

Giving Matters

St. Joseph Health 
 St. Jude Medical Center
 A member of the St. Joseph Hoag Health alliance

St. Jude Memorial Foundation Donor Newsletter

A Christmas Gift for Nursing Excellence



Some husbands struggle with finding the perfect gift for their wives, but for Christmas 2007, Ted Jones knew exactly what he was going to get his wife Joy. He surprised her with creating a nursing scholarship in her honor at St. Jude Medical Center.

The philanthropy-funded Joy Jones Scholarship supports the pursuit and advancement of nursing education. This year, a record-number 22 nurses representing a range of hospital departments benefited from the Joneses' generosity.

A former nurse herself, Joy hopes to help nurses expand their skill set, acquire new knowledge and incorporate leading-edge procedures to foster optimal patient care.

"Motivating nurses to get additional education or certifications translates into improved quality of care," said Joy. "It's much more costly for nurses to get additional training these days compared to when I was a nurse. I want to help remove that financial barrier to pursuing more education."



Donor-supported scholarships play an integral part in St. Jude's designation as a Magnet® hospital, the highest accolade in nursing excellence earned by only 8% of hospitals nationwide.

On its journey to achieving this honor, in 2010 St. Jude set an ambitious goal in line with the latest recommendation issued by The Institute of Medicine—to increase the number of nurses with a bachelor of science in nursing (BSN) degree or higher from 55% to 80% by 2020.

Thanks to opportunities like the Joy Jones Scholarship, St. Jude has exceeded its goal ahead of schedule. As of last year, **84%** of its nurses have earned a BSN, MSN or doctorate degree; the national average for similar-sized Magnet hospitals is 65%.

Shawn Aguirre, RN, MSN, CMSRN, a 25-year St. Jude nurse and clinical educator for the medical-surgical unit, used her Joy Jones Scholarship to earn her certification in medical-surgical nursing.

A self-proclaimed "certification cheerleader," Shawn now coordinates on-site classes and study groups, and even lends out her course materials to help others pursue additional certification.

"Evidence shows that hospitals with higher certification rates have better patient outcomes. By getting certified, you become an expert in your area," said Shawn. "Nursing is not a stagnant profession. You constantly have to learn and seek out educational opportunities."

Sylvia Ochoa, BSN, RN, a clinical coordinator for emergency services, used her scholarship to cover classes and exam fees which allowed her to become certified in pediatric emergency nursing.

"I am so thankful for this scholarship. Having this specialty certification not only builds my confidence, but it also builds confidence in parents to know their child is going to get the best care possible," said Sylvia. "It has also made me a resource for other nurses who have less experience treating pediatric patients."

St. Jude is deeply grateful for the Joneses' philanthropic support of educational advancement, which is helping to foster the uplifting and healing environment that is so distinct to our hospital.

"The more you support lifelong learning, the better nurses you're going to have," said Shawn. "It's a sense of pride. Our staff is so proud to wear their certification pins. You just have a very happy, engaged workforce. It's a trickle-down effect which ultimately makes for the best patient experience possible."

Transforming for Our Future

A Message from St. Jude Medical Center Chief Executive Brian Helleland



How Far We've Come

St. Jude Medical Center has undergone incredible transformation since opening its doors 60 years ago. Even from the time I started as Chief Operating Officer in 2009, our hospital has experienced tremendous growth and extraordinary advancements.

Through all of our successes and our challenges, one thing has remained steadfast:

St. Jude's commitment to delivering extraordinary care to a community that deserves and appreciates having world class services available right in their backyard.

As I have taken on my new role as Chief Executive, I can say with confidence that St. Jude's relentless pursuit of excellence continues to drive our work today and into the future. I would like to share with you—our supporters—how St. Jude is evolving to advance care to the next level.

I also want to express how deeply I value your continued partnership. I hope you are as proud as I am to have contributed to our hospital's strong foundation of achievements, and I look forward to your involvement in our plans for the future.

Where We Are Headed

The ever-changing health care landscape is becoming increasingly difficult to navigate. As the nation faces the reality of a growing aging population, the rise of chronic diseases and continuing debates over health care reform, hospitals everywhere are challenged with meeting new demands while maintaining the highest standard of care.

