



**McCullough-Hyde
Memorial Hospital TRUST**

GIVING IS GOOD MEDICINE

2011 ANNUAL REPORT

INAUGURAL 2011
HEALING ART EXHIBIT
ART WORK



The Hospital Trust sponsored the inaugural Healing Art Exhibit of 66 works of original art displayed throughout the hospital for a year. Research has shown that original artwork promotes healing and creates a positive environment for patients, families and staff. The Healing Art Exhibit renews annually in April of each year.

HOSPITAL TRUST 2011 EXCITING AND CHALLENGING



Julie Nickell
Development Director

2011 was a very exciting and challenging year for the Hospital TRUST. Even in a climate of economic uncertainty, our donors doubled their giving over the previous year, which reflects a deep base of support for this regional hospital.

In April 2011, the Hospital TRUST underwrote the first annual juried Healing Art Exhibit in the hospital with

66 works of original art displayed for a year. Patients, families and staff were delighted with the healing and calming effects of the beautiful artwork, and look forward to this exhibit becoming an annual TRUST-sponsored event.

In May 2011, the new Oncology Garden opened its gates to offer an intimate respite from the rigors of oncology treatment. Located just outside the Leder Oncology Clinic, the TRUST-underwritten healing garden was an instant success with patients, families and staff.

The fifth biennial Chefs' Celebration fundraising event in November 2011 raised more than \$100,000 to purchase equipment for the hospital – a critical care ventilator for the Respiratory Dept., a fetal monitor for OB, and an electronic order entry system for physicians.

Through diligent management, the TRUST's invested assets weathered the continuing market turmoil well. An increasing number of donors understood the impact of making a gift through their will or their estate, and made plans to do so. Some donors unable to give in 2011 also chose to make a gift in the future through their estates, a technique that allows many to continue giving when the economy is uncertain.

I like to think of all of our donors as a family, as our "donor family." And like any family, they take care of you when you need help. I ask you to join our family of donors by making a gift to ensure the hospital will continue to offer the best care for you and your family and your community. It's my pleasure and privilege to have worked with you, our valued donors, in 2011! Thank you for your past and future support!

Here are more highlights of 2011 for the TRUST:

- Donors contributed gifts and pledges totaling \$378,200, in spite of economic uncertainty.
- Our invested TRUST assets, which provide financial stability to McCullough-Hyde, were impacted by the uncertainty in the financial markets, but ended 2011 valued at \$ 6.4 million. Approximately \$ 1.9 million of these are restricted for various purposes, while the remaining are invested by the board to fund future needs.
- In 2011, more than \$325,000 in TRUST funding was spent on equipment, education of hospital staff, and health programs and services for patients. A significant portion of that money, \$89,500, was spent on professional and continuing education for staff, but the bulk of it—\$200,000—was spent on new equipment and facility upgrades. Providing hospital staff with the equipment and training needed to stay on the leading edge of medical technology ensures high-quality care when you and your family need it.
- The Prudence Z. Dana Diabetes Fund was established by Stephen F. Dana in honor of his wife, a diabetic, to provide diabetes education and supplies to the needy. Even in its first year, the infant fund was able to help three uninsured diabetic patients with supplies and classes to learn to manage their diabetes.

2011 TRUST EXPENDITURES

The Hospital TRUST underwrote the following equipment, education and services for the hospital in 2011, all of which would not be possible without your gifts:

\$58,000 for the Professional Development Assistance Program (PDAP) to train five healthcare professionals in nursing and physical therapy. These professionals agree to work for the hospital for a set number of years in exchange for their hospital-paid degree training.

\$27,400 for the Medical Transport Van (SAGE Coach) operating expenses; the van provides free transportation to those unable to drive to doctor and hospital appointments.

\$15,600 for the Oxford College Corner Free Clinic to underwrite medications and womens' services through the Helen Weinberger and General Funds.

\$7000 for ten employees pursuing individual healthcare education through the Larry Kist, Richard Daniels, and Christopher Daniels Memorial Scholarships

\$23,000 for employee continuing education through the Alberta Lutz Ittel Fund, the Sheffield Jeck Fund, the Garvin McClain Fund, the Baby Bound Fund, the Biz Campbell Fund, and the Elizabeth Brill Morrow Fund. Staff throughout the hospital received customer service training, while other departments benefitted from specific training in emergency medicine, surgery, OB, physical therapy, diabetes and nutrition, inpatient care, quality improvement, and volunteer services.

