

## 2013 REPORT TO THE COMMUNITY



# MILESTONES IN CARE

## REGIONS HOSPITAL

is a leading, full-service, private hospital providing outstanding medical care, with special programs in heart, surgery, orthopaedics, the neurosciences, digestive care, cancer, mental health, burn, emergency and trauma. Established in 1872, the hospital has served the Twin Cities and surrounding region for 141 years.

Patients receive state-of-the-art care in an environment that promotes comfort and healing. The health professionals at Regions Hospital are involved in teaching and research focused on improving health and medical care. Regions Hospital is part of the HealthPartners family of care.

## OUR MISSION

Regions Hospital Foundation:

- Advocates and develops awareness
- Builds community partnerships
- Raises charitable contributions

For patient care, research and health professional education.

## OUR VISION

To inspire philanthropy that profoundly impacts our communities' health care.

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# LETTER TO THE COMMUNITY

How can the charity care leader for the Twin Cities East Metro also offer award-winning care in neurosurgery, stroke, heart care and more? Only in partnership with donors like you. More patients are choosing Regions for their care, and serving more patients allows us to better serve people who cannot afford their treatment. But we also need charitable assistance to fund special programs not covered by everyday revenue. Together, we reached several milestones in 2013:

- We exceeded our \$6 million fundraising goal to transform mental health care. With help from donations we opened our beautiful new mental health facility in December 2012. The facility includes space for DayBridge, a new program that provides inpatient-like, intensive mental health care for those who can safely stay at home at night and on weekends. Donations also funded innovative programming and Make It OK, an anti-stigma campaign that has received local and national recognition.
- Our Burn Center observed its 50th anniversary. A celebration in October brought together patients from across the Upper Midwest who benefited from the center's nationally-renowned care. The anniversary also reminded us how crucial donations have been to the center's work.
- The 2013 Wine Auction raised a record \$770,000. Proceeds will help Regions Emergency Medical Services expand the programs it provides to medical first responders in the East Metro and St. Croix Valley. In 2014 we plan to celebrate the event's 25th anniversary in style, with a goal of raising \$1 million.

The next few years will be especially challenging for Regions. The full implementation of the Affordable Care Act will have a major impact on safety-net hospitals like ours. Because of the act, the hospital's bottom line is expected to take a \$6.5 million hit in 2014. Starting in 2015, this amount could rise to \$16 million a year.

With the support of friends like you, we know we will meet these challenges and thrive. Thank you for your generosity and partnership. ♦



A handwritten signature in black ink that reads "Don Maietta".

**DON MAIETTA**

*2013 Chair*  
Regions Hospital Foundation



A handwritten signature in black ink that reads "Brock Nelson".

**BROCK NELSON**

*President and CEO*  
Regions Hospital  
*President*  
Regions Hospital Foundation



A handwritten signature in black ink that reads "Kevan J. Kosidowski".

**KEEVAN KOSIDOWSKI**

*Executive Director*  
Regions Hospital Foundation

# GRATITUDE FOR A NORMAL LIFE

Sheryl Ramstad with Candyce Kuehn, RN, the Burn Center's nurse manager. Kuehn was one of Sheryl's nurses in 1979.

*Experience as Burn Center patient  
inspires judge to become nurse*

In October 2012, Sheryl Ramstad gave up her position as a judge on the Minnesota Tax Court to pursue a master's degree in nursing from the University of Minnesota. As part of her educational requirements, she asked to spend a semester working as a nurse at the Burn Center at Regions, where she was a patient 34 years ago. "I feel a deep debt of gratitude to the Burn Center for saving my life," Sheryl said.

Sheryl was an assistant U.S. attorney in July 1979 when the plane she was flying crashed in St. Paul. She was in the middle of her first solo flight when the plane's engine quit. By all accounts she did a heroic job landing while keeping others out of harm's way. Sheryl broke

out of the burning plane but suffered severe burns to 37 percent of her body, including her hands, arms, back and legs.

The St. Paul Fire Chief arrived at the scene and asked Sheryl where she wanted to go for care. According to Sheryl, "He said that one of the best burn units in the country was a few miles away," at what later became Regions Hospital. "I said 'Please take me there.'"

Sheryl had seven surgeries during her seven weeks in the Burn Center. "Working with burn patients is challenging," Sheryl said, speaking from her experience as both a patient and nurse. "A patient's life is in the

“I feel a deep debt of gratitude to the Burn Center for saving my life.”

