



McCullough-Hyde
Memorial Hospital TRUST

GIVING IS GOOD MEDICINE

2013 ANNUAL REPORT

Two McCullough-Hyde employees received tuition assistance from the Trust-funded Professional Development Assistance Program (PDAP)



"I am grateful for the generosity provided by the PDAP program, which allowed me to attend the Doctor of Physical Therapy Program at the University of Findlay. My school program allowed me to continue working on a full-time basis and attend classes on weekends. With the support of the entire physical therapy department staff and the hospital, I am now a much better asset to the physical therapy department, the hospital, and the community."

Dr. Tommy Busemeyer, Physical Therapist, PT



"I am so grateful for the PDAP funds I received. They have helped me achieve my goal of becoming a surgical assistant here at McCullough-Hyde. Without these funds, I would not have been able to enroll in the surgical assistant program, which included a hands-on skills lab in Atlanta; that helped me tremendously in learning new ways to help our physicians during surgery."

Kayla Ponder, Surgical Assistant, OR

HOSPITAL TRUST 2013 DONORS BUILD THE TRUST!



Julie Nickell
Development Director

As I write this 2013 Annual Report, I look both back and ahead, because I am retiring in spring of 2014 as the first Director of the Hospital Trust after an almost 13-year tenure. What a wonderful experience it has been, and I am very proud of what you, our donors, have done to build the Trust into a firm financial foundation for the Hospital. With your support, the Hospital Trust has grown six-fold since 2001 to assets valued at almost \$13 million. During that same time, the Trust distributed \$5 million to purchase equipment, underwrite healthcare services and provide patient and staff education for McCullough-Hyde Hospital.

I was recruited to establish the hospital's formal fundraising program in mid-2001. The best part of my responsibility has been the opportunity to meet and develop close and productive relationships with donors.

It was my pleasure to work with some of you to establish more than 20 special endowment funds within the Trust, such as the Ittel, Brower, Jeck, Wespiser, Weinberger, and Kist Education Endowments, all of which support different needs. I was also privileged to guide a team of physicians and volunteers to develop the hospital's signature fundraising event: Chefs Celebration, which has raised more than \$500,000 from six events since 2003. And in the midst of the economic downturn of 2008-09, with your help, the Trust raised more than \$775,000 to create the Wilfried Leder Oncology Center, which opened in 2009.

Another rewarding project was the establishment of the annual Healing Arts Exhibit, which brings the healing power of the arts to patients, visitors and staff, while making new friends for the hospital. It reflects the essence of our mission of healing.

Our donors have built the Trust into a strong anchor for the hospital as it seeks to establish an affiliation with a larger hospital system in 2014. The Trust will also serve the hospital well as it navigates the challenges of healthcare reform. Trust assets will always remain in Oxford to serve this hospital and our two-state service area. Together, we have built a strong and secure foundation for quality healthcare here at home.

I will miss you, "my donors," so very much, but I know the future of the Trust remains strong and secure in Oxford because of your support. I know you will enjoy meeting and working with my successor – Mary Bennett, who will take the helm in May 2014. It has been my pleasure and privilege to work with you, and I wish you and yours the best of health!

HIGHLIGHTS FOR THE TRUST IN 2013:

- Donors contributed gifts and pledges totaling \$455,800
- The sixth biennial Chefs Celebration fundraiser in October was held at the Oxford Community Arts Center - featuring a "Taste of the Arts." A committee chaired by Dr. Kevin and Kristi Campbell welcomed 240 guests and 9 chefs to sample gourmet food paired with excellent wines, all enhanced by fine art and music. The event netted \$100,000 to purchase a critical care bed for ICU, a birthing bed for OB, and rehabilitation equipment for Physical Therapy.
- Presented the third 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.
- Our invested TRUST assets, which provide financial stability to McCullough-Hyde, ended 2013 valued at \$12.4 million. Approximately \$2.3 million of these funds are restricted for various purposes, while the remaining is invested by the board to fund future capital, equipment, service and education needs.
- The Trust office relocated into the hospital main campus in July. Our new office is in the first floor former clinic space just south of the emergency entrance. Our new address is 110 N. Poplar, Oxford, OH 45056. Phones are the same at 513-664-3850/3851.

