



# Regions Hospital Foundation

## Partners in Health

SUMMER 2013

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Mental health campaign makes final push

Wine Auction proceeds to support Emergency Medical Services

Regions doctors save girl in burning building



## *We've Got Your Back*

When Myron Jacobson broke a vertebrae in a skiing accident, his years as a ski patroller made his choice of care obvious: "I said, 'Take me to Regions.'" For the full story, turn to page 4.



Regions has always been known as a trauma and emergency care leader, but the community now knows us as a hospital of choice for the full range of illnesses and injuries. This transformation was not a coincidence. As part of our status as a Level I Trauma Center, we must provide strong specialty care to critically-injured patients. As a result, we now provide award-winning care in orthopaedics, spine care, neurosurgery, cardiology, stroke care and more. But we have never lost sight of our status as a critical care leader.

In 2013 we celebrate the 20th anniversary of our designation as a Level I Trauma Center. We also have the largest emergency room in the service area, and our Burn Center, celebrating its 50th anniversary, is a nationally-recognized leader in burn care. Over the years, our status as a trauma leader compelled us to offer still more critical care services. For example, our Emergency Medical Services acts as a resource for 45 first responder agencies, we have bolstered our efforts in the community to prevent injuries, and our critical care research is changing the way the nation cares for strokes, cardiac arrest, traumatic brain injuries and more. In 2009, Regions partnered with Gillette Children's Specialty Healthcare to become the first Pediatric Level I Trauma Center in the upper Midwest.

None of this would be possible without the support of generous donors. In this newsletter we will focus on our critical care services and the charitable contributions that act as a cornerstone. As always, thanks for your support.

*Brock Nelson*

Brock Nelson  
President and CEO, *Regions Hospital*  
President, *Regions Hospital Foundation*

*Pictured on the front cover is Myron Jacobson and Rick Davis, MD, a HealthPartners neurosurgeon. For more on Myron's story, turn to page 4.*

## Thanks for your gifts to our mental health campaign



Regions does something rare: it provides the highest quality care while serving everyone, including those who cannot pay for their treatment. Nowhere is this more evident than in our mental health care, which is historically our lowest reimbursed service and cares for some of our most vulnerable patients. Yet, with help from contributions, we opened a beautiful new mental health facility in December 2012. The building, combined with the passion and dedication of our staff, is bringing much needed comfort and healing to patients who experience a mental illness.

Through June 2013 we had raised \$5.4 million toward our Campaign to Transform Mental Health Care. Thank you to everyone who made this possible. Providing philanthropic support for mental health services will continue to be a priority for the foundation, even after we reach our campaign goal of \$6 million. Additional donations will allow us to develop new programming, like our new Hero Care Program for veterans, that meets the many and unique needs of our patients. Donations will also allow us to bolster our campaign to fight the stigma that keeps too many people from seeking care for mental illness.

To learn how your contributions can improve the lives of people experiencing mental illness, call the foundation at 651-254-2376.

*Tom Kingston*

Tom Kingston  
Committee member and donor  
Campaign to Transform Mental Health Care



## Campaign makes it OK to have a mental illness

Funded with charitable contributions, the Make It OK anti-stigma campaign launched in May. The campaign is encouraging people to change the way they think and feel about mental illnesses so they talk more openly about the conditions and seek care when they need it. Ads appeared on television, on the radio, in print, on the Internet and elsewhere in the community. Another advertising campaign will run this fall.

We are also working with Twin Cities Public Television to create a series about mental illnesses and the stigma surrounding them. The series is scheduled to air in October and will run concurrently with community conversations across the Twin Cities and greater Minnesota. In the meantime, we will begin sharing our anti-stigma message with businesses, health care organizations, police departments and communities of faith.

To learn more about the campaign, visit [MakeItOK.org](http://MakeItOK.org). If you want to help bolster the campaign with a financial contribution, call Regions Hospital Foundation at 651-254-2376.

## New mental health program offers inpatient-like care in outpatient setting

On May 16, Regions hosted an open house for DayBridge, a new program that will provide inpatient-like, intensive mental health care for those who can safely stay at home at night and on weekends.

Despite the overwhelming need for mental health services in our community, a full continuum of care has not always been available to everyone who needs intensive treatment. As a result, some patients stay in hospital inpatient units too long, leading to an experience that is more restrictive than they require and contributing to inpatient bed shortages and cost of care increases. Some patients receiving intensive

therapy benefit from outpatient care; it helps them better integrate the needs of their home environment into the treatment they receive.

