

# 2010 Fall Foundation News



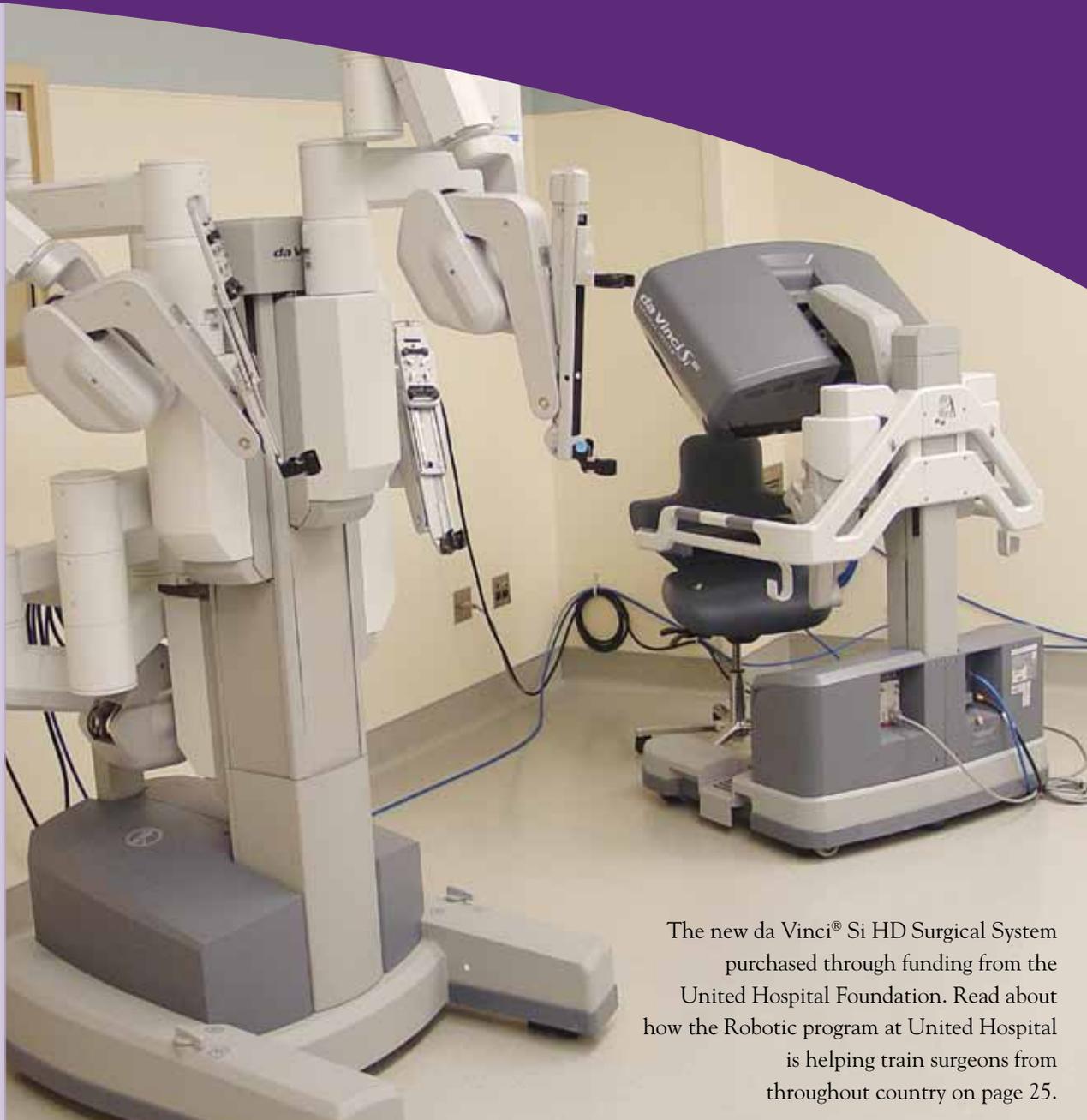
Jim Kowalski and Richard Shank, MD,  
Service to Humanity Gala honorees



David Frost, 3M Senior PGA Championship winner



The Peter J. King Emergency Care Center



The new da Vinci® Si HD Surgical System purchased through funding from the United Hospital Foundation. Read about how the Robotic program at United Hospital is helping train surgeons from throughout country on page 25.



United Hospital honored for reducing heart failure readmissions.

MINNESOTA'S LEADER IN PATIENT CARE, SERVICE & TECHNOLOGY



UNITED HOSPITAL  
FOUNDATION

# President's Letter

Based on the impressive experience of attending my first Service to Humanity Gala last year, I knew this year's event was going to be a memorable evening.

The event was truly remarkable. It was a magical night attended by nearly 1,500 people, and we raised \$1.35 million to benefit the United Hospital Operating Room Expansion Project. I would like to extend a special thank you to Peter J. King, King Capital Corporation and King Family Foundation; John Nasseff and Helene Houle, United Hospital Foundation board member; Elaine Larson, long-time supporter; Gala chairs Song Lo Fawcett and Kris Taylor, Gala auction chair Julie Larson, United Hospital Foundation staff and the countless other volunteers and donors who made this event so successful.

## SUPPORTING OUR COMMUNITY

Whether it is through the care we provide, support we give or events we host, it is the community that is the heart of our efforts. As a nonprofit health care organization, we have the privilege and obligation to attend to the health care needs of our community members, regardless of their ability to pay. For years, our main focus has been on responding to individual health care issues through clinical services. With health care reform and in response to the ever-increasing cost of health care, a change in strategy is needed. In addition to responding to health care needs, we now must also embrace a role of health promotion. What does that mean? If we can partner with our community to advance our mission of health, we can greatly increase our ability to provide the best possible outcomes for our patients.

This fall United Hospital will launch a new community engagement effort. The goal is to honor and activate the community-centered focus of our mission and strengthen the community ties of employees. The goals of this work will be to improve the health of our communities, work in partnership with our communities to advance this cause and develop a culture and reputation at United Hospital as a compassionate, trusted community partner known for health, wellness and excellent health care. As we begin to support and engage the community more so than ever before, we look forward to the many wonderful opportunities that are ahead of us.

At your service,



Tomi Ryba  
President of United Hospital and  
Executive Vice President of Allina Hospitals & Clinics



Tomi Ryba, president,  
United Hospital

# PETER J. KING EMERGENCY CARE CENTER AT UNITED HOSPITAL

## A 21ST CENTURY EMERGENCY DEPARTMENT

From the beginning, building the Peter J. King Emergency Care Center at United Hospital has focused on much more than merely constructing a new facility. With the goal to be the Emergency Department of choice for patients and health care providers, including doctors and paramedics, it has been about transforming emergency care and focusing on the patient experience and customer service.

