

FALL 2011



Philanthropy at Work

*Your Generosity is the
Foundation for What We Do*

Baystate  Health Foundation

JOHN H. DAVIS
CHAIR
BAYSTATE HEALTH FOUNDATION



Dear Friends,

This December will mark the close of my years of service on the Baystate Health Foundation Board. I was invited to join the Board in 2003 and was elected to serve as vice chair in 2006. In 2008, I was asked to serve as the third chair of what is now an 11-year-old Foundation, which is very young by health care standards. As current leader of this Foundation, I can say with sincerity it has been a remarkable eight years. With the support of my fellow trustees and Baystate Health leadership, the Foundation has grown into a distinguished charity and we now enjoy the benefits of a sophisticated development program in which increased levels of contributions have been unprecedented.

Major milestones include the successful Second Century Campaign for Baystate Franklin Medical Center and the capital campaign for the D'Amour Center for Cancer Care. I have seen the Rays of Hope event grow and expand and as I close out my term I'm confident it will reach the \$1 million milestone this coming year. We have established a strong pool of annual fund donors whose gifts sustain services throughout the system. There are too many successes to mention, but most significant is that Baystate is now recognized as a charity of choice.

My legacy with the Foundation will most definitely be the *Campaign* for Baystate Medical Center. I will continue in my role as chair of the \$23 million campaign through 2012 with eager anticipation of the grand openings of both the new building at Baystate Medical Center and the new Emergency Department.

The Davis Family Heart and Vascular Center bears witness to my family's expressed belief that Baystate Health is an extremely valuable community asset deserving of support from those who benefit from the world class quality care provided every day.

Going forward, our regional health system will continue to need our help and I pass the role of leadership, trusting the community will continue to step forward.

Many thanks,

A handwritten signature in green ink that reads "John H. Davis". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

John H. Davis

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Ware Celebrates 250th Anniversary



Baystate Mary Lane Hospital (BMLH), snuggled deep in the tranquil town of Ware, Massachusetts, is the go to place when people in the community need health care. Two years ago the hospital celebrated 100 years of caring for the community. People from all walks of life joined in the celebration, sharing gifts of time and talent, and reminiscing about generations of experiences with the hospital.

This year, the town of Ware is celebrating its 250th anniversary supported by Baystate Mary Lane Hospital. On August 6, Ware held a “Feast on the Street” event sponsored by long time friends of BMLH, Country Bank, Moulton Insurance Agency and the

Edward J. Urban Foundation. Five members of the BMLH care team and three members of the Baystate Health Foundation, along with Joan Sullivan, president of Baystate Mary Lane Hospital and Baystate Health Eastern Region, volunteered to help with the activities.

With over 1,500 guests, the sold out event had people meeting up with old and new friends, all of whom dined and danced the night away.

Relationships that have developed over time, between community members and hospital staff, have helped ensure access to quality care. The generous community spirit has supported capital projects, the purchase of equipment, and ongoing programs. ■

A Gift With Lasting Impact

Although it has been 17 years since her mother passed, Lori Sibilgia still remembers the great care her mother Ann Marie Sibilgia received from Dr. Richard Steingart and the rest of the Baystate Regional Cancer Program staff. For years, Lori, her friends and family held a walk to honor her mother and raise funds for cancer research. Using funds from the walks, Lori gave a gift to the D’Amour Center for Cancer Care for something that would have a lasting impact.

Her donation, designated towards the purchase of a new Chemotherapy Infusion Pod, which consists of five new infusion

chairs, will bring greater comfort and support to those going through treatment. Lori chose this gift because she wanted to help provide an environment that was comfortable, warm and welcoming to patients and families.

There will be a plaque honoring Ann Marie Sibilgia, recognizing the donation made by her daughter Lori, a fitting legacy for her mother.

Cathy Rousseau, director of cancer services, who took Lori on a tour of the D’Amour Center, acknowledged the importance of donors, *“Gifts like this allow us to stay current with technology and the care we provide to our patients.”* ■

Legacy Gift Provides Training for Management of Chronic Care

Sometimes we have an experience for which our gratitude is overwhelming, but we cannot expend resources in real time. So we look at opportunities to create a legacy of caring for others. Legacy gifts create a gift during one’s lifetime, realized by the benefactor posthumously. This provides resources for future unseen opportunities and historically has had very meaningful impact.