2013 TRUST EXPENDITURES

The Hospital TRUST expended more than \$250,000 in 2013 to purchase the following equipment, and underwrote the following education and services for the hospital, all of which would not be possible without your gifts:

- **\$17,000** for the Professional Development Assistance Program (PDAP) to train two healthcare professionals in surgical nursing and physical therapy.
- **\$23,000** for new Laboratory equipment including a blood analyzer and glucose testing equipment, 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.
- **\$15,300** for the Oxford College Corner Free Clinic to underwrite medications and womens' services through the Helen Weinberger and General Funds.
- **\$8500** for six employees pursuing individual healthcare education through scholarships funded by three endowments - the Larry Kist, Richard Daniels, and Christopher Daniels Memorial Funds.
- **\$30,000** for employee and physician continuing education through these endowments - Alberta Lutz Ittel, Sheffield Jeck, Garvin McClain, Baby Bound, and the Board Education Fund.
- **\$15,000** for professional training and certification for nine management staff in the following departments – Emergency, In-patient Care, Education, and Health Information Management, underwritten by the Opal and Jim Wespiser Education Endowment, which supports healthcare education needs specific to management.
- The TRUST underwrote more than **\$73,500** worth of equipment and facilities renovation for the hospital, including a sleep lab home testing monitor, a video laryngoscope for the Emergency Department, and wheelchairs for Volunteer Services.
- Smaller expenditures allowed the TRUST to: pay the hospital bills of eight charity care patients from Franklin County, IN; provide services and meals to Leder Oncology Clinic patients; and provide free education to needy expectant mothers.



Donna Baker, a Clinical Information Specialist in the Information Technology Department, received scholarship assistance in 2013. She explains, "There are many information technology challenges facing hospitals today, and changes are coming fast and furiously. The Chris Daniels Scholarship is helping me to complete my Masters degree in Hospital Information Technology and to help our organization face the challenges related to information technology that are now on our door step."

visit us and give at

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www.mhnh.org/dev.htm

MAJOR CONTRIBUTIONS IN 2013

In 2013, the Hospital TRUST received four 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 recognize the following who gave so notably in 2013:

- **Auxiliary of McCullough-Hyde Memorial Hospital**
- **Lloyd D. Ittel**
- **Robert E. White, Jr. Trust**
- **Dr. and Mrs. E.C. Wiesenmayer**



Dr. Chet Wiesenmayer

DONORS OF GENERAL GIFTS IN 2013

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

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- In Appreciation for Dr. Martha Ferguson
Randy and Layne Listerman
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DONORS A STEADY PRESENCE IN HEALTHCARE REFORM AND POTENTIAL AFFILIATION

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

2013 continued an escalation of dramatic changes in the healthcare field and here at McCullough-Hyde, changes that will reshape our future for years to come and are of significance to our donors.

As changes were being implemented in the Affordable Care Act of 2010, the Hospital Board began a lengthy examination of what McCullough-Hyde's future needs would be. These conversations focused on: high quality patient services, care process improvements, Medical Staff alignment, stronger and more direct relations with large employers in the community, burgeoning costs of electronic medical records/Information Technology and major clinical equipment, need for remodeling/upgrading health facilities on campus and in satellite locations, as well as employee engagement.

In fall 2013, the Board of Directors ultimately concluded, after extensive dialogue with its Medical Staff, that MHMH should begin an in-depth

exploration with a large Cincinnati based healthcare system to ensure that quality healthcare would remain available to the greater Oxford community. At that time, the MHMH Board chose to begin the examination of an affiliation with the Mercy Health, one of four health systems which had been requested to consider making a proposal to MHMH re: a partnership, and had shown an interest.

The Board was committed to continuing McCullough-Hyde's fifty-seven year tradition of delivering quality care in the Oxford and surrounding areas, and has remained steadfastly committed, yet today. An affiliation with a larger system should ultimately assure the provision of resources which should grow and improve our many inpatient and outpatient services, not diminish that capability.

As you may know, part of the rationale behind "Obamacare," is to have patients receive better coordinated services. One strategy to achieve such an outcome is via "patient centered medical homes (PCMH)." PCMH's link of Primary Care Physicians like Family Practice and Internal Medicine physicians, with clinical coaches, nurse navigators, mental health therapists, nutritionist, pharmacist and 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 pieces and parts of a patient-centered delivery system. An affiliation partner

should also help to provide the assistance needed to achieve these changes more cost effectively, i.e. on a broader scale, while keeping care right here in the area communities we serve.

The Board will make a decision about a potential affiliation partner in 2014, 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.





McCullough-Hyde
MEMORIAL HOSPITAL TRUST

110 North Poplar St.
Oxford, Ohio 45056

For more information, visit us at
www.mhnh.org/dev.htm
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In the last 13 years, the Trust has funded more than \$5 million in equipment, facilities, patient services and staff education for McCullough-Hyde Hospital.

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