“The past several months have been very busy in regard to learning from our patients, visitors and staff where there may be areas for improvement, and then ensuring we have the resources and policies in place to make those changes,” said Deb Raptis, RN, CEN, director, Emergency Department. “During this time we have decreased waiting times to be seen by a nurse and physician and the average length of stay for admitted patients.”

Along with the decrease in waiting times and average length of stay, the Emergency Department has focused on developing and enhancing partnerships with health care providers both in and outside the hospital.

## CONSTRUCTION IN ITS FINAL MONTHS

Fall 2010 marked the completion of some major elements of the Peter J. King Emergency Care Center at United Hospital, which is now in its final months of construction.

The Emergency Department public drop-off and entrance, which was temporarily located on Grand Avenue, returned to its final location on Smith Avenue.

“It is very exciting to see some final elements take place. Not only because it signifies the closing end of construction, but more importantly for the benefit of our patients and visitors,” said Bob Plaszcz, vice president, Operations, United Hospital. “Coming to the hospital for an emergency is already stressful and construction can just complicate the situation. We very much appreciate the patience and understanding of visitors during this time. And, we hope they understand that everything is being done for their benefit and care.”

The Peter J. King Emergency Care Center at United Hospital is scheduled to open late spring 2011. Live shots from the construction cam can be viewed at [unitedhospital.com](http://unitedhospital.com).



# 2010 Service to Humanity Gala



The 2010 Service to Humanity Gala took place on Sept. 25, 2010, at the St. Paul RiverCentre. What an amazing evening! The ballroom had an enchanted forest theme, decorated with lanterns, mosses, mushrooms, wild plants, colorful floating butterflies and stars on the ceiling. It was a magical night.

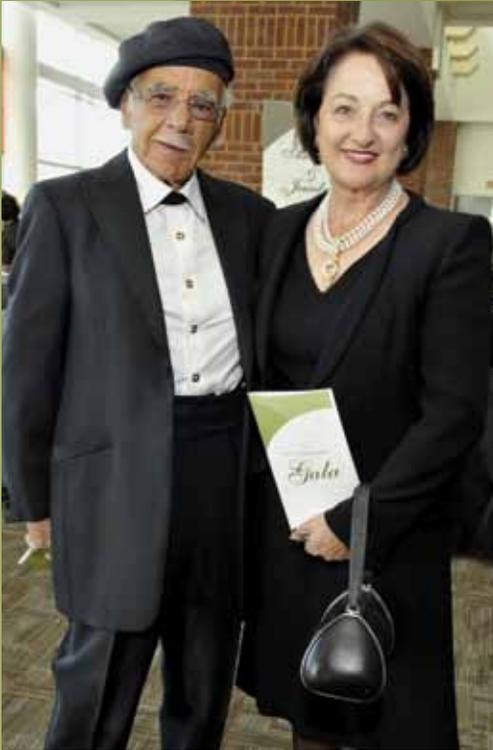
Nearly 1,500 people attended the event and raised \$1.35 million to benefit the United Hospital Operating Room Expansion Project. This year's recipients of the Service to Humanity Award were Richard Shank, MD, chair of the Diabetes Management Team, and Jim Kowalski, owner of Kowalski's Markets and other grocery venues in the Twin Cities. The award, presented by the United Hospital Foundation, recognized Shank and Kowalski for their selfless dedication and leadership in improving the health and welfare of Saint Paul and the surrounding communities.

The event was chaired by Song Fawcett, Fawcett Law, and Kris Taylor, EcoLab, Inc. Both are United Hospital Foundation board members and have been associated with United Hospital for several years. Everyone worked countless hours to ensure a successful and fun event.



Above: 2010 Service to Humanity Award winners Jim Kowalski, community honoree, and Richard Shank, MD, physician honoree.

Below: The St. Paul RiverCentre ballroom was transformed into an enchanted forest with colorful lanterns, mosses, mushrooms, wild plants, floating butterflies and stars on the ceiling.



Above: St. Paul philanthropists John Nasseff and Helene Houle.



Upper right: Patrick Corbett, Angela Corbett, Victor Corbett MD, Brenda Corbett, Michael Spence MD, Sims McMahon, Jeff McMahon, and Sherry Spence.



Lower right: Nearly 1,500 donors attended the event, which raised \$1.35 million for the United Hospital operating room expansion project.

The evening began with a fabulous reception, white-gloved waiter-passed hors d'oeuvres and a silent auction of more than 600 items coordinated by a 20-member committee of community volunteers. The auction items were graciously donated by hundreds of donors and companies. Guests mingled, placed bids and enjoyed viewing a Mercedes-Benz GLK 350 SUV from Sears Imported Autos, which was raffled off at the end of the evening. During the live auction, guests were invited to bid on a Harley Davidson motorcycle, Brett Favre autographed football, Cal Spa, MN Wild suite, Science Museum of Minnesota King Tut behind-the-scenes tour, Villa Osprey, Joe Sliga Canoe and many more items. The evening wrapped up with the raffle of a 2011 Mercedes-Benz GLK 350 SUV, wall of wine and liquor barrel.

Guests were treated to cedar salmon with watercress, five-spice roasted apples and shallots, red and white wheatberries and root vegetable slaw with cashews and apple cider vinaigrette served with fennel crackerbread. The salad was bibb lettuce with wild rice, blackberries, amablu cheese, honey roasted almonds and white peach poppyseed dressing. The entrée featured beef filet with chasseur sauce, boursin mashed potatoes, swiss chard and candy striped beet tart, and asparagus, yellow pepper and baby carrot. The dessert was an astounding, chocolate truffle slider with Milano fries, raspberry ketchup and cherry coke jello shot.

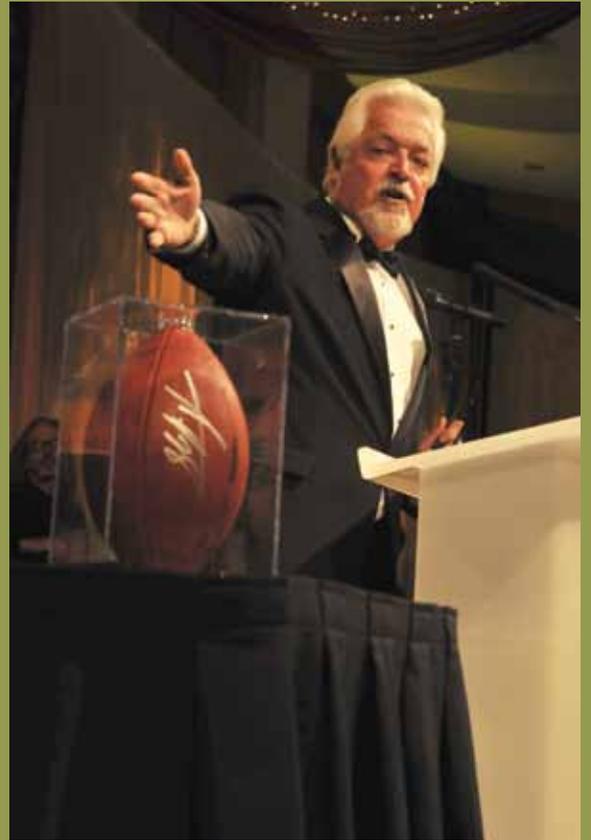
Again, thank you to all of our sponsors, volunteers and to the Saint Paul community for supporting the United Hospital Foundation.

