

The combined efforts of the staff and Board have paid off, with the Foundation raising more than \$160 million throughout its lifetime. "A significant portion of the money we have raised has benefited Scottsdale Healthcare's community health programs," John said. "In fact for many years, The Honor Ball, the Foundation's premiere event, has raised funds to benefit the families and children who receive medical, dental and community health services."

Philanthropy has touched every aspect of the growing healthcare system and donors have played a critical role in key milestones including:

- 1984 — Opening of Scottsdale Memorial Hospital-North, now Scottsdale Healthcare Shea Medical Center
- 1985 — Expansion of the Emergency Department at Scottsdale Healthcare Osborn Medical Center
- 1990 — Creation of what is now Community Health Services to offer health education and prevention programs
- 1995 — Expansion of the Piper Surgery Center at Shea Medical Center
- 2001 — Opening of the Virginia G. Piper Cancer Center, the Valley's first major cancer center
- 2007 — Introduction of Scottsdale Healthcare Thompson Peak Hospital – the Valley's first hospital north of Loop 101

"The Foundation is working hard to provide additional funding to Scottsdale Healthcare so that we can have the absolute best of everything," John said. "Our donors really are changing and saving lives each and every day and they take pride in that."

Contributed by Katie Arrington, Scottsdale Healthcare Foundation



Thanks to Scottsdale Healthcare Foundation, a new Emergency Department is underway at Osborn Medical Center in this mid-1980s photo.



Shea Medical Center, under construction in this aerial photo, was made possible by community support and Scottsdale Healthcare Foundation.

Check out our new community benefit video!

Be sure you watch Scottsdale Healthcare's new video for an exciting and insightful look at our efforts to improve the health of our community.

Among the many areas spotlighted in the video are:

- Outreach efforts at the Virginia G. Piper Cancer Center at Scottsdale Healthcare, including an interview with a Cancer Care Coordinator, a cancer survivor and information on exercise therapy and the Mind, Body Spirit program

- Neighborhood Outreach Access to Health (NOAH)
- Our Military Partnership
- Recycling and our partnership with STARS

Look for the video on shc.org (shc.org/About Us/Corporate Integrity/Community Benefit) as well as Scottsdale Healthcare's YouTube channel (youtube.com/ScottsdaleHealthcare).

Questions about community benefit?

Contact Community Benefit Coordinator **Evonda Copeland** at 480-882-5681 or ecopeland@shc.org.

Community Benefit Quarterly is published by Scottsdale Healthcare to spotlight the programs, activities and contributions provided by our healthcare system to enhance the area we proudly serve and call home.

Editorial staff



Wendy Lyons
Vice President of Community Stewardship



Evonda Copeland
Community Benefit Coordinator



Jo-an Holstein
Writer



Community Benefit Quarterly

The power of partnership



Tom Sadvary
President & CEO

Health-robbing diseases necessitate that young children receive immunizations. The challenges of motherhood call for educating pregnant teens while the elderly need assistance in managing chronic illnesses.

Victims of assault deserve a compassionate, expert nurse to provide a forensic exam. Adults with disabilities should have an opportunity to develop skills and earn a paycheck — just as the uninsured and underserved should have access to quality, affordable medical and dental care.

Scottsdale Healthcare is actively working to meet these and other real-life needs in our community.

But we're not alone. We're joining forces with a host of organizations to enhance each other's services and strengths.

Together, we're making a difference. That's the power of partnership.

Find out more in this issue of *Community Benefit Quarterly*.

Scottsdale Healthcare and local organizations collaborate to benefit our community

Just as two heads can be better than one at solving problems, two organizations working together to benefit the community can be better than one going it alone.

That's why Scottsdale Healthcare proudly collaborates with a wide variety of local entities, from government agencies and educational institutions to nonprofit groups that serve diverse populations.

"By combining efforts, pooling talent, and sharing knowledge and resources with other organizations, we can work more

effectively and efficiently to improve the health of our community," said Scottsdale Healthcare Vice President of Community Stewardship Wendy Lyons.

Following is a brief look at a few of our many partnerships — all proof that when organizations team up, our community and its residents win.

- **Area Agency on Aging** - Scottsdale Healthcare is working closely with this fellow nonprofit organization to keep elderly patients safe and healthy after they're discharged from the hospital. As part of a federal grant, our mutual goal is to implement services that would help certain Medicare patients transition to their homes and not have to be re-admitted to the hospital.

- **ASU College of Nursing and Health Innovation** - Why do minority children with asthma use controller medication less often, have less continuity of care and visit emergency departments more frequently? Scottsdale Healthcare is partnering with ASU to find out.