Thanks to a significant planned gift from the Estate of Mary Jo Guy, nurses and staff from the Baystate Visiting Nurse Association & Hospice became certified in integrated Chronic Care Management. This certification gave staff advanced skills and training so

they could partner with patients to execute the most current strategies for reducing symptoms and the need for hospital stays.

Staff development and education are critical to improving the care delivered by Baystate Visiting Nurse Association & Hospice clinicians, yet the resources are not always available. As the way we care for patients changes, and with increasing chronic illness and medical challenges, a gift of education and training benefits both caregivers and patients. There is never a time when a life gift or an estate gift for education is not highly valued and has an impact. ■

Great Care and a Special Gift



Billy Balzano has had more than his fair share of medical experiences in his young life. After routine surgery to remove his tonsils and adenoids at age two, he developed pneumonia. Soon after his recovery, Billy was diagnosed with asthma, and his family began a close relationship with the physicians and caregivers at Baystate Children's Hospital.

Five years later, Billy was admitted to the Pediatric Intensive Care Unit for vomiting and severe dehydration. Billy slipped into a coma for two days. While dealing with this grueling experience, Sherry Balzano, Billy's mom says, "The team at Baystate Children's Hospital was amazing. They not only cared for Billy, but also for his father and me. They showed compassion, patience and understanding." The Balzanos credit the care he received for Billy's good health today.

Cathleen C. Esleek—Reflections of a Donor

I've been involved with the Baystate Franklin Auxiliary for over 55 years, and served as president for two years, then as honorary president for two years. I was first introduced to what is now Baystate Franklin Medical Center through my husband Red's family. The Esleeks had been involved with the hospital for years. Red's father had pneumonia and was one of the first patients to receive penicillin in 1942. Eleanor Esleek, Red's mother, belonged to the Board of Organized Work (BOOW), now the Auxiliary. When I came to town, she sponsored my membership on the Board.



A Gift of Equipment to Advance Care

As the only pediatric hospital in the region to provide expert care for critical and emergency health needs, Baystate Children's Hospital has helped patients like Billy in their recovery thanks to philanthropic gifts from the Hasbro Children's Fund and the Max Classic Golf Tournament. The hospital purchased advanced equipment, including six Philips SmartMonitors® and specialized software.

The monitors measure heart rate, respiration and oxygen saturation levels that can be evaluated to aid in response to critical events, discharge planning and follow-up care. Used as a diagnostic tool, it can accurately document apparent life-threatening events (ALTEs). ■

Red was involved in many things in the community. He believed in supporting local efforts, even after he retired. He thought the hospital was my end of things, and he was pleased to have me focus there. For me, it's been a labor of love. So many businesses have come and gone over the 70 years I've been associated with the hospital, and it's hard to imagine the community being able to support the hospital. I worry about this.

I am so pleased about the Esleek Memorial Garden. It's a great tribute to the family, and I was delighted to be involved. It's nice to have a welcoming entrance—for when we have to be there! It can be a scary proposition to come to the hospital, and it's nice that a garden can mean a pleasant beginning or ending for visiting families. It's also nice to have my son Ed's photographs on display, too, because he was born at "The Franklin" in 1948.

The hospital has always met our medical needs, and there will come a time when each of us needs those services. We all know there's a price tag for things, and having a strong community hospital is important. ■

Appointment of **Greg Harb, FACHE** Executive Vice President and Chief Operating Officer, Baystate Health



Greg Harb, FACHE, was appointed executive vice president and chief operating officer, Baystate Health and joined the senior leadership team in late March.

Harb worked most recently at St. Joseph's/Candler Health System in Savannah, Georgia, where he served as chief operating officer since 2006. St. Joseph's/

Candler Health System has 3,100 employees and includes two hospitals with a total of 625 beds, home health services, a medical group, a cancer and research pavilion, and an infirmary. Among a long list of accomplishments, Greg and his team grew the organization's net income exponentially over the last few years, worked with medical staff leadership to grow various service lines, and developed joint ventures with physicians.

Additionally, he was instrumental in establishing a unique collaboration with a competing health care system to reduce supply cost, and he developed and executed numerous strategies that improved quality and increased customer satisfaction.