# Service to Humanity Gala

A special thank you to Peter J. King, King Capital Corporation and King Family Foundation; John Nasseff, noted St. Paul philanthropist; Helene Houle of the United Hospital Foundation board; Elaine Larson, long-time supporter; Gala auction chair Julie Larson; and community volunteers Linda Schroeffer, Tim Vesperman and Tom and Dawn Walrath. The event would not have been as successful if not for these dedicated, tireless individuals, and the Foundation is grateful for their continued support.

2010 Service to Humanity Gala photos by Jonette Novak.





Page 6. Upper left: The Sevilles. Lower left: Dawn and Tom Walrath, Ann Fankhanel and Peter J. King. Upper right: The Mercedes-Benz GLK 350 SUV from Sears Imported Autos was raffled off following the live auction. Lower right: Elaine S. Larson, United Hospital philanthropist and Mrs. Shirley Michienzi.

Page 7 Upper left: Mary Anne Kowalski, 2010 Service to Humanity community honoree Jim Kowalski and their daughter, Kris Kowalski Christiansen. Middle left: The auction included an ATV, a snowmobile and a Harley Davidson motorcycle. Upper right: Greg Wennes, auctioneer, directed the live auction, which included a football autographed by Minnesota Viking quarterback Brett Favre. Lower right: The Gala reception once again featured martinis created through an ice sculpture.

# Service to Humanity Gala



Upper left: The winners of the 2010 Gala raffle for a Mercedes-Benz GLK 350 SUV from Sears Imported Autos were Dave and Suzanne Boll. They are shown here receiving their new SUV from Don Davidson, Sears Imported Autos. Middle left: More than 600 items were available in the silent auction. Lower left: Following the banquet, auctions and raffle, guests danced the night away to music by The Seattles.

Upper right: Merry DeCourcy, 2009 Service to Humanity honoree and Michael DeCourcy. Lower right: The 2010 Service to Humanity physician honoree Richard Shank, MD, his wife, Barbara Shank, MD, and flanked by their son, Dan, and their daughter, Kate.



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ISLAND RESORT AND CASINOS.**

## PATIENT STORY:

# Bariatric Surgery Success



Geri Randall is a successful bariatric patient who has improved her health and quality of life.

Battling rheumatoid arthritis, recovering from a total knee replacement, 100 pounds overweight and possibly in need of a total hip replacement was the health situation Geri Randall found herself in despite only being in her mid 50s.

“I knew I needed to do something to take care of myself,” said Randall. “I researched various options including bariatric surgery and decided to first try a weight loss program and swimming to help lose the weight. Even though I was swimming up to a mile a day, what I was doing was not as effective as I hoped.”

Randall, a nurse who works with a nonprofit organization bringing medical teams to Guatemala, by chance met Peter H. Kelly, MD, a bariatric surgeon with United Hospital and St. Paul Surgeons, on a medical trip. After meeting Dr. Kelly, she looked into bariatric surgery again and based on her research and consultations, decided that it was the right option for her.

“When I first met Geri she was battling significant joint pain and having problems becoming short of breath with minimal exertion,” said Dr. Kelly. “She was morbidly obese and had not had any long-term success losing weight with the various programs she had tried. She was interested in bariatric surgery, and we discussed the various operations available to her. We settled on doing a laparoscopic Roux-en-Y gastric bypass, which she underwent without problems. Since then Geri has been a model patient. She has lost a large amount of weight and in the process has developed the healthy eating habits and active lifestyle that will allow her continued success in the future.”

Randall underwent Roux-en-Y gastric bypass surgery at United Hospital in May 2009. Roux-en-Y gastric bypass surgery changes the size of the stomach by stapling and then dividing it, making



two different sections: the new stomach or pouch and the bypassed stomach. Part of the small intestine is separated and attached to the pouch so food goes directly into the small intestine from the pouch. Fewer calories are absorbed because of this. Also, this surgery cuts down the amount of food and liquid a person can hold at one time and is a proven, accepted long-term weight control tool with well-established health benefits. This operation can be performed either laparoscopically or with an open incision.

“I am just so pleased, from beginning to the end, with my care at United,” said Randall. “I felt that Dr. Kelly took a personal interest in what would be best for me personally and that I received such personal, excellent care. Based on my professional knowledge of working as nurse in a hospital for 26 years, I don’t think I could have received better care.”

Since the surgery, Randall has lost 110 pounds, her arthritis is in remission and a hip replacement is no longer projected as needed. In addition, Randall has an improved and healthier quality of life. Not only is she much more active compared to recent years, she says she feels “totally capable” of any activity. Whether it’s hiking in Montana, playing with her grandchildren or working in Guatemala, Randall is now fully enjoying what life brings her way.



Gerri Randall before her bariatric surgery.

## ABOUT THE BARIATRIC CENTER OF UNITED HOSPITAL

At the Bariatric Center of United Hospital, dedicated specialists — experienced surgeons and staff — are committed to making a person’s weight loss journey a successful one.

The program’s proven success is illustrated by the thousands of individuals who have a healthier, happier lifestyle because of bariatric surgery and its national recognition as a “Bariatric Center of Excellence” by the American Society for Bariatric Surgery.

**FOR MORE INFORMATION ON BARIATRIC SURGERY OR TO SIGN UP FOR A CLASS, CALL ALLINA CLASS REGISTRATION AT 1-866-904-9962.**

# United Hospital



## Nursing: Top 5% in the nation



United Hospital was granted Magnet Recognition Program® status in 2009. Congratulations to the exceptional nurses whose hard work, expertise, dedication and caring made this recognition possible.

Make a donation to one of these funds to support nursing  
**Nursing Education Endowment Fund**  
**Center for Caring Fund**



651-241-8022

[unitedhospital.com/foundation](http://unitedhospital.com/foundation)

# SERVICES PROFILE: NURSING

United Hospital was honored with The American Nurses Credentialing Center MAGNET® Recognition Program status, the organization's highest level of recognition, in 2009. This designation signifies the demonstration of excellence in nursing practice and adherence to national standards for the organization and delivery of nursing services.

“We are very proud of our nurses, and this honor is recognition of the high standard to which they hold themselves,” said Jeff Wicklander, United Hospital vice president for patient care. “It recognizes the excellence of the work our nurses do each day and reflects the commitment of our entire staff to serve as a team, providing the highest quality care possible for the people of our community.”

Nursing at United Hospital is an autonomous art and a scientific discipline that takes a holistic approach to the diagnosis and treatment of potential and actual responses to disease.

