

November 2020
Munson Healthcare Foundations

FOCUS

Inside:
Leaving Behind a Legacy
Minutes Matter, Interventional Stroke Initiative
The Future of Healthcare

BOARD MEMBERS: (Front) Mary Jo Hamlin, Judy Carr, Susan...

H Auxiliary inducts board members

NEWSBREAKS

WEDNESDAY, June 25, 2003
Benzie County Record Patriot

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Bidding a final farewell to the recently disbanded Paul Oliver Memorial Hospital Auxiliary.

Top photo: Members of the POMH Auxiliary attend the annual tea event in 1953. *Bottom photo:* Auxiliary Luncheon 2018. *Top row left to right:* Mary Jo Hamlin, Mary Kay Stemple, Mary Osborn, Diane Miller, Jo Bahry. *Bottom row left to right:* JoAnn Holwerda, Sharon Grajcar, Linda Nunn

The End of an Era



Through the years, the Paul Oliver Auxiliary has supported their local hospital through countless events and fundraisers.

“I was so thankful that the hospital was here, and I could take advantage of that service – which perhaps saved my life or saved me from a stroke or who knows what. No wonder I wanted to do what I could to sing its praises and help out.”

Irene Nugent
Paul Oliver Memorial Hospital
Auxiliary Member

As the 68-year-old Paul Oliver Memorial Hospital Auxiliary Dissolves, We Look Back at their Incredible Legacy

It all began nearly a century ago, in 1931, when the Ladies Aid Society donated bassinets to Frankfort’s first hospital, Haldeman House Hospital at 107 Park Avenue. Twenty-one years later, the Auxiliary would officially assimilate to support what is now Paul Oliver Memorial Hospital.

Joanne Brown, who joined the Auxiliary in the 1970s, can still remember vividly when she came up with the idea for the hospital’s gift shop. The Auxiliary had been using a tiny closet as a space to sell homemade gifts. “I thought it would be neat if we could sponsor a gift shop,” Brown, now 91, shared.

Brown asked about space and they soon received permission to use a portion of the waiting room. “I didn’t know what I was doing. I was an art and English teacher and didn’t know anything about merchandising.”

Determined to make the gift shop work, Brown rolled up her sleeves and dove in, driving as far as Chicago and Detroit to find gifts to line the shelves. “It turned out pretty good. We earned money for the hospital and we were proud.”

Serving eventually as the Head of Volunteers, Brown described her experience of finding willing helpers

as nearly effortless. “Everyone I asked would do it. It was wonderful because everyone was so willing to help the hospital.”

As decades passed, others would continue to run that same and beloved gift shop – including Diane Miller, who served the Auxiliary during its last six years in many roles and capacities, including president.

Miller is saddened by its recent disbandment, an agreement made this past April though discussed for several years due to a changing and increasingly competitive fundraising landscape. “It was a tough decision,” Miller shared. “The Auxiliary was much more than just a financial club. These are all very caring women, and I have to say the most important thing for me was working with them. They’re smart, they’re organized, they’re caring.”

Among Miller’s many memories include running the annual golf benefit at Crystal Mountain Resort with the help of co-chair Mary Kay Stemple. Former president Kay Hommel suggested the idea in the mid-1990s, long before golfing fundraisers were mainstream.

“Kay was not even a golfer, but she thought it would be a good thing,” explained Irene Nugent, who also served as president-elect, then president, beginning in the mid-nineties. “Eventually, we had to turn away people because we had too many. It was very popular.”



Left photo: Irene Nugent and Kay Hommel were among many Auxiliary members who helped run Paul Oliver Memorial Hospital’s beloved gift shop. *Right photo:* The wildly popular gift shop, started by Joanne Brown, showcased an assortment of gifts and personal items for all ages.