—Sheryl Ramstad

balance every day they are recovering from a burn. It’s not just the burns that make a person vulnerable. In my case they had to watch for pneumonia and lung damage. There’s also the risk of infection, internal problems and psychological trauma. Burn care requires a special expertise and focus possessed by the Burn Center’s staff.”

“A lot has changed since I was a burn patient,” Sheryl said. “In no small part that’s the result of burn centers using research to improve care. Regions specifically has an international reputation for cutting-edge burn innovations that have saved lives.”

One thing that has not changed over the years has been the compassion of Burn Center staff. Several of Sheryl’s own care providers — including three nurses, a doctor and a physical therapist — still worked on the unit in 2013, when Sheryl did her clinical rotation. “It brought back memories of my own hospitalization,” Sheryl said. “The staff gave me a lot of encouragement back then.”

Sheryl remembers one attendant who would stop to brush her hair when she was hospitalized. A Burn Center nurse challenged Sheryl to run Grandma’s Marathon in Duluth two years later. Sheryl fulfilled that goal and has completed seven marathons since her accident.

Sheryl earned her master’s degree in nursing in December 2013 and wants to work with burn patients. She also plans to pursue a doctorate in nursing practice. “Because of the staff in the Burn Center I’ve had 34 years of normal life. Each year on my birthday I reflect on how lucky I am.” ♦

## BURN CENTER CELEBRATES 50th ANNIVERSARY



**Tony Gonzalez (second from left) participated in the 2013 BurnAid Golf Classic, which benefited the Burn Center at Regions. He is pictured with (from left to right) Dave Davis, Christine Pulkrabek, Jerry Bradley and Mark Gonzalez.**

In 2013, the Burn Center at Regions Hospital celebrated 50 years of internationally-recognized burn care excellence.

Tony Gonzalez can personally attest to the quality of its care. In 1997 he suffered second- and third-degree burns over 95 percent of his body in a propane gas explosion. Tony spent nine months in the Burn Center, where he underwent a number of surgeries, physical therapy to learn to walk and talk again and psychological therapy to deal with the trauma of the accident. “I couldn’t have asked for better care, both for myself and my family,” Tony said.

Since his accident, Tony has become involved in burn care efforts nationwide, speaking at the World Burn Conference, attending the national conference of the American Burn Association and visiting hospitals across the country. This includes trips back to Regions. “The care offered in the Burn Center can be put at the highest level,” he said.

Tony also became the Burn Center’s largest individual contributor. Donations have played a key role in helping the Burn Center become the most complete and extensive facility of its kind in the Upper Midwest. Contributions pay for facility renovations, additional equipment and programs that meet the educational and emotional needs of patients. “Contributing was my opportunity to give back to the Burn Center and burn community as a whole,” Tony said. “I feel I can personally move forward in my recovery because the support is there.”

# TALKING ABOUT MENTAL ILLNESS



Dan Abdul with wife Sarah and daughter Isabella

## *Veteran fights stigma after his experience with depression, PTSD*

As a U.S. Army flight medic, Dan Abdul had treated a lot of terrible injuries before experiencing his own military vehicle accident in July 2005. He was trapped in the vehicle for two hours before he was rescued. “The whole time I was scared of being burned,” Dan said. “When I was in the hospital I never wanted to fall asleep, and when I got home I had flashbacks. I knew something was wrong.”

Dan’s story, and his experience with severe depression and post-traumatic stress disorder, is featured in *Make It OK*, a documentary series on mental illness and stigma. The four-part series is being created by Twin Cities Public Television with donations to Regions Hospital Foundation. A schedule of the documentaries along with downloadable versions can be found on [TPT.org](http://TPT.org)

Mental illness dramatically affected Dan’s life. “I was angry at everyone else. In reality I was scared but I processed it as anger. I felt a temper I had never felt before. I lost friends and there was a distance between my family and me.”

When Dan’s condition was diagnosed, he experienced the stigma that is all too common among those with mental illness. “Some people

“I want to use my story to change people’s perception of mental illnesses.”

—Dan Abdul

thought the condition was something else. I was a strong guy and a Christian, so they felt I should be able to pray or work my way out of it. Others didn’t trust me or wanted to make decisions for me. When I was finally seen in a hospital, a nurse told me I looked really good for someone dealing with mental illness. How did she expect me to look?”

