transcatheter aortic valve replacement (TAVR), a lifesaving procedure for patients who are not candidates for open-heart surgery, to a range of procedures that require a precise synergy of imaging and surgical techniques – to western Massachusetts.

“Who knows what the next major innovation in heart and vascular care will be?” says Kugelmass. “For instance, TAVR didn’t exist when we planned our new heart and vascular center, in what we called our Hospital of the Future. We know two things for sure: We must continue to build visionary, agile facilities that will accommodate rapid advances in medicine. And we must continue to build a strong culture of philanthropy that will provide the resources to invest in new technologies and procedures – allowing us to do more for our patients every day.”

Thanks to visionary strategic planning and generous philanthropic support from our community, Baystate is and will continue to be at the forefront of heart and vascular care.

– Aaron Kugelmass, MD
Medical Director,
Baystate Heart and Vascular Program Chief,
Division of Cardiology,
Baystate Medical Center

“With your support, we will continue to set the bar higher – relentlessly challenging ourselves to find new and better ways to provide our community with the best care possible.”

– John Rousou, MD
Chief of Cardiac Surgery

I just want everyone to know that we should all follow our instincts. Dave didn’t want to go the hospital, but I somehow knew that I needed to call 911 anyway. I’m so glad I persisted, over his objections.

– Marcy Wilson