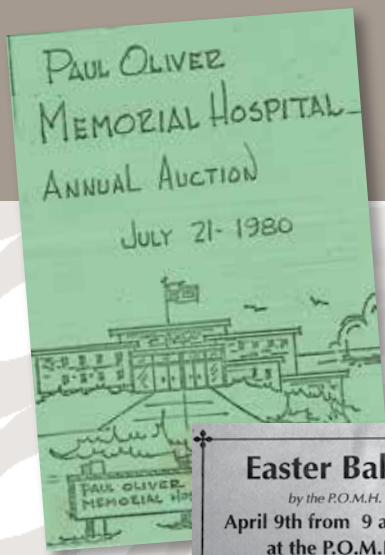
Nugent relocated to Frankfort from Perrysburg, Ohio in the fall of 1992 with her husband, a Frankfort native, and was looking to form new friendships as well as continue her legacy of volunteering. She joined the Auxiliary after a sudden brush with high blood pressure, a fact she might not have uncovered had she not heard a radio ad promoting walk-in blood pressure checks at Paul Oliver Memorial Hospital.

“I was so thankful that the hospital was here, and I could take advantage of that service – which perhaps saved my life or saved me from a stroke or who knows what. No wonder I wanted to do what I could to sing its praises and help out.”

The annual golf benefit, which endured for an incredible 24 years, was just one of many successes. There was nothing, it seems, the group didn’t organize,



Pictured above, members take to the green for the annual golf benefit at Crystal Mountain Resort.



Easter Bake Sale
 by the P.O.M.H. Auxiliary
 April 9th from 9 a.m. to 3 p.m.
 at the P.O.M.H. lobby

Bakers Needed!

Drop off location P.O.M.H. gift shop after 8 a.m.
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"It's amazing what happens when you work together as a group with the community as your purpose."

Dianne Miller
 Paul Oliver Memorial Hospital
 Auxiliary Member



PAUL OLIVER MEMORIAL AUXILIARY
 presents our first
Christmas Charity Ball
 Friday, December 4
 Tickets are \$35 per person
 Cash Bar at 6:00 PM • Dinner at 7:00 PM
 at Crystal Mountain Resort
 Music for your listening and dancing pleasure by Gary Cardin

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from uniform, garage, and bake sales to well-attended charity balls, the Great Community Talk Festival, and the treasured Tour of Interesting Places.

"One year for the tour, we had a tall ship that came into town. It had been redone and was going around the Great Lakes," Nugent recalled. "And we welcomed some interesting people for the Great Community Talk Festival, including Clint Van Zandt, an FBI profiler, and hostage negotiator who spoke in 2004."

A few years later, the Auxiliary published *Images of Benzie County*, which soon had to be republished due to high sell-out.

But fundraising was just one side of the coin.

Across the span of 68 years, generation after generation of members vigorously served their 321-square-mile county, uniting Benzie residents multiple times a year for fun causes that, in turn, benefited their 39-bed hospital and beyond. Year after year, they endeavored, pouring their hearts and spare time into countless fundraising efforts that would go on to raise a stunning \$1.5 million-plus, since they began tracking in 1980. The funds helped purchase critical medical equipment, support important wellness programs, partnerships, educational grants, and expansions and renovations.

"This hospital would not be what it is today without the support of this amazing group of volunteers,"



In 2019, the Betsie Hosick Health and Fitness Center provided over 2,200 fitness and wellness classes and had over 43,000 visits.

expressed Peter Marinoff, former president and CEO of Paul Oliver Memorial Hospital. "The compassion and commitment they have shown Paul Oliver over the last 68 years is truly remarkable and we cannot thank them enough for being part of our story."

To accomplish their community-wide goals and benefit as many people as possible, the Auxiliary also helped implement programs outside of the hospital, like Safe Sitters – which provided young teens with safe babysitting classes – and sponsoring an athletic trainer to promote concussion safety, part of a partnership between Munson Healthcare Paul Oliver Memorial Hospital and Frankfort-Elberta Schools.