Nursing care is patient/family-centered and is based on the registered nurse establishing and sustaining a therapeutic and caring relationship with patients and families. The goal of nursing is to lessen the effects of illness, promote comfort and healing, and assist patients and families — whether helping them attain an optimum state of wellness or a dignified death.

Nurses support this philosophy and the professional practice model by:

- strengthening their practice through a commitment to innovation and research-based theories
- accepting professional accountability to patients, families and the community based on the Minnesota Nurse Practice Act and the American Nurses Association Scope and Standards of Nursing
- building relationships with colleagues and collaborating with other health care professionals in treating and advocating for our patients and families
- recognizing the uniqueness and cultural diversity of each person and respecting, protecting and advocating for the individual's right to self-determination, self-expression, confidentiality and dignity
- valuing the relationships we build that have an inherent capacity to promote health, healing and wholeness for our patients, families and ourselves
- supporting, acknowledging and nurturing one another, thereby creating an environment of mutual respect and caring.

## Nursing Education Fund Preparing the Next Generation

The Nursing Education Fund was established to support nursing employees in their nursing education leading to bachelor, graduate, post-graduate, masters and doctoral degrees in nursing, and/or support education for advancing nursing practice at United Hospital. For more information or to donate, please contact the Foundation at 651-241-8022 or at [unitedhospital.com/unitedfoundation](http://unitedhospital.com/unitedfoundation).

# United Hospital Golf Classic



The 20th annual United Hospital Golf Classic was held on July 26 at the White Bear Yacht Club. One hundred twenty four golfers enjoyed 18 holes of golf on a course that is ranked 60 of the 100 best classic courses in the United States. The variations in lie, green undulations and raw beauty of the course make it a special venue participants never tire of playing.

“The United Hospital Foundation golf event continues to be one of the best events of its kind in the twin cities. McGough is proud of our association with the Foundation and its efforts to raise funds for the improvement of health care delivery in our community,” said Bart L. Zibrowski, Executive Vice President - Development and Finance, McGough Companies. Zibrowski is also chair of the United Hospital Golf Classic Tournament Planning Committee.

The tournament raised \$141,000 to benefit the United Hospital Operating Room Expansion Project. A special show of appreciation to McGough Companies (tournament title sponsor), HDR (tournament reception sponsor), Nasseff Mechanical Contractors (beverage cart sponsor) and Sears Imported Autos (hole-in-one sponsor).

Congratulations to tournament winners Jeff Hyer, Jeff Sanders, Norm Longsdorf and Steve Ritt!

Mark your calendar for the 2011 tournament, July 25 at the White Bear Yacht Club.

## GOLF CLASSIC SPONSORS:

- |  |                               |
|--|-------------------------------|
| McGough Companies – Title sponsor                      | Irie Delights                 |
| HDR – Reception sponsor                                | King Capital Corporation      |
| Nasseff Mechanical Contractors – Beverage cart sponsor | Lawson Software               |
| Sears Imported Autos – Hole-in-one sponsor             | Medtronic                     |
| AMP  | Michaud Cooley Erickson       |
| Associated Anesthesiologists                           | NEI Electric                  |
| CMA – Communications Mid America                       | NorthMarq                     |
| Central Parking  | North Star Bank               |
| Corval Group   | Peoples Electric              |
| Doody Mechanical, Inc.                                 | Prom Catering                 |
| EPIC   | Saint Paul Radiology          |
| Falls and Nyhusmoen                                    | Schumacher Elevator           |
| Felhaber Larson Fenlon & Vogt                          | Siemens Building Technologies |
| Great River Energy                                     | Sodexo                        |
| Greenhaven Printing                                    | Weidt Group                   |
| Haldeman Homme   | Wells Fargo                   |
| Intereum/Nemschoff                                     |                               |

## 2011 CALENDAR OF EVENTS:

July 25	United Hospital Golf Classic White Bear Yacht Club in White Bear Lake
August 1-7	3M Senior PGA Championship Tournament Players Club in Blaine, Minn.
September 24	Service to Humanity Gala St. Paul RiverCentre

For additional information about United Hospital events, please call the Foundation office at 651-241-8022 or visit us at [unitedhospital.com/unitedfoundation](http://unitedhospital.com/unitedfoundation).

# 3M Senior PGA Championship

The 2010 3M Senior PGA Championship was held at the Tournament Players Club (TPC) in Blaine August 2-8. David Frost ran away with the lead, shooting 25-under par and notching his first win on the Champions Tour.

The 3M Championship is Minnesota's only PGA Championship Tour event and offers one of the largest purses on the tour. Also, the tournament is the largest professional sports-related charity event in the state. Since 1993, the tournament has donated more than \$17 million to charity. The 2010 event netted more than \$1.3 million to benefit United, Mercy, Unity and Abbott Northwestern hospitals.

Thank you to 3M, title sponsor, and all the sponsors, volunteers and spectators who made this event a success.

Mark your calendar for the 2011 tournament, August 1-7.



The winner of the 2010 3M PGA Championship was David Frost.

# Employee & Community Giving Campaign

United Hospital is committed to improving the health of the communities we serve. The Employee & Community Giving Campaign helps strengthen our services and meet the many needs of our patients, their families and the community. As individuals we make a difference. Together we create change!

The campaign ran from Sept. 8 - Oct. 29. Employees were invited to participate in several fund-raising events that brought both awareness and enthusiasm to the campaign. Highlights of the weeks were the theme basket silent auction, sidewalk artists, brighten a day – give a star balloon and the United cares white elephant sale.

United Hospital employees are champions of caring when it comes to helping each other, which is reflected in the success of our campaign. More than \$113,157 was raised to benefit the hospitals, programs and community.



A Minnesota Viking football-themed basket featured in the Employee & Community Giving Campaign silent auction.

# Camp United: Not Just Another Summer Camp!

Camp United isn't your typical camp experience. Participants don't pitch tents in the hospital lobby, gather 'round cafeteria campfires to roast marshmallows and have sing-a-longs or go hiking in the stairwells. Camp United is United Hospital's innovative summer volunteer program where ninety plus enthusiastic campers, ages 14-17, provide thousands of hours of volunteer service helping others in the hospital.

The idea behind Camp United is simple: Introduce young people to the hospital's volunteer program through fun and meaningful activity, while accommodating their busy summer activity schedule. Camp United is the perfect solution for busy students who want to impact the community by volunteering but don't want to miss family vacations and summer fun.

Throughout the summer, campers attend one two-week session, spending 7 hours a day helping patients, families and staff at United Hospital. Campers provide valuable service in Guest Services, Patient Discharge Service, the Gift Shop and Patient Services, while learning about health care and reaping the benefits of volunteering. Six two-week sessions are held from June through Labor Day, with 12 to 14 campers at each session. The campers rotate through various volunteer assignments. Camp United has become a success story. For instance:

- In its fifth year of operation in 2010, Camp United was filled to capacity and once again, had a lengthy waiting list!
- In 2010, 96 kids participated in Camp United. They donated more than 6,200 hours from June through August, a service that is valued at \$131,000.