DayBridge includes five to six hours of therapeutic programming daily, five days a week. Programming includes individual and group therapy, sensory integration interventions and recovery skills building. Such programs have been proven to reduce unnecessary hospitalization and the need for readmission after discharge.

Construction of the DayBridge space in



The ribbon cutting at the DayBridge grand opening. From left to right: John Kuzma, MD, Wendy Waddell, Brock Nelson, Grace Gravelle, Mary Roberts and Gretchen Prohofsky.

the hospital's new mental health facility was paid for using gifts to the Campaign to Transform Mental Health Care. Contributions to the 2011 Wine Auction are paying for initial program expenses.

*Trauma expertise and strong specialty services make Regions the right choice for serious injuries*

## *Best in class critical care*



Myron Jacobson with his son, Quinn. Myron is wearing his Afton Alps ski patroller uniform.

*“I’ve helped take hundreds of injured skiers off the hills, so I know that the worst injured people should go to Regions.”*

*- Myron Jacobson, an Afton Alps ski patroller and Regions patient*

When Myron Jacobson broke his L1 vertebrae in a skiing accident in February, he immediately worried about his future. “Would I be able to walk, run and ski? Would I be able to lift my children?” So when paramedics rolled Myron into an ambulance and asked him where he wanted to go for care, the answer was obvious: “I said, ‘Take me to Regions.’”

Myron’s choice was born of 10 years as a volunteer ski patroller at Afton Alps. “I’ve helped take hundreds of injured skiers off the hills, so I know that the worst injured people should go to Regions.” The Afton Alps patrollers also receive medical training from the Regions Emergency Medical Services Department, where they learn about the resources of a Level I Trauma Center. That includes strong specialty care like spine and neurosurgery, services Myron would need to recover from his injury.

Myron spent 10 days at Regions, where he received a spinal fusion under the care of Rick Davis, MD. “Dr. Davis

was like a fortune teller. Before the surgery even began he told me I’d likely be skiing again next season,” Myron said.

Recovering from the surgery included managing extreme pain and undergoing intense physical rehabilitation, and Myron knew from the beginning that he was in the right hands. “Besides being a ski patroller I’m also the son of a physician, so I grew up in hospitals. I know when I’m around the best in class, and that’s how I felt at Regions.” Whether it was Dr. Davis, nurses, rehabilitation therapists or supporting staff, Myron was impressed by their dedication, thoroughness and focus on his needs.

Three months after his accident, Myron has recovered 90 percent of his mobility and continues to improve. As Dr. Davis predicted, he plans to ski next season.

“People want the best in health care, and the more serious the injury the more they want the best. If my kids were injured, Regions would be at the top of my list.” ■

If you would like to contribute to one of the programs listed in the newsletter or another program, please use the enclosed envelope or call Regions Hospital Foundation at 651-254-2376.

## Three critical care services at Regions Hospital

### Providing nationally-recognized burn care

In 2013, the Burn Center at Regions Hospital is celebrating 50 years of internationally-recognized burn care excellence. Over the years, charitable donations have played a key role in helping it become the most complete and extensive facility of its kind in the Upper Midwest.



**With the help of donations, the Burn Center can help patients recover from both the physical and emotional wounds caused by burns.**

“We lead the way with our medical care,” said Bill Mohr, MD, co-director of the Burn Center. “Our management of facial scars and protocols for treating burn-induced shock have become hallmarks of burn care nation-

wide.” The center also does cutting edge research and shares everything it learns through publications in medical journals, leadership in the American Burn Association, training of medical students and outreach efforts.

Donations are currently helping the Burn Center renovate its facilities. Gifts also pay for additional medical equipment and help the Burn Center meet the educational and emotional needs of patients. This includes sending child patients and their families to burn camps, helping children re-enter school, bringing survivors in to talk to patients and more. “Recovery from emotional injuries is just as important to our patients as recovery from their physical wounds. It’s about more than just survival; we want them to have a good life once they leave us,” Dr. Mohr said.

### Preventing burn and trauma injuries

According to the National Center for Injury Prevention and Control, the number one cause of death for Minnesotans ages 1 through 44 is unintentional injury. “The young and elderly are particularly vulnerable to such injuries,” said Shonette Doggett, manager of Regions EMS Education and Injury Prevention. “Children are just learning the dangers in life and tend to tune out messages about their own vulnerability while the elderly are less able to easily recover from injuries.”