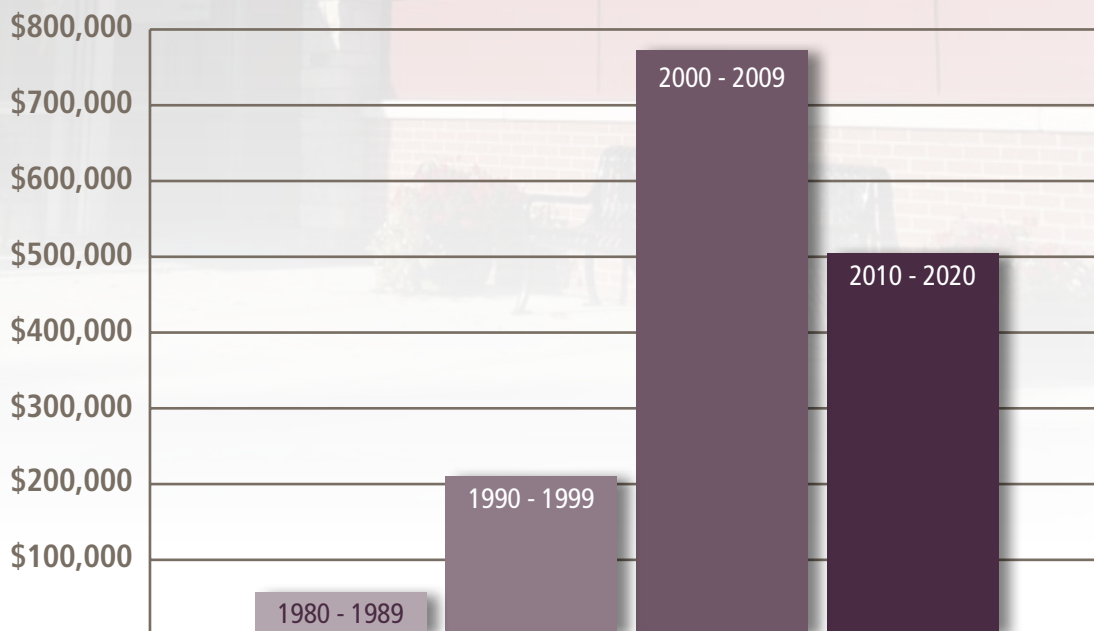
"It's amazing what happens when you work together as a group with the community as your purpose," said Miller. "You can see the accomplishments. They're visual. We're very proud of that."



The Paul Oliver Memorial Hospital Auxiliary has been instrumental to numerous projects and programs since their inception. Some of their most memorable involvement includes support for:

- Paul Oliver Kitchen Facility
- Munson Manor Hospitality House
- Munson Hospice and Home Health
- Long-term Care
- Emergency Department
- Digital Mammography
- Mobile MRI
- Cardiac Rehabilitation
- Betsie Hosick Health and Fitness Center
- Wellness Programs
- Dialysis

Their generosity has supplied our communities with critical technology upgrades, life-saving equipment, and comforting healing spaces—no matter the medical emergency.



From 1980-2020 the Paul Oliver Auxiliary has raised over **\$1,500,000**.

We are forever grateful for their commitment to quality healthcare, close to home.

Updates from Around the System

Munson Medical Center

Interventional Stroke Initiative

Munson Healthcare is thrilled to announce the launch of a new Interventional Stroke Program at Munson Medical Center. As the leading cause of disability and the fifth leading cause of death in the United States, and with higher stroke rates than average in northern Michigan, this program has the potential to impact hundreds who live in and visit northern Michigan.



Biplane Imaging

Timeline of stroke care at Munson Medical Center:

- **2012:** Munson Medical Center was designated a Primary Stroke Center, providing clot-busting medicine to patients
- **January 2020:** MMC partnered with Michigan Medicine for training and support to transition to an Interventional Stroke Program with comprehensive services
- **June 2020:** Endovascular/Neurovascular Neurosurgeon, Gary Rajah, MD, joined MMC as the lead in stroke program development
- **August 2020:** Interventional stroke procedures began at MMC

When it comes to stroke care, every second counts; providing the right care as soon as possible can both save lives and improve quality of life after treatment.

Munson Medical Center is the only center in northern Michigan with this interventional capability, and is already able to provide leading edge treatments and procedures not possible at our facility before.