Camp United volunteers Robbie He and Victoria Kyereme help guests in the Gift Shop at United Hospital.

**FOR MORE INFORMATION ABOUT SUPPORTING THE VOLUNTEER FUND AT UNITED HOSPITAL, CONTACT THE UNITED HOSPITAL FOUNDATION AT 651-241-8022.**

- A survey of the 2010 participants showed that 100 percent would recommend Camp United to a friend or sibling.

In addition, Camp United has diversified the hospital's volunteer base and provides a springboard for volunteer program growth. After their camp experience many campers continue to volunteer throughout the school year and again in their college years. United's patients, families and staff also reap the benefit from the incredible energy young campers bring to the hospital.

# United Web Site Redesigned

United Hospital's Web site was re-launched in August with a new design to improve the experience of patients and visitors.

"The new site has a new, fresh design based on consumer feedback that focuses on the key needs of patients," said Michael Nelson, manager of Web and Interactive Marketing, Allina Hospitals & Clinics.

Some key improvements to the Web site include:

- easy access from the home page to features like hospital services, a provider finder and visitor information
- a new A-Z directory of hospital services
- interactive maps that provide driving directions to United Hospital from any location.

To see photos from United Hospital Foundation events, or for more information, visit [unitedhospital.com/unitedfoundation](http://unitedhospital.com/unitedfoundation) or United's Facebook page.

## ONLINE GIVING NOW AVAILABLE

Donors are now able to give to United Hospital through a secure, protected Web page.

Just visit our Web site at [unitedhospital.com/foundation](http://unitedhospital.com/foundation), click on the "Give Now" button in the left-hand navigation bar and fill in the form. It's that easy.

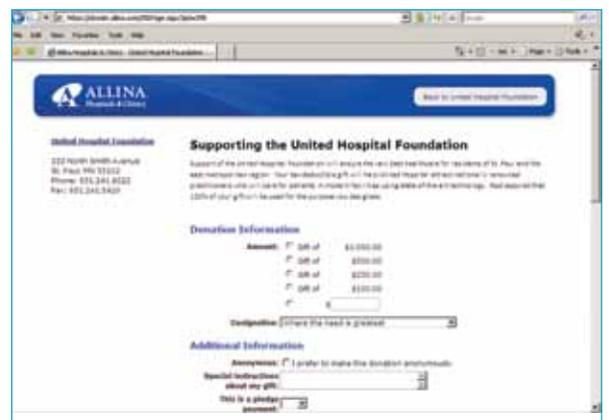
Your gift is tax deductible and 100 percent of your gift will support the program or service to which you direct your gift.

## Tributes and Planned Giving

You can pay tribute to someone, you can choose where your gift will go, and you can choose the amount and how often you want to give.

There are several types of planned gifts that an individual can make for the benefit of United Hospital through the Foundation, the philanthropic arm of the hospital. Bequests represent the majority of all planned gifts to the Foundation and can be easily included in your will or living trust.

For more information, visit [unitedhospital.com/unitedfoundation](http://unitedhospital.com/unitedfoundation) or call 651-241-8022.



## BOARD MEMBER PROFILE: **Sidney Applebaum**

To most Minnesotans, Sidney Applebaum is the founder of Rainbow Foods, one of the region's most well-known grocery stores. To United Hospital and the United Hospital Foundation, Applebaum is a generous benefactor and friend. But to his 10 grandchildren and three great grandchildren, he is simply "Poppy," a role that Applebaum considers his most important in his 86 years.

"My family keeps me going," said Applebaum, who is celebrating 65 years of marriage to wife, Lorraine, this fall. "They keep me young."

Applebaum's is a success story. He grew up in a poor west side neighborhood of St. Paul during the Great Depression where he learned the value of hard work at an early age. When he wasn't in school, he worked at his father's downtown grocery store. Over time, Oscar's Corner Market grew into Applebaum's grocery stores and expanded throughout the Twin Cities. Four years after this business was sold, Applebaum introduced Rainbow Foods, an upscale, super-warehouse grocery. And after Rainbow was sold in 1995, Applebaum turned his attention to Big Top Liquors. Most days, Applebaum is at the office by 5 a.m., putting in a full day of work at an age when most have long since retired.

### **GIVING TO HIS COMMUNITY**

An admitted workaholic, Applebaum believes that it is an obligation and a privilege to be able to give back to his community. "I can't turn my back on the community that helped me succeed," he said. "I just wish I could find time to do more."

Applebaum has served on the boards of the University of Minnesota's Children's Cancer Research Fund, Junior Achievement, United



Lorraine and Sidney Applebaum celebrated 65 years of marriage in September 2010. Applebaum has served on the United Hospital Foundation Board of Directors for 18 years.

Jewish Fund and Council, Mount Zion Temple, The Highland Bank, Jewish Community Center, Olympic Festival, Oak Ridge Country Club and the United Hospital Foundation. For the past 18 years, he has helped guide the Foundation's efforts to improve the programs and services of United Hospital. His efforts have earned him the 1994 Foundation Service to Humanity Award and the 2005 Trustee of the Year.

### **THE UNITED COMMUNITY**

Applebaum has personal knowledge of the expertise of United Hospital and its predecessor, Miller

Hospital. He describes his personal patient experience as exceptional.

“I know that being on the Board may seem like I’m playing favorites, but that’s not the case,” said Applebaum. “The care that I and other members of my family have received has been absolutely outstanding.”

He says that giving to United Hospital is one of the “most meaningful contributions anyone can make.

This hospital is here to take care of anyone who needs it.” He cites the Nasseff Heart Center and the new Emergency Department that will open in 2011 as two of the most important contributions that United is making to the community.

“I just hope that the little I’ve been able to do through the years continues to help those who need it,” said Applebaum.

## United Hospital Donates AED

### NEW ST. PAUL FIRE DEPARTMENT HEADQUARTERS AND FIRE STATION 1 GRAND OPENING



Susan Long, director of Clinical and Support Services at Allina Medical Transportation, and Bob Plaszcz, vice president of Operations at United Hospital, presented an automatic external defibrillator to retired Fire Captain Otto “Snap” Leitner at the new St. Paul Fire Department headquarters in September.

United Hospital donated an automatic external defibrillator (AED) to the new St. Paul Fire Department headquarters and Fire Station 1 located at West 7th Street and Randolph Avenue. The AED was presented to the Fire Department at the building’s grand opening on September 10, 2010.

Sudden cardiac arrest is the leading cause of death in the United States and strikes more than 450,000 people a year. The most effective treatment for sudden cardiac arrest is an electric shock to the heart, called defibrillation. This shock is administered by an AED. The shorter the time from collapse to defibrillation, the better the chance for survival.