As a health care leader and key community partner, we must redesign the way we deliver care.

Through collaboration with our physicians, caregivers and sister ministries, as well as with community and philanthropic leaders, St. Jude Medical Center has embarked on a strategic plan that builds on our strengths while identifying opportunities for advancement.

Our vision is to chart the way forward as a national leader and innovator in health care delivery, exceeding standards in clinical excellence and quality patient care.

Here are our priorities for achieving superior care for you, your family and neighbors as we enter this new and exciting chapter:

Offering the Latest Advancements in Evidence-based Medicine

The health needs of our community are growing. We must provide patients with the most complete and advanced set of resources required for their entire health care journey—now and in the future.

Included in our plans are heightened efforts around recruiting and retaining top physician experts, expanding our specialties and subspecialties, and strengthening partnerships with academic institutions to stay at the forefront of evidence-based medicine and treatment options. We are also promoting educational advancement for staff and increasing research to enhance our position as a top site for clinical trials.

Fostering Patient-Centered Care

St. Jude is undertaking groundbreaking strategies to provide more customized care to its patients.

Throughout our departments, we are employing a multidisciplinary, comprehensive approach that provides you with a team of specialists—from physicians, nurses and technologists to therapists and care managers—who collaborate to address your individual needs and provide you with the best possible outcome.

St. Jude is also focused on expanding programs that promote the most seamless patient experience possible, such as our Nurse Navigator program.

This highly-valued service—currently offered within our cancer and orthopedic departments—provides patients with a specially-trained advocate who provides guidance and support through every step of diagnosis and treatment. Our goal is to expand this vital program into other service areas to improve coordination and outcomes for more patients.

Creating Healthier Communities

In keeping with the tradition of the Sisters of St. Joseph of Orange, St. Jude is committed to caring for the whole community, with a focus on the sick and vulnerable.

We are increasing collaboration with community and government agencies to provide the medical expertise and resources needed to keep our population healthy, beyond the walls of the hospital.

By developing community-based programs targeted at physical and mental wellness, disease prevention, and health education, as well as initiatives supporting our underserved and homeless population, we will improve our community's health in a way that is far more effective, efficient and financially sustainable.

Let's Transform for Our Future

There is much work ahead. But together, I know we can elevate the care at St. Jude Medical Center to extraordinary heights.

As we enter this new era of health care delivery, your partnership is more important than ever. Our physicians and caregivers are dedicated to providing the best care possible—but the ability to provide **transformative care** is only possible through investment from our community.

I thank you again for your continued support, and I look forward to sharing each step of our journey as we transform for a stronger future.

Philanthropy in a Flash

For your **gift of time, treasure or talent**, we extend our heartfelt thanks to...



Girl Scout Troop 3235 for donating a portion of your cookie proceeds to St. Jude's Care for the Poor programs.



Supporters of our annual Neighbors Helping Neighbors dinner who raised over \$141,000 in support of our Care for the Poor programs.



The hundreds of patients who sent donations and notes of thanks in honor of a physician on National Doctors' Day.



Donors who gave "where the need is greatest," allowing our gastrointestinal department to acquire three critically-needed medical devices.



One hundred and fifty of our most generous and dedicated supporters who were honored at our Donor Appreciation Luncheon in February.



Our 700+ volunteers who were celebrated during National Volunteer Week for their commitment to our hospital and their community.



A Hole-in-One for Breast Cancer

St. Jude's Annual Golf Classic reached a milestone this year as it celebrated its 40th anniversary at Los Coyotes Country Club on May 15. Our sincerest appreciation to the 200+ supporters who gathered for a fun-filled event in support of bringing the most advanced breast cancer detection technology to St. Jude's Kathryn T. McCarty Breast Center: 3D mammography (or digital tomosynthesis).

Event participants raised more than \$163,000 toward the \$4.1 million 3D mammography project, which will replace our current breast imaging equipment with six new 3D mammography units. This cutting-edge technology is shown to significantly increase breast cancer detection rates—giving patients the greatest chances for successful treatment and survival.