The stigma is especially strong among veterans. “In the military people want to be tough. Emotions aren’t promoted in any way. When I was on active duty I had to be careful with what I said about my feelings. I didn’t feel like I could discuss them.

Dan eventually entered a PTSD recovery program. He was recovering and felt he was on the right track, “but outside the hospital I didn’t do much for my own care,” he said. In 2008 he tried to commit suicide.

With the help of charitable donations, Regions is creating the Lee and Penny Anderson Hero Care Program for Veterans. The program will encourage veterans within the community to seek help for mental illnesses; create the programming, staffing and space necessary to provide veterans with specialized care; and give assistance to veterans after they have been discharged so they can stabilize their lives and thrive.

Since 2008, Dan has become more active in his own care. He’s learned to identify the triggers to his condition and manages it through medications, meditation, biofeedback and mindfulness-based activities.

Dan has also reached out to others experiencing stigma. Besides his work with the Make It OK anti-stigma campaign, Dan is a volunteer speaker for the National Alliance on Mental Illness and leads a mental health ministry in his church. “I want to use my story to change people’s perception of mental illnesses,” he said.

So how should you talk to someone experiencing mental illness? “How would you talk to someone with diabetes or cancer?” Dan responds. “You show empathy and encouragement. You ask if you can help. You have to be able to talk about it or the stigma just continues.” ♦

## MENTAL HEALTH CAMPAIGN SURPASSES \$6 MILLION GOAL



Bill and Susan Sands

By the end of 2013, Regions Hospital Foundation had raised \$6.3 million toward its Campaign to Transform Mental Health Care. Contributions helped fund a new mental health facility that opened in December 2012, innovative programming and Make It OK, a campaign to fight the stigma associated with mental illness.

Bill and Susan Sands gave a major gift to the campaign, and Bill was instrumental in raising additional funds. “Regions is the primary provider of inpatient mental health care in the East Metro, and with this effort it really put a stake in the ground for improved care. Hopefully other providers will follow our lead,” said Bill, who chairs the Regions Hospital Foundation board. “We also brought a number of first-time donors into the Regions family. I thought it was terrific.”

Bill and Susan have experienced firsthand the pain caused by mental illness. After years of treatment for depression, Bill’s sister took her own life. “Our experience is not unique,” Bill said. “One in four adults experiences a diagnosable mental illness each year. It’s a huge problem in any community.”

Regions Hospital Foundation will continue to raise money for mental health efforts, including Make It OK, our Alcohol and Drug Abuse Program and the Lee and Penny Anderson Hero Care Program for Veterans, which serves the unique needs of veterans who experience mental illness. Said Bill: “Our community has more mental health care needs that must be met. This is not the end of our journey.”

# THE BEST MEDICINE



(Top) Tim Butler, St. Paul Fire Chief and R.J. Frascone, MD, medical director of Regions EMS; (lower) Helene Houle and John Nasseff

## *Regions, St. Paul Fire bring preventive care to homebound patients*

Caring for a complex medical condition can be a major hurdle for many patients, especially when they are recovering from a medical crisis such as a heart attack or traumatic injury. Some are overwhelmed by the wounds they must care for or the many medications they must take on a daily basis. Some patients are newly frail, making everyday household objects like electric wires a true hazard.

Without in-home assistance, many of these patients suffer additional medical emergencies that require hospital visits. Others will be moved into nursing homes. And the cost to the community for these interventions can be tremendous. Yet traditional home care is not available to everyone who could benefit from it.

That's why Regions Emergency Medical Services is using funds raised at the 2013 Wine Auction to create a new community paramedic program. Community paramedics are advanced life support personnel trained to provide non-emergency care to patients who have trouble visiting a doctor and do not qualify for traditional home care services. Community paramedics can obtain EKGs, perform physical exams, draw blood samples, educate patients on the use of medications and evaluate a home for

“St. Paul is our home. Unique and innovative efforts like the community paramedic program make it one of the best places to live in America.”

—John Nasseff

physical hazards, all where the patients live. In this way, the program will help people live healthier, more independent lives.

John Nasseff and Helene Houle were the presenting sponsors and honorary chairs of the 2013 Wine Auction. “Regions knows that preventing medical emergencies is always the best medicine,” Nasseff said.

Regions EMS works with ambulance services, fire departments, police departments and other first responder agencies across the Twin Cities East Metro and western Wisconsin to ensure they provide the best care at the point of injury or illness. Regions EMS is also a national leader in research, resulting in better first responder care.

