



Seton Medical Center Foundation

FUNDRAISING FOR THE FUTURE

2011 Toyota PRIUS Raffle

Raffle tickets are \$100 each
Only 600 tickets will be sold
To purchase tickets call (650) 991-6464



SUMMER 2010

OUR MISSION

In the spirit of our founders, St. Vincent de Paul, St. Louise de Marillac, and St. Elizabeth Ann Seton, the Daughters of Charity Health System is committed to serving the sick and poor. With Jesus Christ as our model, we advance and strengthen the healing mission of the Catholic Church by providing comprehensive, excellent healthcare that is compassionate and attentive to the whole person: body, mind, and spirit. We promote healthy families, responsible stewardship of the environment, and a just society through value-based relationships and community-based collaboration.

VINCENTIAN VALUES

Respect

Recognizing our own value and the value of others

Compassionate Service

Providing excellent care with gentleness and kindness

Simplicity

Acting with integrity, clarity and honesty

Advocacy for the Poor

Supporting those who lack resources for a healthy life and full human development

Inventiveness to Infinity

Being continuously resourceful and creative

State-of-the-Art Technology Meets Vincentian Values

How often do we hear these three adjectives—better, faster and less expensive—used in the same sentence? With the newest equipment upgrade at the Seton Breast Health Center, that’s exactly what our patients are experiencing.

Earlier this year, with major support from the Foundation, Seton Medical Center purchased a Hologic Multicare Platinum stereotactic breast biopsy unit, the newest model on the market. Compared with a surgical biopsy, the stereotactic biopsy is far less invasive and takes less than an hour...and it even costs less.

But it’s not good enough to be better, faster and less expensive. Continuing medical advances mean that we must always be looking ahead.

We are currently raising funds for a “next generation” MRI breast coil. This equipment will transform our MRI into a dedicated system for breast imaging. It will optimize imaging and access while enhancing patient care and comfort.

Thanks to generous support through Seton’s Associate Giving Campaign (non-physician staff) as well as proceeds from Sipping with Seton, our annual wine-tasting event, the Thelma Doelger Charitable Trust, and individual donors, we are well on our way to raising the funds to purchase this priority piece of equipment.

The MRI breast coil will complete Seton’s “one-stop shop” for state-of-the-art breast disease management. Patients can access the entire range of breast health services—diagnostic and screening mammograms, ultrasound exams, breast health education, surgery, chemotherapy, and radiation therapy—under one roof. The benefit of this continuum of care is greater consistency, convenience and confidence for the patient.

And again, Seton doesn’t stop with state-of-the-art; we take breast health care one step farther. Seton patients benefit from the services of a full-time breast health nurse, Claudia Pratt. A 27-year veteran of Seton, Claudia provides in-depth breast health education and dispenses an extra dose of compassion during this potentially-confusing, sometimes-frightening time.

Taking health care one step farther is a direct expression of Seton’s time-honored Vincentian Value of compassion. We’ve been integrating these values into our services for more than 100 years and have every intention to continue... because technological advances have yet to find a better way to provide compassionate care.

Optimizing quality for better patient care:
Seton’s MRI breast coil.



Member of Daughters of Charity Health System



Dear Friends,

At Seton Medical Center and Seton Coastside, we are making the right choices that allow us to remain true to our Mission and Vincentian Values. We are responding to the new economic reality by focusing on growth and finding ways to operate efficiently while always striving to exceed our patients' expectations. Our associates and physicians deserve much of the credit and thanks for their creativity, flexibility and dedication.

Along with Seton's associates and physicians, our loyal donors deserve our gratitude for many improvements and upgrades that could not have happened without your support.

Throughout this newsletter you will read wonderful stories about philanthropy—in the form of time, talent and treasure—making a difference at Seton. From cornerstone programs and groundbreaking research, to inspiring physicians and outstanding associates, Seton is truly a center of medical excellence and a vital community partner.

Sincerely,

Lorraine P. Auerbach, FACHE
President & CEO,
Seton Medical Center, Seton Coastside

Your Generous Support Making a Difference at Seton Medical Center and Seton Coastside

Seton Medical Center is fortunate to have the support of hundreds, even thousands, of dedicated donors. Corporations, foundations, and many individuals donate through the Seton Medical Center Foundation, to enable Seton to provide both new technology and basic comforts for our patients. The articles below are a few of the recent acquisitions and improvements that your generous support has made possible. To learn more about our any of our Departments, please visit www.setonmedicalcenter.org

Video Technology It's Not Just for Kids

Many of us have seen doctors on television dramas intubating seriously ill patients to assist with breathing or administer anesthesia. In difficult cases, they have to call on the most experienced resident or attending physician. After a lot of suspense, everyone breathes a sign of relief when the doctor proudly proclaims, "It's in!"



