



McCullough-Hyde  
Memorial Hospital TRUST

GIVING IS GOOD MEDICINE

# 2012 ANNUAL REPORT

SECOND ANNUAL  
HEALING ART EXHIBIT  
ART WORK



The Hospital Trust sponsored the second annual Healing Art Exhibit of 64 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, and the art may be purchased.

# HOSPITAL TRUST 2012 SUSTAINING AND HEALING



Julie Nickell  
Development Director

**A**s you read this, Trust staff are settling into new office space within the hospital on the first floor. We have a separate entrance just to the south of the Emergency entrance on Poplar Street. Free parking is in front of the hospital; volunteer or registration staff in the lobby will guide you to us. All of our contact information remains the same, except our street address, which is now 110 North Poplar St. Please visit soon and see our

new offices. Judy Marcum and I will be happy to see you!

Moving an office presents an opportunity to look back (where did all those files come from!), and also to evaluate the last twelve years that I have guided the Trust program. 9/11 happened just days after I started at McCullough-Hyde. Since then, we have seen the economy soar and plunge, and then begin to recover. Throughout, our donor family has grown steadily. Even in a climate of economic uncertainty throughout 2012, our donors continued to support us, which reflects a deep base of support for this regional hospital.

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 2012 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. Contact me to discuss this future giving option.

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 2012! Thank you for your past and future support!

## Highlights for the Trust in 2012:

- Hosted our first biennial Donor Recognition Reception in October to brief major donors on the state of the hospital and the Trust, future plans, and the new Sustaining Donor Program.
- Awarded the first biennial "Healing Partner Award" to the Hospital Auxiliary in recognition of their donor support for 56 years, totaling more than \$1.3 million. The award was commemorated with an original oil painting from the 2012 Healing Arts Exhibit and added to the hospital's permanent art collection.
- Introduced the Sustaining Donor Program, a method of long-term giving to the Trust, whereby a donor commits to a recurring annual gift at a level of their choice. Sustaining Donors can opt for an automatic bank draft, credit card deduction, or give via check or stock to make their sustaining gifts.
- Presented the second annual juried Healing Art Exhibit in the hospital with 64 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 renewing annually in April.
- Donors contributed gifts and pledges totaling \$247,000.
- Our invested TRUST assets, which provide financial stability to McCullough-Hyde, ended 2012 valued at \$10.4 million. Approximately \$2 million of these funds are restricted for various purposes, while the remaining are invested by the Board to fund future capital, equipment, service and education needs.

## 2012 TRUST EXPENDITURES

The TRUST purchased the following equipment and underwrote the following education and services for the hospital:

- **\$20,000** for the Professional Development Assistance Program (PDAP) to train four 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.
- **\$15,000** for new kitchen equipment and computer software to support a new Patient Room Service for meals; underwritten by the Elizabeth Brill Morrow Fund.
- **\$21,100** for the Medical Transport Van (SAGE Coach) operating expenses; the van provides free transportation to those unable to drive to doctor and hospital appointments.
- **\$15,150** for the Oxford College Corner Free Clinic to underwrite medications and womens' services through the Helen Weinberger and General Funds.
- **\$8000** for eight employees pursuing individual healthcare education through the Larry Kist, Richard Daniels, and Christopher Daniels Memorial Scholarships.
- **\$16,600** for employee continuing education through the Alberta Lutz Ittel Fund, the Sheffield Jeck Fund, the Garvin McClain Fund, and the Board Education Fund. Staff

throughout the hospital received customer service and health information training, while other departments benefitted from training in emergency medicine, surgery, OB, physical therapy, diabetes and nutrition, inpatient care, quality improvement, health information management, finance, sleep medicine and volunteer services.

- **\$148,400** of equipment and facilities renovation for the hospital, including a critical care ventilator, a fetal monitor and physician ordering software.

Smaller expenditures allowed the TRUST to: pay the hospital bills of eight 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 Director Mark Cristell completed his PhD degree in Physical Therapy with Trust assistance in 2012.