In order to further develop this program, we require two state-of-the-art biplane imaging labs—one of the most advanced interventional technologies available. Bringing this equipment to northern Michigan means our medical teams can provide comprehensive care for even the most complex of scenarios, and respond faster to the needs of our communities.

Family Birth and Children's Center Update

The Next Chapter of care continues at Munson Medical Center with ongoing plans for the construction of the new Family Birth and Children's Center.



Rendering of Family Birth and Children's Center

Since the beginning of the COVID-19 pandemic, Munson Healthcare, like so many other health systems, faces a number of chal-

lenges—with capital projects such as the Family Birth and Children's Center being one of them. While the projected groundbreaking for the new facility was to take place in early spring of 2020, construction of the new Family Birth and Children's Center has been put on a temporary hold due to financial and other challenges of the pandemic.

Building the new facility remains a top priority for Munson Medical Center leadership. To date, over 8 million dollars has been raised in support of this project. Once complete, the Family Birth and Children's Center will provide families throughout northern Michigan access to high-quality maternity, neonatal intensive, and pediatric care in a state-of-the-art environment.

Manistee Hospital

Creating a place where life-threatening illnesses and injuries are cared for by expert and compassionate providers requires support from people like you—people who care about our community and want to make a difference in the lives of others. To date, we are just \$300,000 away from our fundraising goal for the Manistee Hospital Emergency Department renovation!

While COVID-19 has delayed the renovation of this exciting project, construction is anticipated to begin summer of 2021.

The renovation plan will address critical needs such as patient and clinical workflow, safety, security and privacy concerns, and deliver

an overall enhanced patient experience from start to finish including:

- Larger, more private rooms for patients and families
- Reconfigured clinical workspace
- Enhanced access and patient comfort with one centralized entrance
- Additional leading-edge diagnostic and monitoring equipment

Otsego Memorial Hospital

In September, 2016, Otsego Memorial Hospital announced the launch of a major project to renovate and expand its Emergency Department, Surgical Services, and Ambulatory Care Department—a vision that became reality fall of 2020 upon completion of the Building Future Capital campaign project!



Rendering of renovation and expansion project.

The 32,000 sq. ft. project reached completion October, 2020, including:

- The Dale E. Johnson Emergency Department
- Surgery Department
- Ambulatory Care

“In reflecting on the tools now at our disposal in our operating room, we are so fortunate to have state-of-the-art equipment and technology,” said Kathy Berlin, Perioperative Services Director. “There are many hospitals downstate that are not able to provide the same level of care.”

Through the help of the community, staff, and the OMH auxiliary, more than \$4 million in philanthropic support was raised toward the \$15.5 million project.

Charlevoix and Paul Oliver Memorial Hospitals

Breast cancer is the most common invasive cancer in women with one in eight women in the United States diagnosed within their lifetime. Early detection and advancements in screenings are key factors in diagnosis and improving outcomes—now, you have access to advanced 3D breast imaging at Charlevoix and Paul Oliver Memorial Hospitals.



Celebrating the addition of 3D Breast Imaging technology at Paul Oliver Memorial Hospital.

“This 3D technology helps radiologists see more of the breast tissue, and may help find masses even when they are very small,” said Jennifer Wedge, Nurse Practitioner at Charlevoix Hospital. “Early detection truly saves lives. Having a 3D mammogram machine here in Charlevoix gives women access to state-of-the-art care without having to travel.”

We strive to use the latest technology to help our team provide accurate diagnoses and timely results to ensure you receive the best care possible, close to home.



Before

After

Munson Healthcare Hospice House

“Munson Healthcare Hospice House is a remarkable place. When we learned about the need for updating the kitchen area, we thought that would be perfect — Mom would love this. To be able to do something in her memory, knowing it did so much not only for Mom, but for all of us ... and hopefully will do the same for other families.”