Thanks to the generosity of our donors, Seton Medical Center can eliminate much of the drama—and greatly reduce the risk associated with laryngeal intubation. Seton Medical Center Foundation purchased two video laryngoscopes for the Emergency Department and Surgery Department. A miniature camera and display technology enable a clear view of the laryngeal inlet during intubation. This new equipment greatly reduces the risks associated with difficult intubations. This is another important way that your gifts to Seton Medical Center Foundation improve the quality of health care for our community.

If you would like to give to the Seton Medical Center Foundation use the enclosed envelope to make a donation with your credit card or mail a check. You can also go online to give at www.setonfoundation.org.

For more information about the Foundation or giving opportunities, contact: David Siebert, Interim Vice President of Development, email davidsiebert@dochs.org or call 650-991-6464.

Radiant Warmers for our Youngest Patients

In 2009 Sipping with Seton raised funds for a leading-edge Infant Warming System. The radiant warmer for the Women and Newborn Services Department. This system dovetails with our existing equipment, allows for precise control and is easy to use. The innovative technology that provides uniformly effective warmth for the baby enables nurses to administer their best heartfelt care.



New Recliner Chairs for the Infusion Center Compassionate Care

Although the excitement of the last waltz has faded, the purpose behind *Let's Have a Ball* lives on. With proceeds from this fun and glamorous fundraiser, the Foundation was able to purchase four recliner chairs for the Infusion Center at Seton. Patients are now able to receive chemotherapy in even greater comfort, an important consideration when treatment can sometimes last up to eight hours. Thanks to you, Seton is able to provide this tangible expression of our Vincentian Value of Compassionate Service.





Dr. Jay gives putting tips to Sr. William Eileen Dunn, D.C., vice president of Mission Integration.

There's Nothing Retiring about Dr. Jay

When Jay Narayan joined Seton in 1978, he found the Vincentian values very compatible with his own. "It's all about providing comfort, and meeting the needs of everyone without regard to their background," he explains.

At Seton, Narayan enjoyed a 29-year career, ultimately serving as Director of Clinical Laboratory, Pathology, Nuclear Medicine, Radiology, and Radiation Oncology. While working toward his doctorate in Interdisciplinary Studies, he made innovations in both the cutting-edge technologies selected for patient care, and organizational restructuring for greater efficiency and productivity.

One such example is Direct-Access Testing (DAT) of lipid profile and for diabetes screening. Through Narayan's (affectionately know as Dr. Jay) pioneering work at Seton, these tests first became more widely available, and today they are highly affordable and routinely accessible at pharmacies across the country. Greater affordability and convenience ultimately helps to reduce pain and suffering.

Though work and higher education kept him more than busy at Seton, Dr. Jay also made time for philanthropy. In 2003 he picked up a golf club for the first time to round out a Nuclear Medicine Department team at Seton's Charity Golf Classic. By 2006 he was taking home trophies – not bad for this Fijian-born guy who grew up playing soccer.

After retirement in April 2007 Dr. Jay joined the Board of the Seton Medical Center Foundation and continues to serve in this capacity. As an avid golfer, it was only natural that he would also join the Seton Medical Center Foundation Charity Golf Classic Committee.

This year he moved into the role of Golf Committee Chair because, as he puts it, "I saw that there was a need. I've never done this before, but I've always challenged myself, so here is one more challenge." In Committee meetings, he definitely applies principles of management as he strives to ensure a fun and successful event.

Dr. Jay provides the best reason of all for remaining connected to Seton. When his wife Alexandra broke her wrist a few years ago, they rushed to the nearest emergency room, where they waited...and waited...and waited. Alexandra was experiencing "the worst pain of my life" and Dr. Jay was getting more impatient by the minute.

"We got mad, jumped in the car and came to Seton," he explains. "The triage nurse met us at the Emergency Department entrance, and Alexandra was treated within two minutes. When minutes count, you can count on Seton," he concludes.

Seton in the News



Dr. Josefina Enriquez: District 19 Woman of the Year

Seton Coastside RotaCare Medical Director Dr. Josefina Enriquez was recently named California's Assembly District 19 Woman of the Year. Nominated by Assemblyman Jerry Hill, Dr. Enriquez was recognized for more than 25 years of service on the San Mateo County coast—often providing medical treatment free of charge. Dr. Enriquez has long been involved in charitable causes on the Coast and beyond. She has lent her services to the RotaCare Coastside Clinic and helped to open a free-standing clinic in Mexico.