\$117,000 for equipment and facilities renovation for the hospital.

Smaller expenditures allowed the TRUST to: pay the hospital bills of 10 young charity care patients from Franklin County, IN; offer free diabetes education classes and supplies to needy diabetes patients; provide services and meals to Leder Oncology Clinic patients; provide free education to needy expectant mothers; and help eight hospital employees facing personal emergencies.



McCullough-Hyde Physical Therapy employee Kara Feller was a participant in the 2011 Professional Development Assistance Program. She was working on her PhD in Physical Therapy while working fulltime at our Brookville office, with PDAP assistance.

MAJOR CONTRIBUTIONS IN 2011

In 2011, the Hospital TRUST received five major gifts, which are gifts of \$10,000 or more. Major gifts allow the TRUST to address major equipment needs for the hospital, especially as traditional sources of hospital income continue to shrink. We would like to recognize the following who gave so notably in 2011.

- Mrs. Edward M. Brown (Anne)
- Cincinnati Hematology-Oncology, Inc.
- Auxiliary of McCullough-Hyde Memorial Hospital
- Miss Grace Glasgow Estate
- Dr. and Mrs. Garvin (Kathleen) McClain



Dr. Garvin McClain



Mrs. Edward M. Brown (Anne)

DONORS OF GENERAL GIFTS IN 2011

The Hospital Trust welcomes the opportunity to recognize the support of McCullough-Hyde's many friends whose contributions are so vital to its programs, services and future. These donors realize that "Giving Is Good Medicine!" We have made every effort to recognize properly each of our valued donors. Please help us with corrections by contacting the Trust office at 513-664-3851 or jmarcum@mhmh.org.

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2011 - DONOR FAST FACTS

- 709 gifts and pledges were given to the TRUST by 314 donors
- 62 donors to the Trust were new, first-time givers!
- 44 physicians contributed
- 32 hospital staff contributed
- 9 board members gave to the TRUST

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When donors make a gift in APPRECIATION for, or in HONOR of someone special in their lives, or make a MEMORIAL gift, our patients and staff benefit from their generosity.

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Neal and Melanie Carlson
- In Appreciation of MHMH – Oncology Staff
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DONORS ANCHOR HOSPITAL IN SEA OF HEALTHCARE CHANGE

Bryan Hehemann, President and CEO of McCullough-Hyde Memorial Hospital

2011 was another year of extraordinary change in the healthcare seascape. These changes were highlighted by an uncertain local economy and area employer health insurance coverage, continued reaction in the private sector to the initiatives set afloat by the Patient Protection and Affordable Care Act ("Obamacare"), and MHMH's continued implementation of new applications in the Hospital-wide Information System (HIS). The HIS is the basis for achieving federally defined patient electronic medical records (EMR) within hospitals and physician offices.

However, in the midst of such ongoing and dramatic change, our donors again helped in providing financial stability so important to a smaller, community-based hospital like McCullough-Hyde.

Our donors almost doubled their giving over the previous year, which is an important endorsement for the care we render and for the MHMH professional, clinical and support staffs. Donor giving in 2011 underscored our commitment to delivering high quality, compassionate care. We have invested heavily in the medical technology and equipment critical to delivering high-quality and efficient clinic care. However, we also realize that technology-driven care is most effective when delivered by engaged and qualified people – who care about each individual they serve. Donor gifts allow

MHMH to implement staff training that results in better patient outcomes.

Our 2011 patient quality and satisfaction measures again scored very high and are a testament to the quality of care McCullough-Hyde provides. Donors also endorsed our commitment to creating a healing environment by supporting two specific initiatives in 2011 - a new Healing Oncology Garden, and the first annual Healing Art Exhibit. Without donor support, these two successful projects would not have been possible. I encourage you to visit the hospital to view both the Oncology Garden and the Healing Art Exhibit, and see how your gifts have been used to enhance healing at McCullough-Hyde.



Donor support is the anchor we count on to help us navigate the healthcare sea of change, occurring currently and yet out on the horizon. Thank you for your support in 2011 and in the future.



McCullough-Hyde
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The new Oncology Healing Garden underwritten by the TRUST.

Time sensitive material

If you do not wish to receive future fundraising solicitations,
please indicate so in writing to the return address on this newsletter,
including your full name and address.

2011 Annual Report
McCullough-Hyde Memorial Hospital TRUST