- Dawn Russell

Mary Ann Russell's daughter-in-law

In our winter 2019 issue of the Focus we featured the Russell family and their generous gift toward kitchenette renovations at the Munson Healthcare Hospice House. In June, the new installation was completed. Check out these before and after pictures of the new and beautiful space.

We are so grateful for the Russell's gift and are honored to keep Mary Ann's memory alive at the Hospice House.

To stay up to date follow us on Facebook at [facebook.com/munsonhealthcarefoundations](https://www.facebook.com/munsonhealthcarefoundations).

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Cooper Standard Automotive
Cowell Family Cancer Center Staff
Crawford County United Way
Custer Inc.
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Philanthropy and the Future of Healthcare

A note from our Interim President Debra Henderson



For decades, and even over a century in some areas, our hospitals have been here for our patients, our healthcare teams, and our communities. We take very seriously our obligation to care for you and your family in times of need, and the COVID-19 pandemic is no exception.

The last several months brought our communities together in ways we never thought possible. We developed a culture of innovation, flexibility, and openness to change: established new methods of obtaining personal protective equipment, launched Telehealth medicine and virtual appointments, designated regional care sites for COVID-19 patients, and so much more. These are just a handful of ways Munson Healthcare came together during this uncertain time.

Despite the challenges we faced, we learned through this crisis that our ability to respond to patients in need remains our fundamental objective—no matter the medical emergency.

Situations like COVID-19 demonstrate the need to have highly-resourced and proactive healthcare close to home in our northern Michigan communities.

While the pandemic is not yet over, we know as we look to the future of healthcare in our new world that we must continue to evaluate, adapt, and modify the way we provide care for you: our neighbors, friends, and family.

Munson Healthcare is developing recovery plans while preparing for the “new normal.” The financial impact of COVID-19 on our hospital system is immediate and real, but we know that in maintaining and strengthening our core services throughout northern Michigan, we are securing healthcare for generations to come. These services include:

- Supporting our Emergency Departments
- Expanding our Surgical, Imaging, and Diagnostic Services
- Strengthening Cancer and Heart Programs and Services
- Maintaining Long-Term Care Needs
- Expanding Telehealth Capabilities

Donor and community support is more important now than ever before. Our actions today will strengthen healthcare delivery for years to come and ensure that Munson Healthcare is equipped to serve our communities for the next 100 years; the people of northern Michigan are counting on us.

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You Can Make the Gift of a Lifetime

Did you know that you can create a legacy at Munson Healthcare without changing your will or parting with any assets now?

You can designate your Munson Healthcare local hospital or Munson Healthcare Hospice as a beneficiary of your retirement plan assets. You do not need to modify your will or living trust, and you can name Munson Healthcare as the sole beneficiary or one of several. This allows you to give while still providing for family or loved ones.

If you are over 70½ years of age and do not need your required minimum distribution, you can make a tax free gift from your traditional IRA. Thanks to a tax law extension passed in December 2015, the "IRA Charitable Rollover" option has become permanent. You can transfer up to \$100,000; it must come directly from your IRA administrator to the Munson Healthcare Foundations. The gift will not be taxed as income to you.

Staff members at Munson Healthcare Foundations are available to answer your questions about legacy giving. Please contact us at **231-213-1150** or legacy@mhc.net.

Legacy Society Members

The Legacy Society represents a list of donors who have named Munson Healthcare Foundations in their will or estate plans to support their local community hospital or Munson Hospice. It also includes those who have made a Charitable Gift Annuity or other life income arrangement. If interested in becoming a Legacy Society member, call our office of Legacy Giving at 231-213-1150.

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50
YEARS
OF CARING



This year, Manistee Hospital celebrates 50 years of providing compassionate, high-quality care to the communities and people we love! We're excited to share this video that was developed to commemorate 50 years of service at Munson Healthcare Manistee Hospital. We spoke with Munson Healthcare CEO Ed Ness, Manistee Hospital CEO James Barker, and some long-time employees and physicians about what's changed the most, what's been the most meaningful, and what makes Manistee Hospital special.

You can watch Manistee Hospital's 50th Birthday video here: youtu.be/6CwcYUV_d00.