Seton Stroke Program wins Gold

Seton Medical Center has received the 2010 American Heart Association/American Stroke Association's Get With The Guidelines® Stroke Gold Plus Performance Achievement Award. The award recognizes Seton's success in implementing excellent care for stroke patients, according to evidence-based guidelines. "The time is right for Seton Medical Center to be focused on improving the quality of stroke care by implementing Get With The Guidelines-Stroke. The number of acute ischemic stroke patients eligible for treatment is expected to grow over the next decade due to increasing stroke incidence and a large aging population," said neurologist Edgardo Alicaway, MD, medical director of Seton's stroke program.

Lorraine Auerbach: Influential Woman of the SF Bay Area 2010

Congratulations to Lorraine P. Auerbach, FACHE, President and CEO, for being chosen by the SF Business Times as one of their Most Influential Women of the SF Bay Area 2010. Lorraine was recognized for her professional accomplishments throughout her career. The SF Business Times featured Lorraine in the April 27th issue, and she was honored at a special reception in early June.

Vision for the future builds on a Mission of community service

Seton Medical Center is redefining itself as a top-quality hospital with a strong relationship to its community. Seton has developed a master plan to build an entirely new, seismically compliant inpatient facility. But, it is the hospital's firm dedication to the Daughters of Charity Mission of compassion and attentiveness to the whole person that enlivens this vision.

The plan encompasses a state-of-the-art, efficient and environmentally friendly inpatient tower to be opened by 2020. "This plan will enable us to serve people throughout all facets of their lives while giving them access to the highest level of care," explains Adam Nevitt, MD, Seton's medical director of Imaging Services.

A close, collaborative relationship with the community is a key ingredient to the success of the plan. As a mission-driven organization, Seton has always worked to meet the needs of local residents. Prior to being named Seton Medical Center in 1965, Mary's Help Hospital adopted our community as its own, grateful to be of service. We continue to embrace that legacy today.

"Our

Mission to provide compassionate care to the sick and those who are poor remains as strong as the steel beams that will support our new buildings."

Lorraine P. Auerbach, FACHE, President & CEO of Seton Medical Center



When You Know Somebody Cares, You're not Alone



Louise Stagnaro (middle) receives recognition at a donor event.

You might not know her name, you might not even recognize her face. But Louise Stagnaro is one important reason that Seton Medical Center is such an exceptional place for the patients and families who turn to us for care.

In 2000 when her husband Ray needed treatment in Radiation Oncology, Louise began to volunteer once a week to assist with administrative work in that department. Ray also received chemotherapy at Seton, and Louise is quick to add that the staff in the Infusion Center also did an excellent job with compassion.

"There's something truly extraordinary about the care, the way patients are treated at Seton, that helps them feel more positive," she continues. "I don't want to speak for everyone, so I'll tell you about my husband's experience. In spite of the fatigue from treatment, he felt better after getting to know his team of doctors. He truly liked and trusted them, and he knew in his heart that the doctors, nurses, therapists and all of the staff really cared about him. *When you know somebody cares, you're not alone.*"

The Radiation Oncology Department holds an annual holiday party for patients and staff. Louise is the quiet force behind this joyous reunion for up to 250 survivors and the Seton doctors and nurses who have made such a difference in their lives. "It's all worth it when you see patients and families enjoying time with their doctors, nurses and other staff. There are lots of hugs and lots of laughter," she says.

"Louise is such a positive presence in the Radiation Oncology Department," effuses Dr. Barry Chausser. "Beyond administrative help, she is currently making an important and unique contribution to the Department through a program to ensure the consistency of follow-up care that our patients receive after treatment."

Yes, it has been 10 years, and while each of her volunteer days is eight hours long, Louise finds her work at Seton endlessly rewarding...even refreshing. "I don't have time to fuss over the little problems in life. I come home every day thinking 'Well, that was a good day!'" And certainly Louise helps to make it a good day for patients, families and staff at Seton Medical Center.

Dear Friends,

Seton Medical Center Foundation is a dynamic institution that mobilizes support for Seton Medical Center and Seton Coastside. Throughout this newsletter you learn of many ways that the community—working through the Foundation—has provided critical funding to help strengthen the programs and services at Seton.

We invite you to get involved with us! You can join a committee to help produce our exciting fundraising events, you can learn more about many creative ways to donate to the Foundation, and you can help to spread the good word about Seton to those who may not yet know us. We would be happy to explore with you the best way to partner with us.