In early 2014, Regions EMS will launch a community paramedic program in St. Paul in partnership with the city’s fire department, which will supply the community paramedics for the program. “The community paramedic program will allow patients to better care for themselves at home and reduce 911 calls and unnecessary hospital admissions. Ultimately it will reduce costs to the community, the health care system and the patient,” said Tim Butler, the St. Paul Fire Chief.

“St. Paul Fire is a great partner for the community paramedic program,” said R.J. Frascone, MD, medical director of Regions EMS. “Its paramedics deliver the finest care in neighborhoods and homes throughout the city. They have earned the trust and loyalty of residents.”

The partnership between Regions EMS and St. Paul Fire was one of the main things that inspired Nasseff and Houle to sponsor the 2013 Wine Auction. “Regions EMS is a leader in providing medical oversight and training to first responders like those in St. Paul Fire, and St. Paul Fire brings life-saving care to community members every day,” Nasseff said. “The community paramedic program takes advantage of the unique strengths of the two organizations as well as their strong history together.

“St. Paul is our home. Unique and innovative efforts like the community paramedic program make it one of the best places to live in America.” ◆

## FOUNDATION TO CELEBRATE 25th WINE AUCTION IN 2014



**Proceeds from the 2013 Wine Auction are benefiting Regions Emergency Medical Services, which give first responders the medical direction, education and quality assurance services they need to provide the best care at the point of injury or illness.**

In its first 24 years, the Wine Auction raised \$8 million to help Regions strengthen its programs and create innovative new ones. In the past five years alone, event proceeds have supported the Center for Memory and Aging, the hospital’s status as Minnesota’s first Level I Pediatric Trauma Center and DayBridge, a new mental health program for adults.

Wells Fargo has sponsored the Wine Auction for the past 10 years. “Regions is a very important member of our health care community, so the area’s overall health is dependent on the services provided by the hospital,” said Tom Skalitzky, a senior vice president and relationship manager for Wells Fargo Bank. “In providing financial services, Wells Fargo’s success is dependent on the health of our communities, so it’s important we support their needs.”

In 2014 we will celebrate the Wine Auction’s 25th anniversary, allowing us to reflect on the event’s accomplishments and look to the future of care. Our goal is to raise \$1 million to strengthen marquee programs that improve the health of our community. “The event is extremely well done and a fun occasion to see friends and others who want to make a difference in our community,” Skalitzky said.

For more information, contact Kelly Johannsen at 651-254-3093 or visit [www.thewineauction.org](http://www.thewineauction.org).

# “LIKE A MIRACLE”



*Deep brain stimulation brings hope to Parkinson's patients*

Lorey Fairbanks with (left to right) Jon McIver, MD, David Tullar, PA-C, and Julia Johnson, MD

In 2000, Lorey Fairbanks began to feel a stiffness in her arm. At first she thought it was an old elbow injury acting up, but when her left leg became stiff and her gait changed she knew something was wrong. At the age of 43 she was diagnosed with Parkinson's disease.

“My family was devastated,” Lorey said. “My mom helped care for her grandmother when she had Parkinson's many years ago, so she feared that my outcome would not be good.”

As the disease progressed, Lorey kept a positive outlook, but in 2011 she had to retire from her position as a nurse manager. “I loved being a nurse. I liked getting to know patients. My co-workers gave me great sup-

port but I just couldn't be a nurse anymore. I couldn't do the simple things like getting medications out of their packages. The fatigue was also huge and the medications made me even more tired. I could fall asleep at a light while driving.”

When Lorey first visited the HealthPartners Parkinson's Center in the summer of 2012 her condition had deteriorated significantly. “I couldn't dress myself. My husband had to help me. I also couldn't sit still and would fall about once a week.”

Lorey met with David Tullar, a physician assistant in the Parkinson's Center, who told her about deep brain stimulation. As part of DBS, surgeons implant a device

“Two days after surgery I went home and did six loads of laundry. I couldn’t do one before the operation.”

—Lorey Fairbanks

that sends electrical impulses to specific parts of the brain, altering the abnormal brain signals that cause movement disorders such as Parkinson’s disease. While other surgical alternatives damage healthy brain tissue, deep brain stimulation modifies the brain circuitry rather than destroying it, making its effects easily adjustable. Regions is a leading regional provider of DBS, which is also being investigated as a treatment for depression and bipolar disorder.