The community is invited to participate in this groundbreaking project which will help foster the best possible outcomes for the 1 in 8 women who will develop breast cancer in their lifetime.

To learn how you can contribute to the initiative, contact us at (714) 992-3033.



To view more event photos, please visit:

www.facebook.com/stjudememorialfoundation

Welcome Dr. Eugene Kim

St. Jude Medical Center Chief Medical Officer

St. Jude Medical Center is proud to introduce Eugene Kim, MD, St. Jude Medical Center's new chief medical officer, responsible for oversight of all medical and clinical services at the hospital. Dr. Kim first came to St. Jude as hospitalist (in-patient physician), after 11 years with Cedars-Sinai Medical Center. He shares his thoughts on our hospital, his new role and the growing importance of philanthropy.



Q: What brought you to St. Jude Medical Center?

A: The first impression St. Jude had on me was how it was organized structurally. Even just looking at its facilities, it looked like an integrated care system.

But I really felt it was destiny that brought me to St. Jude. A lot of unexpected things happened in my personal and professional life that lead me to my first position here as a hospitalist. Along my journey, my father-in-law was diagnosed with leukemia. At first, I was taking him to Cedars-Sinai Medical Center because I was familiar with the hospital and physicians. However, I ended up transferring him to St. Jude and was amazed by the outstanding care he received at the Cancer Institute; he has been doing really well ever since. That further reaffirmed to me that this was the place for me to be, and it has felt right from the very beginning.

Q: What sets St. Jude apart from other hospitals?

A: I love that St. Jude is advanced in several areas, and we have nearly all the specialties and technology here to care for our patients.

At the same time, it has a great community feel. I continue to be impressed by the culture at St. Jude. Everyone has been so welcoming, and the fact that I was able to get acquainted with the staff so quickly—that really stuck with me. Another thing I noticed quickly was the organizational values, especially with caring for the underserved. With all our patients, St. Jude invests in doing the right thing, even if it may not always have a monetary return on investment. The people that work here genuinely identify with that, and it gives them a lot of pride and passion. It's intangible, but it's crucial to the success of an organization.

Finally, I love our patients. More than in other areas I've worked, this community really seems to be appreciative of their hospital and the care they receive. They continue to be a highlight of my experience.

Q: What are your top priorities in your new role?

A: I have a list of initiatives I want to tackle, but at the heart of it all is a focus on providing the most coordinated and seamless care possible for the patient. When my father-in-law, and at one point, my son, were in the hospital, my wife and I felt lost.

Even with my background in medicine, we were scared because it was just unfamiliar territory. I also felt firsthand how anxieties can rise if you're receiving different messages from different caregivers.

I've made it a priority to foster a multidisciplinary approach within our teams so that everyone's communicating and on the same page with a patient's care. I want to help build confidence and trust between the caregivers and patients, and within the care teams themselves. You can have the best physician in the world, but if there's no team, there's no support, and the delivery of care will still not be good. It has to be a team sport—and it has to be that way from the moment they enter the hospital to when they leave to when they continue their care outside the hospital.

Q: What is the importance of St. Jude's role given the current healthcare landscape?

A: I believe that we cannot wait for the government to have a good plan in place for us to follow. It will be on us as individual institutions and organizations to work within the set of rules we are given and find a better way. How do we impact healthcare on a broader level? It comes back to providing the best patient care and keeping people healthy, even beyond the walls of our hospital. It sounds like a simple task, but it's actually quite complex. We must continually evolve to serve our region, but we will only be successful through collaboration and support from others in the community.

Q: How will philanthropy impact St. Jude's future?

A: Philanthropy has helped us become who we are today and it will have a significant role in who we will be in the future. Health care is changing at such a rapid pace. If you're not at the forefront, advancing and leading, then you're already falling behind. I want St. Jude to be the gold standard across the spectrum—for us to be leaders and innovators. That level of excellence takes resources to achieve, especially today as hospitals are being asked to do more and more with less and less. That is why I am so appreciative of our donors. They truly are our partners in our unrelenting mission to provide extraordinary, life changing care.