Your philanthropic involvement ensures the best in innovative technology—combined with a centuries-old tradition of heartfelt care—at Seton Medical Center. We thank you for this outstanding support.

Warmest regards,

A handwritten signature in blue ink that reads "David Siebert".

David Siebert
Vice President of Development, Interim



If I were a Millionaire, I would do a lot for Seton

This heartwarming sentiment came from a patient whose life was changed for the better by Seton. But it's not necessary to be a millionaire to make a major impact with your philanthropy. With some careful planning, you may be able to donate far more than you ever thought possible.

Through estate planning—sometimes called planned giving—you can explore various gift options including:

- Making a bequest through your will
- Creating a charitable trust—to give you income **and** help Seton
- Contributing from a retirement plan
- Naming Seton Medical Center Foundation as a beneficiary of your life insurance policy

For more information, please contact David Disend, Major Gifts and Planned Giving Officer by sending an email to DavidDisend@dochs.org or by calling 650-991-6448.

Meet David Disend



David joined the staff of Seton Medical Center Foundation in June 2010 as Interim Major Gifts and Planned Giving Officer. He brings to the Foundation 30 years of experience in the non-profit sector as a teacher, school administrator, fundraiser, and fundraising manager, during which he and his teams have won 27 Council for the Advancement and Support of Education and International Association of Business Communicators awards. Beyond the Foundation, David serves as the president of the Golden Gate Chapter of the Association of Fundraising Professionals (AFP). *Welcome David!*

Hospitalists at Seton

Just as there are physicians who specialize in the care of knees, hearts and ears, there are those who focus on caring for hospitalized patients. These physicians are known as “hospitalists.” Seton Medical Center has implemented a hospitalist program in affiliation with Cogent Healthcare, Daly City Hospitalist Medical Group and an existing Seton physician group. “We’re excited about this opportunity that brings together a well-established physician practice and our existing physician group along with Cogent to build and maintain a high performing hospitalist program here at Seton,” states Tim McMurdo, vice president of Business Development and Medical Staff. The physicians will be on site 24/7 to manage care throughout hospitalization, ordering labs and medications, making referrals as necessary to specialists, and otherwise overseeing all aspects of a patient’s care. “We believe this program will help to provide greater continuity in excellent care and service to the patients and families we serve, in a cost-effective and efficient manner,” he concludes.

The 29th Annual Charity Golf Classic

Friday, August 6, 2010 at the Half Moon Bay Golf Links. Join us for an exciting day of championship golf, dinner, raffle and auction. Proceeds support much needed programs, services and charity care at Seton Medical Center and Seton *Coastside*.

For sponsorship and event registration information, please call (650) 991-5912.



The 3rd Annual Sipping With Seton

This year’s wine tasting fundraiser held on May 27 raised over \$22,000 towards purchasing a MRI Breast Coil for the Seton Breast Health Center. Guests enjoyed tastings from 15 wineries at the beautiful Lake Merced Golf Club. We are grateful to Event Chair Cherie Napier for her dedicated leadership and support of Seton.

Event sponsors included: Palo Alto Medical Foundation Pediatrics at Seton, Serramonte Center, Joe’s of Westlake, Mullooly Dental Corporation, CSG Consultants, Inc., Lucky Chances, Inc., Scheifele, Singleton, Rittenhouse, Hu & Zeng, MDs, Inc., Seton Radiology, a division of CAIMA, AlmaVia of San Francisco, A.S.F. Electric, In., California Emergency Physician Medical Group, Corporate Security Service, Inc., Duggan’s Serra Mortuary, Georgette’s of Westlake, San Mateo Credit Union, and Louise Stagnaro.

Congratulations to Dr. Michel Accad (pictured below with his new collection of fine wines), the raffle winner of 34 bottles of wine valued at \$1,100.



SETON MEDICAL CENTER FOUNDATION RAFFLE

2011 PRIUS OR \$20,000 CASH Raffle

Raffle tickets are \$100 each.

Only 600 tickets will be sold.

To purchase tickets, call
(650) 991-6464.

Proceeds support much needed
programs, services and charity
care at Seton Medical Center
and Seton *Coastside*.

Purchased raffle tickets will be mailed
to you.

Winning ticket drawn on 8/6/10.

Need not be present to win.

Raffle donation is not tax-deductible.

Complete raffle rules available at the
Foundation office.

2011 PRIUS generously donated by

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Member of Daughters of Charity Health System