Lorey underwent the procedure in December 2012 for the left side of her brain. “It was like a miracle,” she said. The effects were immediate. Her arm was no longer stiff and she could walk better. “Two days after surgery I went home and did six loads of laundry. I couldn’t do one before the operation.” Since the surgery she also takes 75 percent less medications.

Lorey has great things to say about the staff of the Parkinson’s Center. “David Tullar really stood out. Besides helping coordinate my care he also brought in my whole family to talk about the disease and its treatment.” Lorey was also impressed with Jon McIver, MD, the neurosurgeon who performed her DBS surgery, and his whole team. One nurse held Lorey’s hand throughout the surgery. Lorey found this very comforting mid-surgery, when Dr. McIver performed tests on her cognitive functioning.

In January 2014, Lorey went in for the second phase of DBS, this time for the right side of her brain. Eventually Lorey wants to get involved with patients once again, either as a volunteer at a nursing home or by leading a support group of patients with Parkinson’s. “People need support. I had great family support and it was still difficult.”

Lorey highly recommends that patients with Parkinson’s disease visit the HealthPartners Parkinson’s Center. “It was good to work with their staff. They’ve given me great care before and after surgery.” ♦

## HEALTHPARTNERS BUILDS WORLD-CLASS PARKINSON’S CENTER



**David Tullar, PA-C, a physician assistant in the Parkinson’s Center (left) and Julia Johnson, MD, movement disorder neurologist (right)**

Parkinson’s disease is the second most common neurodegenerative disease after Alzheimer’s. One million Americans live with Parkinson’s, and that number is expected to triple in the next 50 years.

Yet according to David Tullar, a physician assistant in the HealthPartners Parkinson’s Center, “Parkinson’s is unique in that the right care delivered early can make a huge difference in outcomes. With early medical intervention, exercise and physical therapy, a patient might not notice any changes in their physical abilities in the first year after diagnosis, but the big improvement comes 5 to 10 years down the line.” Early and optimal treatment also reduces the risk of falls and medical complications as well as the long-term cost of care.

Each person experiences Parkinson’s differently, so it is important to create a customized plan that fits the needs of individuals at different stages of the disease. That’s why the Parkinson’s Center uses a team approach involving expert care, therapy and surgery and cutting edge research opportunities.

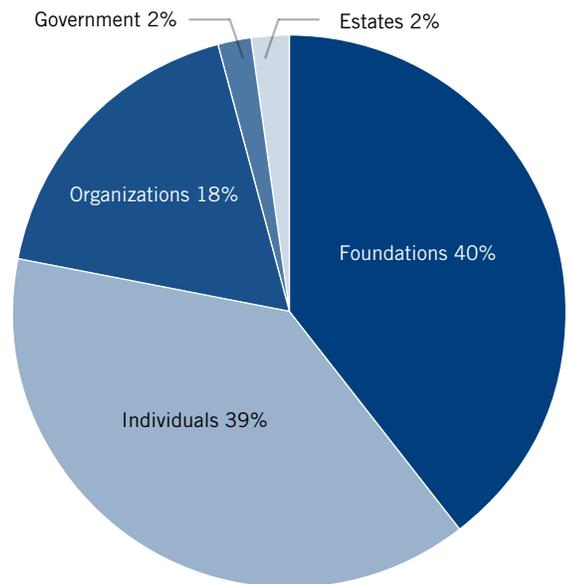
According to Tullar, bringing in Julia Johnson, MD, as a fellowship-trained movement disorder neurologist was a major piece needed to offer the highest-caliber care. “We couldn’t put it all together without her expertise and credibility,” Tullar said. Proceeds from the 2012 Wine Auction were also critical to the creation of the center.

For Dr. Johnson, clinical director of the Parkinson’s Center, the best care starts with the initial patient visit. “We want to give hope to our patients. We want them to know they can live a full life with the disease and we’re here to help them along that pathway.”