“The St. Paul Fire Department fulfills an integral role in providing emergency medical services to the east metro community, and they do so with great aptitude and honor,” said Bob Plaszcz, vice president, Operations, United Hospital. “As a valued community partner for United Hospital, we were very pleased to donate an AED to help ensure they have the necessary equipment in responding to sudden cardiac arrests.”

An AED is a small portable electronic device that analyzes the heart’s rhythm and tells the user to deliver a defibrillation shock only if it is needed. Unlike defibrillators used by health care professionals, AEDs are designed to allow trained nonprofessionals to respond to sudden cardiac emergencies.

The AED donation was also supported by the United Hospital Foundation and the Heart Safe Communities program.

## DONOR PROFILE:

# Bill and Tom Given

In 1993, the Prom Center of Oakdale, Minn., was awarded catering rights to the inaugural Burnet Senior Golf Classic. Thus was the start of a long-lasting relationship between Prom Center owners and brothers Bill and Tom Given and United Hospital.

“United Hospital was the beneficiary of the golf tournament proceeds at what has now become the 3M Championship,” said Bill, age 54. “We met the Foundation staff and developed a mutual beneficial partnership that continues to this day.”

### PROM CENTER HISTORY

The Prom Center is a long-standing family run business that had its start in the Big Band era of the 1940s. Harry Given, Bill’s and Tom’s father, worked for years at the Prom Ballroom on University Avenue in St. Paul, eventually acquiring the company in 1976. Over the years, as Big Band faded, Prom Center services were expanded to include catering and providing corporate and social events. Eventually, the Prom Center was moved to a new facility in Oakdale, replacing the rundown and antiquated building in St. Paul.

In the late 1950s, Prom Catering was asked to supply concessions for the PGA Championship at the Minneapolis Golf Club. The organization continued to provide concessions for a number of Twin Cities golfing events over the next 36 years. Business then took a step up in 1993 when the Prom Management Group, Inc., signed a three-year catering contract for the then Burnet Senior Golf Classic.

### LOVE OF GOLF

Prom Management Group, Inc., is now the largest tournament caterer and concessionaire in professional golf. They provide catering and concession services to more than 35 tournaments nationwide, including the PGA Tour, Champions Tour, USGA National Championships and the LPGA Tour.

“The 1993 Burnet Tournament was the first annual golf tournament we catered,” said Bill. “Because of that event, we have now grown our business twelvefold over the past 17 years.”



Bill and Tom Given.

Photo courtesy of Star Tribune/Minneapolis-St. Paul 2010.

### COMMUNITY INVOLVEMENT

Throughout this growth, the Givens have continued to develop their relationship with United Hospital and the United Hospital Foundation.

“As our company has grown, we have been able to give back to our community and giving to United Hospital makes sense,” said Tom, age 57. “We live in this community, we and our families have benefited from the services of United Hospital, and our employees live in this community and use the hospital. We are proud to be able to help this hospital continue growing and meeting the needs of this community.”

The Given brothers can be counted on to help in many of the drives and fundraising efforts sponsored by the Foundation. But they would rather donate money than attend events such as the Gala. “We want to be sure the money is going toward the services and programs that will benefit everyone,” said Tom. “And, after all, our job is attending events and functions, so we don’t really want to do so in our downtime.”

# PLANNED GIVING: How Planned Giving Can Help Reduce Your Taxes

In two previously published articles, I wrote about the benefits of planned giving, including the format for achieving results and the available options, with a focus on the use of donor-advised funds. This article will look at three reasons for considering the use of highly appreciated assets when funding any of these options. These are the possibility of:

- higher capital gains taxes if assets are sold vs. donated
- an increase in the value of the charitable donation when tax rates increase
- problems from carryover in substantiating original cost basis for certain assets

Under the existing “Bush” tax cuts, both qualified dividends and long-term capital gains from sales of highly appreciated assets were taxed under a lower preferential tax rate (between 0 and 15 percent). The expiration of these cuts means the qualified dividends will be taxed at higher rates, up to a maximum of 39.6 percent federal. Long-term capital gains will be taxed at a preferential rate of 20 percent, but there is also a possible hidden tax increase because other sources of income may be taxed at somewhat higher rates. In addition, the alternative minimum tax may lessen the effect of one’s itemized deductions increasing the ultimate tax paid.

With regard to estate taxes, there is even greater concern. We have lived with the concept of

“stepped-up basis” for an extended time. For deaths in 2010, there is no estate tax. In 2011 we go back to a more restrictive estate tax setting. This year, the concept of carryover basis (the cost basis that the original owner had in the asset) replaces the concept of step-up to the value at the date of death. This means that when the inherited asset is ultimately sold, the heirs could pay a substantial capital gains tax that includes all of the appreciation of the asset from the original date of purchase. For 2010, there is limited step-up basis, and carryover basis is more of a concern. Although a change to the estate tax rules will be coming in the future, carryover basis could become the rule rather than the exception.

We do not know what tax changes will occur in the next few years. We do not have certainty of many items relating to income or estate tax regimes for the future. However, we do know that gains from appreciation of assets might not always be true economic gains. The past arguments for preferential capital gains rates have been related to the fact that often, the gains being taxed may be artificial gains merely from inflation and that under a fairness argument they should not be taxed at the highest rates in place.



Larry Gamst, the managing principal of DS&B Ltd., is a board member of the United Hospital Foundation.

In addition, without an incentive to make longer term investments, wealthier individuals may not be willing to risk more dollars to potential growth investment opportunities.

In conclusion, the concerns over rising tax rates, potential tax savings from donating instead of selling the assets and the need for maintaining careful basis records appear to be on the horizon.

When or if these concerns materialize, the use of highly appreciated assets will become more beneficial when one is considering planned giving, regardless of the charitable option that one chooses to use.

**IF YOU WOULD LIKE MORE INFORMATION ABOUT ESTABLISHING A DONOR-ADVISED FUND OR OTHER PLANNED GIVING OPTION, CALL THE UNITED HOSPITAL FOUNDATION AT 651-241-8022.**

# United Hospital Honored for Reducing Heart Failure Readmissions



United Hospital, in conjunction with St. Paul Heart Clinic, has been granted Disease-Specific Certification in Heart Failure from The Joint Commission, the Gold Seal of Approval for health care quality. United Hospital is the only Minnesota hospital to have been granted this certification and one of just 50 in the United States.

Established in collaboration with the American Heart Association, this certificate of distinction recognizes hospitals that are making exceptional efforts to foster better quality care and outcomes for patients with heart failure.

“This certification underscores our commitment to provide a multidisciplinary approach when treating patients with congestive heart failure,” said Tomi Ryba, president, United Hospital. “This certification validates the high quality care we provide, and we’re proud of this achievement. Our physicians, nurses, staff and administrators work hard to ensure we are providing the best care possible for our patients.”

Readmission rates are monitored by the Center for Medicare and Medicaid Services (CMS). During the period that United Hospital implemented new heart failure procedures, readmissions dropped nearly 50 percent (29.3 percent in January 2009 to 14.7 percent for the four months ending in February 2010).