Harb holds a MHA from Washington University School of Medicine in St. Louis, Missouri, and a MBA from University of Memphis, Fogelman College of Business and Economics, Memphis, Tennessee. He is a fellow of the American College of Healthcare Executives.

In the short time Harb has been with Baystate, we have seen that he is a dynamic leader and collaborator. His expertise and leadership style complement the high caliber of leadership at Baystate Health. ■

Appointment of **Mark A. Keroack, MD, MPH** Chief Physician Executive and President, Baystate Medical Practices



Mark Keroack, MD, MPH, was appointed chief physician executive and president, Baystate Medical Practices as of June 15, 2011.

Keroack's most recent position was with University HealthSystem Consortium, (UHC) in Oak Brook, Illinois where he served as senior vice president and chief medical officer and oversaw programs for

clinical and operational performance improvement, faculty group practice management, patient safety and accreditation.

During his time at UHC, Keroack worked with over 112 academic medical centers on issues of improving quality and safety, faculty group practice governance, physician compensation and physician leadership development. He has authored over 50 publications.

In coming to Baystate Health, Keroack is returning to his hometown. He is a native of Springfield, MA, and graduated from Amherst College and Harvard Medical School. He received his MPH from Boston University. He trained in Internal Medicine and Infectious Diseases at Brigham and Women's Hospital in Boston. He began his career as chief of Infectious Disease at the Brockton/West Roxbury VA Hospital and then served on the faculty of the University of Massachusetts for 12 years. During that time he focused on HIV and AIDS care and won five annual teaching awards.

Keroack has many achievements in the area of quality and safety and we will continue to focus efforts on these two important areas under his experienced leadership. ■

“Win-Win” Investment



Many altruistic individuals express an interest in gifting assets to a nonprofit they support. Yet, a common concern is that the donors themselves may need the assets personally, especially during retirement. A Charitable Gift Annuity (CGA) is an arrangement whereby you, the donor, gift cash or other assets to the charitable organization, like Baystate Health Foundation, who in turn pays you (or up to two annuitants you name) guaranteed income payments for life. The payments are based on the amount of your gift, interest rates at the time, and your age. The combination of these factors and the tax deduction increases the effective yield of your gift annuity.

If you fund it with appreciated securities, no upfront capital gains tax is payable. Only a portion of your capital gain will be recognized, and the tax will be spread out over your annuity payments. The contract is mutually beneficial: BHF gets a donation it may not have otherwise received, and the donor enjoys a tax deduction for a portion of the donation as well as guaranteed life income.

In light of the record low yields within the banking and fixed income arenas, coupled with potential of long-term instability of the global economy, many investors are searching for ways to ensure a truly stable source of supplemental income for themselves or a loved one.

More than ever, people are concerned about the future: for themselves, their families, and their community. As referenced earlier, this is a “win-win” investment in your future. Once many people review the numbers, they become more charitably inclined than ever before. For more information, contact your financial advisor, or, for a confidential, customized illustration of how a CGA could benefit you, contact the Baystate Health Foundation at 413-794-5444.

Christopher T. Cloutier, MSFS

President, Retiree Financial Services
South Hadley, MA

Learn More About Planned Giving Online

Go to bshf.aboutgiving.net to learn more about planned giving strategies. Through the site, you can create a personalized illustration showing how a gift annuity can provide you with lifetime income, tax savings, and a generous gift to Baystate Health Foundation. The site also offers a list of members of our Professional Advisors Committee if you need one-on-one counseling.

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The Baystate Health Foundation Program for Grateful Patients and Families

Gifts of Gratitude is designed to give patients and their family members the opportunity to acknowledge physicians, clinical care providers and staff who have gone above and beyond while they or their loved ones were under the care of Baystate Health.

Since our program launched in March 2011, we have honored 60 honorees with gifts of \$54,486.

If you would like additional information, contact Erica Moulton at the Baystate Health Foundation, 413-794-7779 or www.baystatehealth.org/giftsofgratitude.

Baystate Health Foundation

The mission of Baystate Health Foundation is to inspire a “culture of philanthropy” and encourage philanthropic relationships that will support the mission and vision of Baystate Health.

Baystate Health Foundation, under the direction of the Baystate Health Foundation Board of Trustees, raises funds to support each entity within Baystate Health.