# 2013 ANNUAL AND CAPITAL DONATIONS

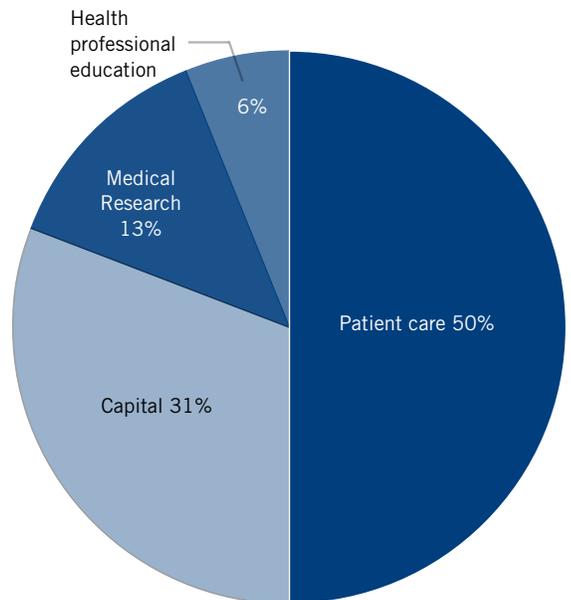
## SOURCES OF DONATIONS

Foundations	\$2,551,353	40%
Individuals	\$2,472,172	39%
Organizations	\$1,132,042	18%
Government	\$130,111	2%
Estates	\$102,286	2%
<b>TOTAL</b>	<b>\$6,387,964</b>	<b>100%</b>



## USES OF DONATED FUNDS

Patient care	\$3,222,271	50%
Capital	\$1,950,428	31%
Medical Research	\$861,484	13%
Health professional education	\$353,781	6%
<b>TOTAL</b>	<b>\$6,387,964</b>	<b>100%</b>



**6,222**

Number of gifts

**4,103**

Number of donors

Numbers reflect new gifts and pledges and do not include payments made on previous pledges.

## A SOUND INVESTMENT:

### A note about 2013 donations

These two pages illustrate the outcomes, from a numbers perspective, of the work of Regions Hospital Foundation staff and our key partners—board members, volunteers, senior leaders and physicians from across the organization. In addition to showing you how the dollars were used, we also want you to know you're making a sound investment when you support our organization.

In 2013 our return on investment (ROI), a measure of effectiveness, was \$4.59. For every dollar invested, \$4.59 was returned to the organization. Another way to look at this is through the cost to raise a dollar, a measure of efficiency. In 2013, our cost to raise a dollar was \$0.21. Both of these outcomes bettered the median ROI (\$3.22) and cost to raise a dollar (\$0.31) of healthcare fundraising organizations across the country, as measured by the Association of Healthcare Philanthropy. We are also well above the median ROI (\$2.72) and below the cost to raise a dollar (\$0.37) for a subset of institutions—community hospitals.

Despite the changes to our healthcare system, philanthropy will continue to play an important role in expanding access to key services, ensuring the highest quality outcomes at an affordable price. Thank you for your confidence and trust in our work.

## BREAKDOWN OF DONATED FUNDS

### PATIENT CARE

Mental Health	39%
Emergency Medical Services	24%
Patient assistance - employee giving	15%
Burn Center	7%
General contributions	6%
Neurosciences	3%
HealthPartners Hospice	3%
Oncology	2%
Other	1%
<b>TOTAL</b>	<b>100%</b>

### MEDICAL RESEARCH

Center for Memory and Aging	69%
HealthPartners Institute for Education and Research	31%
<b>TOTAL</b>	<b>100%</b>

### HEALTH PROFESSIONAL EDUCATION

HealthPartners Institute for Education and Research	65%
Emergency Department	25%
Scholarships	9%
Hand Fellowship	1%
<b>TOTAL</b>	<b>100%</b>

### CAPITAL

Emergency Department	52%
Mental Health	48%
<b>TOTAL</b>	<b>100%</b>

These figures represent unaudited numbers.

## 2013 BOARD OF DIRECTORS

### Regions Hospital Foundation

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Writer

## FOUNDATION STAFF

At Regions Hospital Foundation, we build relationships with generous individuals and organizations who share our passion for patient care, medical research and the education of health professionals. Whether you want to contribute to the foundation's mission or are a staff member whose program needs charitable assistance, we want to talk to you. Just call us at 651-254-2376 or send an email to [RHF@HealthPartners.com](mailto:RHF@HealthPartners.com).

To make a tax-deductible contribution, you can also use the enclosed envelope or visit [RegionsHospital.com/give](http://RegionsHospital.com/give). Thank you for your consideration.



**(Front row) Alexandra Kouame, Keevan Kosidowski; (middle row) Kelly Johannsen, Christine Pulkrabek, Christiane Morlock; (back row) Dan Ryan, René Rosengren, Amy Ault**

Regions Hospital Foundation would like to thank Carr Creatives for its generous donation of graphic design services toward the creation of this report. [www.carrcreatives.com](http://www.carrcreatives.com)

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Foundation**

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