“When readmissions go down, we know we’re doing a better job for our patients and making a difference on our patients’ lives,” said Julianne Scott, director of United Hospital’s Nasseff Heart Center. “Fewer hospital admissions also mean we’re making better use of our resources, including scarce health care dollars.”

Of all chronic diseases, heart failure is among the most common causes of hospitalizations in the United States. Heart failure also accounts for the highest number of hospitalizations and the highest number of readmissions among those 65 and older. It costs more than \$35 billion a year to treat.

“St. Paul Heart Clinic physicians and staff have been champions for improving the cardiovascular care of our community,” said Thomas Johnson, MD, St. Paul Heart Clinic. “This certification by The Joint Commission is another method to help us monitor and deliver outstanding care to our patients. We are proud that The Joint Commission has publicly acknowledged our passion and efforts.”

The United Hospital had also achieved certification as a Stroke Center, and disease-specific certification in diabetes through The Joint Commission.

# Teaching Robotic-Assisted Surgery

## NEW CENTER FOCUSES ON WOMEN'S HEALTH AND GYNECOLOGY AND IS FIRST IN MINNESOTA

Surgeons from anywhere in the country now have the opportunity to train in advanced robotic-assisted surgeries at the da Vinci Epicenter for Women's Health and Gynecology at United Hospital.

The center is one of only 20 nationwide and provides training that demonstrates the depth, comprehensiveness and best practices of the da Vinci® Surgical System program for minimally invasive myomectomies, hysterectomies and sacrocolpopexies.

The center's training surgeons are board-certified obstetrics and gynecology surgeons Ragnvald (Ron) Mjanger, MD, FACOG, and Eric English, MD, FACOG.

Dr. Mjanger and Dr. English practice at United Hospital and Metro OB/GYN. Dr. Majanger performs minimally invasive myomectomies, hysterectomies and sacrocolpopexies and specializes in the treatment of pelvic prolapse and urinary incontinence. Dr. English practices within the full range of obstetrics and gynecology and performs high- and low-risk obstetrical care and focuses on minimally invasive surgical techniques, from transvaginal pelvic prolapse repair to hysterectomies.



In October 2010, United Hospital purchased its second robotic system through funding from the United Hospital Foundation.

**TO LEARN MORE ABOUT ROBOTIC SURGERY AT UNITED HOSPITAL, CALL 1-888-318-6006.**

## United Hospital Speakers Bureau

Medical topics and health care issues are in the news every day. The Speakers Bureau at United Hospital is an educational resource available to all interested civic groups and is designed to provide information, enhance understanding and increase awareness about many health care issues.

The speakers include physicians and nurses, as well as experts in health care management, education, hospice, home care, physical therapy, respiratory therapy, surgical services, radiology and emergency medicine. Topics can be tailored to meet the

needs of any group or organization and include:

- the state of health care in Minnesota
- consumerism in health care
- maintaining a healthy lifestyle
- prenatal and maternity care
- men's health
- cancer care
- emergency medicine
- protecting the uninsured
- nutrition and fitness
- maintaining a healthy heart
- health care careers
- spiritual care
- advanced directives and living wills

**TO SCHEDULE A SPEAKER, CALL UNITED HOSPITAL AT 651-241-8351. A MINIMUM FOUR WEEKS' NOTICE IS NEEDED. ALL PRESENTATIONS ARE FREE OF CHARGE.**

# Jesse E. Edwards Endowment Fund

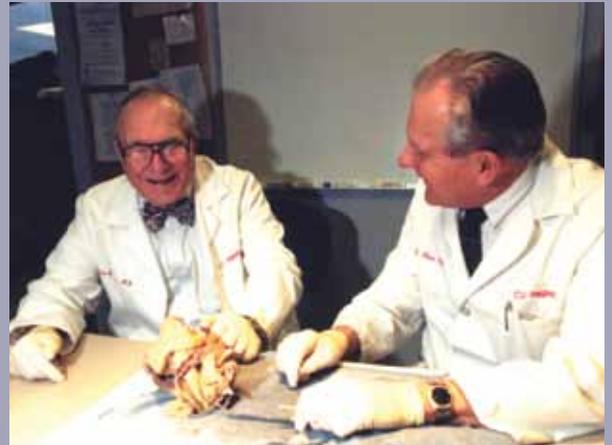
The Jesse E. Edwards Registry serves as a vital repository of knowledge that is regularly utilized by practicing cardiac surgeons, cardiologists and other physicians worldwide, particularly those dealing with rare or unusual cases. The extensive collection enables researchers and cardiovascular specialists in training to examine multiple examples of conditions so rarely seen that, without the specimens in the Jesse E. Edwards Registry, patterns of the disease would likely not be apparent.

Often, the Jesse E. Edwards Registry is the only place a physician can view a variety of cases that share similar features. Specimens date to the 1940s, and the Registry, with more 24,000 specimens, has one of the largest collections of hearts with unoperated, congenital conditions.

The Jesse E. Edwards Registry's resources also aid the development and testing of new diagnostic equipment and procedures. Many of the world's major cardiovascular device companies regularly access the information available through the Jesse E. Edwards Registry and send representatives for training.

Specimens come from autopsies or surgical pathology referrals from many different institutions, including regional and national hospitals, medical examiners, coroners, medical device companies and tissue procurement organizations.

**IF YOU WOULD LIKE TO DONATE TO THE  
JESSE E. EDWARDS ENDOWMENT FUND,  
PLEASE CONTACT THE UNITED HOSPITAL  
FOUNDATION AT 651-241-8022 OR VISIT  
UNITEDHOSPITAL.COM /UNITEDFOUNDATION.**



The late Jesse E. Edwards, MD, Registry Founder, and Jack L. Titus, MD, Registry medical director and senior consultant from 1987- 2004.

United Hospital

**Champion in Health Care 2009**  
*Minneapolis/St. Paul Business Journal*

Recognizing Excellence

UNITED HOSPITAL FOUNDATION

The Minneapolis/St. Paul Business Journal named Shannon Mackey-Bojack, MD, a 2009 Champion in Health Care for her expertise in cardiac disease and pathology.

As medical director of the Jesse E. Edwards Registry of Cardiovascular Disease, Dr. Mackey-Bojack helps health professionals throughout the United States evaluate donated hearts or determine causes of death. Through her research, she identified an unknown disease that hinders the heart's ability to pump blood throughout the body.

Make a donation to this fund to support the Registry  
**Jesse E. Edwards Registry of Cardiovascular Disease Fund**

651-241-8022  
unitedhospital.com/unitedfoundation

# United Hospital Foundation Funds

## BIRTH CENTER

This fund provides resources for programs and equipment for one of the state's busiest birth centers.

## CAL CALMENSEN PULMONARY & CARDIAC EDUCATION FUND

The fund provides for pulmonary and cardiac education for patients and staff at United Hospital.