# MAJOR CONTRIBUTIONS IN 2012

In 2012, the Hospital TRUST received four major gifts, which are gifts of \$10,000 or more. Major gifts allow the TRUST to address major equipment or service 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 2012 in recognition of the hospital's needs.

- **Auxiliary of McCullough-Hyde Memorial Hospital**
- **Cincinnati Hematology-Oncology, Inc.**
- **Ray Flodin**
- **Joe and Kate Wespiser**



Kate and Joe Wespiser

# DONORS OF GENERAL GIFTS IN 2012

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](mailto:jmarcum@mhmh.org).

Phil and Kelly Abshire  
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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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In Appreciation of Michael Czekaj  
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In Appreciation of Erika Fulton  
Michael Fulton  
In Appreciation of Belle Shulman  
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# 2012 DONOR FAST FACTS

A new endowment fund was created in support of the annual Healing Arts Exhibit by Joe and Kate Wespiser.

A new Physical Therapy Fund was initiated with a gift from William Scanlon.

504 gifts and pledges were given to the TRUST by 220 donors.

10 longtime donors committed to become Sustaining Donors, a new category of giving to the Trust

38 donors to the Trust were new, first-time givers!

## DONORS A STEADY PRESENCE IN CHANGING SEAS OF HEALTHCARE REFORM AND POTENTIAL AFFILIATION

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

2012 continued to witness dramatic changes in the healthcare field, changes that will reshape our future for years to come. Changes envisioned under the Patient Protection and Affordable Care Act of 2010 (“Obamacare”) were affirmed by the US Supreme Court in June 2012. What does the change embodied in “Obamacare” mean for McCullough-Hyde Memorial Hospital’s future, our commitment to the community, the long history of mission and service to the people of greater Oxford; and particularly how that might affect donors giving to the MHMH Trust?

Several years before the changes affirmed in Obamacare in 2012, the Hospital Board began a lengthy examination of what McCullough-Hyde’s future needs would be, focusing on high quality patient services, care processes, Medical Staff recruitment, working relations with employers in the community, technology, equipment, facilities and employee engagement. In fall 2012, the Board announced its intention to examine the possibility of affiliating with a larger healthcare system to ensure that quality healthcare would remain available to the greater Oxford community. The Board is committed to continuing McCullough-Hyde’s 56 year tradition of delivering quality care close to home. Affiliation with a larger system could provide the resources to help McCullough-Hyde grow and realign our services to meet the new healthcare delivery envisioned in the future.

As Obamacare is implemented, patients will receive better integrated services via “medical homes,” a linkage of physicians with clinical coaches, therapists, nutritionist, pharmacist and other prevention oriented services. The primary care focus means getting and keeping patients healthy. Hospitals can become the nucleus for and catalyst of the formation of the patient-centered delivery system.

An affiliation partner could provide the assistance needed by McCullough-Hyde to achieve these changes more effectively, while keeping care right here in the various area communities we serve. The Board will make a decision about a potential affiliation partner later in 2013, and is committed to aligning only with a potential partner who shares our commitment to local delivery of quality care.

As a donor, you might be interested in how all this change will affect your past and future giving to McCullough-Hyde. I can assure you that the Hospital Trust’s funds will continue to be spent only on our local facilities and services and will not be managed by a potential affiliation partner. Some of our most steadfast companions on the Hospital’s journey of change have been our donors. You have been supportive, concerned and optimistic about our future. Thank you for your past and future gifts – they are a critical component to our commitment to providing the best health care to you and your family, now and in the future.



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[www.mhnh.org/dev.htm](http://www.mhnh.org/dev.htm)



2012 Annual Report  
McCullough-Hyde Memorial Hospital TRUST

**McCullough-Hyde**  
**MEMORIAL HOSPITAL TRUST**

110 North Poplar St.  
Oxford, Ohio 45056

For more information, visit us at  
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In the last 12 years, the Trust has funded more than \$4.7 million in equipment, facilities, patient services and staff education for McCullough-Hyde Hospital.

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