Regions is a leader in providing injury prevention programming, providing falls prevention education, holding car seat fitting clinics for the caregivers of children, offering programs in schools around trauma and burn safety and appearing at community events to raise awareness. Now, with the help of donations,



**Participating in bike rodeos and performing helmet fittings are just two of the ways Regions helps prevent injuries in the community.**

efforts, research injury trends among all age groups and create new programming to counter those trends.”

### Researching new ways to provide critical care

“As the only Adult and Pediatric Level I Trauma Center in the Twin Cities east metro, Regions is always looking for new ways to improve the way it provides critical care,” said Josh Salzman, director of the Critical Care Research Center (CCRC) at Regions. The research performed under the CCRC’s oversight helps the hospital develop such improvements, which are then shared nationally.

Regions has gained a regional and national reputation for innovative critical care research. For example, Regions is a leading enroller in a national trial studying the use of the hormone progesterone in improving cognitive outcomes after traumatic brain injuries. Regions has also played a key role in treating sudden



**Regions played a critical role in researching CMAC, a device that allows care providers to more safely and effectively intubate a patient by giving them a view of the airway during the procedure. Intubation is the placement of a tube in a patient’s airway in order to facilitate breathing.**

cardiac death by showing how two investigational devices used during CPR can double a patient’s survival rate with good neurologic function. In all, the CCRC currently supports more than 50 active projects.

including proceeds from the 2013 Wine Auction, Regions will expand these efforts. “We want to reduce the rates of injuries at home, at school, on the road and at play,” said Doggett. “Donations will allow us to better coordinate our

efforts, research injury trends among all age groups and create new programming to counter those trends.”

In 2012, the Regions Hospital

Foundation board approved the use of \$250,000 in unrestricted contributions to help fund the CCRC as it works to become self-sustainable by 2015. ■



Doug and Barbara Diedrich with Michael Rosenbloom, MD, the clinical director of the Center for Memory and Aging, at the 3rd Annual Alzheimer's Fundraising Breakfast.

## Fundraising breakfast introduces HealthPartners Center for Memory and Aging

On May 30, nearly 500 community members gathered at the Crowne Plaza St. Paul-Riverfront to support the HealthPartners Center for Memory and Aging. The event raised almost \$90,000 for the newly branded center, which unites the former Alzheimer's Research Center and the clinic previously known as the Center for Dementia and Alzheimer's Care.

"We want to make living with dementia more manageable for patients and caregivers while creating a more hope-

ful tomorrow for those who fear these illnesses. Combining our clinical care and research under one roof strengthens both these objectives," said Michael Rosenbloom, MD, the clinical director of the Center for Memory and Aging. "For example, we can provide a unique, multidisciplinary care approach to meet the physical, psychological and social needs of our patients and families while offering them access to the latest clinical trials for Alzheimer's disease. By bringing a groundbreaking research concept like intranasal insulin to human trials

in a timely fashion, we can accelerate access to such treatments by the general public."

Funds raised by the event will enhance clinic infrastructure and support dementia research. "It's an exciting time to be studying and treating Alzheimer's disease. I feel that, in our lifetimes, with generous gifts from our donors, we can expect a dramatic paradigm shift with regards to this disease process," Dr. Rosenbloom said.

## Donors include Alzheimer's research in their estate plan

"When my mother was diagnosed with Alzheimer's we were without hope," said Doug Diedrich. Then a letter arrived from William Frey II, PhD, senior research director of the HealthPartners Center for Memory and Aging. Dr. Frey was seeking support for intranasal insulin. Pioneered within the center, intranasal insulin has become one of the most exciting potential treatments for Alzheimer's. "To us, intranasal insulin promised something other approaches did not: a means of treating a heart-breaking disease. It offered us hope. And

that's all we needed to write the first check."

Doug and Barbara Diedrich have been loyal donors to the center's research work ever since. In addition, Doug has volunteered on the organization's committees, served as table host for the Annual Alzheimer's Fundraising Breakfast and advocated on behalf of the center's work.

The Diedrichs have also included the Center for Memory and Aging in their estate plan. "The effort to find a cure for

Alzheimer's is not a sprint, it's a marathon," Doug said. "By including a gift in our estate planning we're able to better provide for future needs. It's our way of helping to make a difference, if not now, then for the next generation."

For more information on how to include us in your estate plans, call Christine Pulkrabek at 651-254-3736 or visit our Giving Options website at [www.RegionsHospital.com/giftplanning](http://www.RegionsHospital.com/giftplanning).