## CANCER CENTER FUND

Dedicated cancer specialists, multidisciplinary care teams, including subspecialty services, and a highly trained nursing staff are key to the success of United's cancer program, which has earned accreditation with commendation by the Commission on Cancer.

## CARDIOLOGY RESEARCH FUND

The vision is to be a leader in clinical cardiology and provide the highest level of quality research service. The fund helps expand the knowledge of current and developing therapies.

## DIABETES FUND

A health care team works together to find the best way to manage diabetes. This fund provides support for diabetes programs and projects. United Hospital is Joint Commission certified for inpatient diabetes care program. Currently there are only two hospitals in Minnesota and less than 10 in the nation with this designation.

## NASSEFF HEART CENTER FUND

Cardiac specialty hospital located in United Hospital, centralizing all cardiac services in one location.

## ELAINE S. AND ROBERT E. LARSON ENDOWMENT

This fund supports the designation of a medical director position of the Stroke Intervention Center within the Nasseff Neuroscience Center.

## LIPSCHULTZ GUEST APARTMENTS ENDOWMENT FUND

The apartments offer a place for families to stay when a loved one is hospitalized. This fund helps subsidize guests who can't afford to pay for the service.

## MEDICAL EDUCATION AND RESEARCH ENDOWMENT FUND

This resource is funded entirely by physicians and provides grants for clinical research, educational opportunities and the purchase of ancillary equipment.

## MILTON M. HURWITZ EXERCARE FITNESS CENTER FUND

The Milton M. Hurwitz ExerCare Fitness Center provides medically safe and effective exercise and education programs to patients, their families and the community.

## NEUROSCIENCE UNITED FUND

The John Nasseff Neuroscience Institute offers comprehensive services, including a multi-disciplinary team for acute and long-term care, and serves as a research and education center to patients with neurological disorders.

## OPERATING ROOM EXPANSION FUND

The project entails restructuring United Hospital's existing operating rooms into larger, more technologically advanced, surgical suites that will increase efficiencies in usage, patient flow and turnover.

## PETER J. KING EMERGENCY CARE CENTER AT UNITED HOSPITAL FUND

United's Emergency Department, one of the busiest in the Twin Cities, is being expanded to continue to meet the needs of our community as we respond to life-threatening injuries and illness, as well as the possibilities of terrorist threats, large-scale natural disasters and worldwide epidemics.

## PETER J. KING FAMILY HEALTH CENTER FUND

Starting with support serving patients of all ages and focusing on providing increased access to those without adequate insurance or the uninsured.

## RIFKIN CARDIAC FUND

United Hospital is respected throughout the region as a major cardiac center. The fund provides for cardiac programs and equipment designed to meet the patients' needs.

## ADDITIONAL FUNDS

Jim Adamski Complementary Therapy Fund  
BHS Fund  
Breastfeeding Resource Center  
Cancer Care and Research Fund  
Cardiovascular Health Improvement Fund  
Center for Caring  
Chapel/Pastoral Care/Spiritual Care Fund  
Claussen Scholarship Endowment Fund  
Community Partnership Fund  
Dr. C. Richard Guiton Ethics Fund  
Dr. Karon Pulmonary Disease Fund  
East Metro Disease Initiative Employee Fund (EFAC)  
Equipment Fund  
Faye Ann Johnson Memorial Education Fund  
Free Care Endowment Fund  
G. Kamman Tumor Conference Fund  
General Fund  
Heart/Lung Endowment Fund  
John & Delores Holl Endowment Fund  
Lawson Family Donor Advised Fund  
Medicine Fund  
Newman Breast Cancer Fund  
Nursing Education Endowment Fund  
Olivia Birth Center Fund  
Oncology Endowment Fund  
Pain Center  
Partners for Violence Prevention  
Ragon Cardiac Fund  
Rinkey Cardiovascular Endowment Fund  
Sam Singer Memorial Fund  
Sharon K. Willbrandt Memorial Fund  
Volunteer Fund

To make a donation to any United Hospital Fund, please call the United Hospital Foundation at 651-241-8022 or visit us online to learn more about giving at [unitedhospital.com/unitedfoundation](http://unitedhospital.com/unitedfoundation).

# United Hospital Donor Tributes

United Hospital Foundation's Honoring Program offers a distinctive and meaningful way to remember, honor, pay tribute or recognize those important people in your life. By giving in remembrance, you offer a gift of lasting memory.

United Hospital's continued strength results in large measure from the support received from generous individuals like you. The financial commitment of our community members enables United Hospital Foundation to invest in important projects at United — supporting the best in quality health care for our patients while meeting the needs of our donors. The following are memorial/tribute gifts received from May 13, 2010 through Aug. 25, 2010.

## In Memory of

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**DR. MAC BARR**

Marjorie Edwards

**IRVIN M. BECKER, MD**

Paul Rifkin

**GARY BECKWITH**

Joe, Sandy and Joey Schaaf  
Bob and Mary Schaefer  
Barb and Lloyd Willbrandt

**JOHN CARR**

Pat and Jerry Kubash

**LORI COLLINS**

Tom Johnson and  
Jennifer Syltie Johnson

**TERRI LYNN COTTER**

Evelyn Cotter

**DR. JESSE E. EDWARDS**

Marjorie Edwards

**MRS. LIBBY FANKHANEL**

David E. Feinberg

**RAY J. FOLEY**

Yvonne Garvin

**CARI FORMAN**

Marjorie Edwards  
Paul "Butch" Rifkin and Family

**BERNIE KAPLAN**

Marjorie Edwards

**VICKI KAPLAN-WAKS**

Karen and Bruce Gershman

**RAYMOND KENOW**

Arline B. Kenow

**WILLIAM R. KEYE, SR.**

E.L. Brown  
Susan Jo Fortner  
Margaret F. Harris  
Margaret Kuhlmann  
E. Douglas and Catherine G. Larson  
J. K. Menoudakos  
Sandra G. Weinberg  
Janice E. Wilke

**ANNA KISCH**

JoAnne Kisch

**PAULINE LAMBERT**

Merritt C. Nequette

**ESTHER "ESSIE" MERSKY**

Karen and Bruce Gershman  
Wendy and Steve Rubin

**BRUCE PENCE**

Jerry and Pat Kubash

**DONALD W. PETERSON**

Jay and Diane Dandron  
Nancy Ensrud  
Kelly Fischbach  
Charles and Joyce Holm  
Thomas Knutson  
Marilyn Lantry  
Jeanie Mooney  
Theodore and Marge Pittorf  
Margaret Roth  
Deiane Thurner  
Tim and Kathy Windey

**EUGENE H. REILLY**

Betty Adam

**FREDERIC ROSENBERG**

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For more information, please contact United Hospital Foundation by phone at 651-241-8022. Confidential consultation on charitable giving with Foundation staff or other experts is available.

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