More Than Words: Memorializing A Father's Legacy



In 2015, Jinan Ziade' lost the most precious angel she has known: her father, Abdul-Rahim Ziade'.

"He was someone who always listened to those who needed to be heard, gave unconditionally and made a difference in many lives," expresses Jinan. "My father raised me to be of service to others. He believed in the importance of connecting with others and listening to their stories. I was motivated by his strength and passion to care for those needing support, who may feel hopeless—that is why I became a St. Jude volunteer."

Jinan began volunteering in the Mother and Baby unit and now serves as the program chair for the Guild Volunteer Board. Like her father who valued service to others, Jinan finds meaning in fostering a welcoming and healing environment for patients and families.

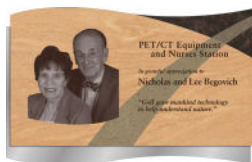
Still, Jinan wanted to honor her father's legacy in a different way and allow others to experience his heartfelt passion to make a difference.

By making a philanthropic gift, Jinan was able to place her father's name on St. Jude's Tribute & Memorial Wall while supporting St. Jude's ability to deliver the highest quality of care—the same life changing care that her father received while in our hospital.

Abdul-Rahim's name will forever be remembered not only by his family, but also by the patients, physicians, employees, or volunteers who will see his name displayed in perpetuity—a standing and inspiring reminder of his compassion for others.

St. Jude is grateful for Jinan's gifts of time and treasure, which have memorialized her father's legacy while leaving an everlasting impact on patient care.

St. Jude Medical Center Commemorative & Naming Opportunities



Donor Plaques | Hospital-wide

Recognizing donors through named patient rooms, conference rooms, treatment rooms, surgical suites, public spaces, departments or centers.

Giving level: \$50,000-\$1,000,000+



Tribute & Memorial Wall | Harbor Lobby

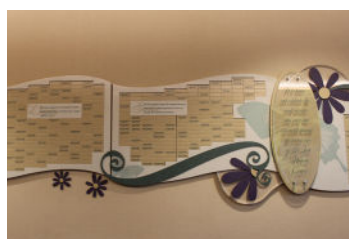
Honoring or remembering a loved one
Giving level: \$1,000 or more (cumulative)



Lifetime Giving Wall | Harbor Lobby

Recognizing those who have given at the following cumulative levels over their lifetime:

Humanitarian: \$5,000,000 and more
Visionary: \$1,000,000 to \$4,999,999
Guardian: \$100,000 to \$999,999
Patron: \$25,000 to \$99,999
Ambassador: \$2,500 to \$24,999



Sr. Jane Frances Society Wall | Harbor Lobby

Recognizing those who have made a gift to St. Jude Medical Center through their estate plans



Baby Honor Wall | Southwest Tower, 5th Floor

Honoring babies born at St. Jude Medical Center
Giving level: \$250 or more

Physician & Employee Giving Wall | Harbor Lobby

Recognizing St. Jude physicians and employees who have given to St. Jude.
Giving level: \$2,500 or more (cumulative)



To learn more about these or other recognition opportunities, please contact the foundation at (714) 992-3033.

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Contact Us

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News Flash: St. Jude Medical Center was recognized as one of the nation's top hospitals in six categories by the Women's Choice Award, including receiving the 2017 Women's Choice Award as one of America's 100 Best Hospitals for Patient Experience. The hospital was also recognized as one of America's Best Hospitals in Obstetrics, Cancer Care, Stroke, and Orthopedics, as well as one of America's Best Breast Centers.

Save the Date



Light Up a Life: Celebration of Love and Remembrance

November 5, 2017 • St. Jude Chapel
Supporting St. Jude's Palliative Care Program



ShowCare Music & Talent Competition

February 2018 • Location TBD
Supporting St. Jude's Care for the Poor Programs



Neighbors Helping Neighbors Dinner

March 2018 • Summit House Restaurant
Supporting St. Jude's Care for the Poor Programs

A walk among the Stars

Luncheon & Fashion Show

Starring cancer patients and survivors



October 29, 2017

Anaheim Marriott
Supporting St. Jude's
Crosson Cancer Institute