## Wine Auction to support Regions Emergency Medical Services (EMS)

Proceeds from the 2013 Wine Auction will help Regions EMS expand the services it provides to medical first responders and the community. The focus of this year's event will be a new community paramedic program, which will use the medical expertise and mobility of paramedics to prevent medical emergencies.

To ensure the health of our fellow community members, we must reach them before they arrive at a hospital. That's why our EMS Department works with ambulance services, police departments, fire departments and other community first responder agencies. EMS gives them the medical direction, education and quality assurance services they need to provide the best care at the point of injury or illness. Regions EMS is also a national leader in research, resulting in advances in pre-hospital care.

EMS's new community paramedic program will serve patients who both struggle to manage their complex medical conditions and find it difficult to visit the doctor. That missed appointment can lead to serious problems. Community paramedics bring non-emergency care to such patients, obtaining EKGs, performing physical exams, drawing blood samples and educating patients. In this way, the community paramedic program will improve the health of patients while helping them avoid costly emergency care.

To learn how you can attend the 24th Annual Wine Auction, sponsor the event or contribute auction items, contact Anne Pole at 651-254-3093 or visit [www.thewineauction.org](http://www.thewineauction.org). A big thank you to presenting sponsors and honorary chairs John Nasseff and Helene Houle and the event's many other generous sponsors.

**New date! Saturday, September 21, 2013**  
**Location: Saint Paul River Centre**

# The Wine Auction

## UNCORK YOUR SUPPORT



### Experience an Audi!

Want to support Regions EMS and win a three-year lease on a 2014 Audi A4? Here's your chance.

#### TICKET DETAILS

\$50 per ticket

Only 1,500 tickets will be sold

Drawing will be held at The Wine Auction.

Actual tickets to The Wine Auction are sold separately.

#### Contact us:

Phone: 651-254-3093

Email: [Anne.E.Pole@HealthPartners.com](mailto:Anne.E.Pole@HealthPartners.com)

Web: [thewineauction.org](http://thewineauction.org)

To reserve your raffle tickets, fill out this form, attach your check or debit card information and send it using the enclosed envelope.  
(Make checks payable to *Regions Hospital Foundation*.) Please do not send cash via U.S. mail.  
Sorry, but by law, credit cards cannot be accepted for raffle tickets.

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DEBIT CARD # \_\_\_\_\_ EXP DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Need not be present to win. Must be 18 or older to purchase ticket or win prize. Dealership will pay state and federal taxes, all licensing, registration fees and additional taxes. Winning vehicle leased may be slightly different than vehicle pictured. Permit no. X-32408-13-005

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If you have a question about these or other programs, please call Regions Hospital Foundation at 651-254-2376.

## Doctors help resuscitate girl in burning building

In February, R.J. Frascone, MD, and Bjorn Peterson, MD, received the Meritorious Service Award, the St. Paul Fire Department's highest honor, for risking their own lives in an attempt to save a 17-year-old girl. "It was certainly one of the most selfless and unprecedented efforts I've ever seen in more than 25 years in the fire service," said Fire Chief Tim Butler.

Both doctors are part of Regions Emergency Medical Services (EMS), Dr. Frascone as medical director and Dr. Peterson as a fellow. In their work for EMS, the two doctors provide emergency medical training and oversight to firefighters, police officers, medics, emergency medical technicians and other first responders. However, this past January was the first time they went into a burning building to rescue a victim.

When firefighters found the girl in a fog of dense smoke, she had no pulse and was not breathing. Already at the scene, Drs. Frascone and Peterson headed into the building to help resuscitate her. "We had no choice," Dr. Frascone said. "It was 5 below zero outside and the ambulance hadn't arrived. If we were going to save her, it was going to be inside that building." Dr. Frascone directed life-saving efforts while Dr. Peterson put a tube into her windpipe and a firefighter performed CPR. After a five-minute group effort the patient regained her pulse, and the resuscitation continued at Regions. The girl returned to school about a month later.

"It was a collective effort," Dr. Frascone said, "and firefighters risk their lives all the time as a part of their job." Several



(From left to right) Bjorn Peterson, MD and R.J. Frascone, MD receive the St. Paul Fire Department's Meritorious Service Award from Fire Chief Tim Butler.

firefighters on the scene have also been recognized for their outstanding service.

Regions EMS will receive the proceeds from the 2013 Wine Auction. For more information on the event, turn to page 7.