An instructor works with participants in the SPLASH program, a partnership between Scottsdale Healthcare and the City of Scottsdale.

Participating families who visit Neighborhood Outreach Access to Health (NOAH) clinics, which are affiliated with Scottsdale Healthcare, are part of a research study examining asthma disparities in Latino children. ASU received a grant from the National Center of Complementary and Alternative Medicine for the study. (Continued on page 2)



A NOAH patient participates in asthma testing.

- **Barnes & Noble Booksellers** - Members of the community can get helpful information and insight on a variety of health topics during free “Ask the Scottsdale Healthcare Expert” programs, generally held twice a month at Barnes & Noble at 90th St. and Shea Blvd. in Scottsdale. The educational program typically features a physician, nurse, pharmacist or other allied health professional.
- **City of Scottsdale Parks & Recreation Department** - Scottsdale Healthcare partners with this city department on many projects, from speakers on health and safety at Earth Day hikes to providing nurses at first aid stations during fitness runs and water safety information at the city’s April Pool’s Day event.

Another impressive example is the SPLASH (Swim, Play and Snack Healthy) program. Aimed at improving the health of overweight low-income children, the program enables participants to enjoy a structured swim program, thanks to the city waiving the cost of admission to the pool.



Along with healthy learning, there’s plenty of fun for SPLASH participants.

Participants in SPLASH also receive a healthy snack, informal nutrition talk, unstructured swim time and items such as swimming suits, goggles and water bottles.

“Collaboration is so vital. Working together is the only way we can accomplish creative projects like the SPLASH program, particularly in this economy. Working together and in conjunction with the community is the way of the future,” said City of Scottsdale Parks & Recreation Manager Terry Erickson.

- **Educare Arizona** - When Educare Arizona decided to open an integrative health center on the campus of a local school, Scottsdale Healthcare collaborated to make it happen.

As part of the health center, our Neighborhood Outreach Access to Health (NOAH) program established a clinic offering access to quality, affordable medical, dental and behavioral services for children and adults in the Balsz School District area.

The new clinic joins other NOAH locations in offering well-care visits, immunizations, prenatal care, dental care and medical management of chronic diseases.

- **Keogh Health Connection** - This partnership helps NOAH patients in applying for AHCCCS, Arizona’s Medicaid program. Keogh provides AHCCCS information translated into the patients’ native language so they understand the application process.

Keogh also follows through, walking the applicants to the finish line by updating them on where they stand in the four-to-six week qualification process. Thanks to this service and NOAH, hundreds of patients in need have received access to more comprehensive healthcare benefits.

- **Maricopa County Attorney’s Office** - Scottsdale Healthcare’s team of 20 Forensic Nurse Examiners (FNEs) provides a vital service when an individual experiences physical or sexual abuse, physical assault or is suspected of a crime.

Working closely with the Maricopa County Attorney’s Office and other law enforcement agencies, these specially trained experts offer services including medical examination, evidence collection and expert testimony. As part of Scottsdale Healthcare’s partnership with the Maricopa County Attorney’s Office, the FNEs are required to be at any requested location within one hour, any day and any time.

- **Scottsdale Fire Department** - The Corporate Health department at Scottsdale Healthcare provides approximately 275 physicals per year for City of Scottsdale firefighters and those applying for a firefighting position. Additionally, Scottsdale Healthcare provides immunizations, as well as care and assistance if a firefighter is injured on the job or exposed to bodily fluids.

- **Scottsdale Training and Rehabilitation Services (STARS)** - Several adults with developmental disabilities are gaining independence, self-esteem and valuable job skills, thanks to Scottsdale Healthcare’s partnership with fellow nonprofit organization STARS.

Adults at Osborn and Shea Medical Centers are being paid to collect confidential paper from bins throughout the hospitals and shred it in our basements. Working under the guidance of a STARS job coach, these hard workers also help with our recycling of other paper, bottles and cans, plus stock scrubs and deliver linens.

“We are pleased to have Scottsdale Healthcare join with STARS in furthering our mission to improve the lives of individuals with disabilities,” said STARS President & CEO Virginia Korte. “We are looking forward to working together to create more employment opportunities.”

The STARS clients will have an opportunity to move onto training elsewhere or perhaps apply for positions at Scottsdale Healthcare or other organizations.

- **The Arizona Partnership for Immunizations (TAPI)** - Scottsdale Healthcare partners with TAPI to

(Continued on page 3)

spread the word about the importance of immunizing families. Our Community Health Services department has collaborated on many TAPI projects, including a project to protect infants against pertussis (whooping cough) by vaccinating family members and caregivers. Not surprisingly, the department recently earned its fourth TAPI “Hot Shot” award for going above and beyond to increase vaccination rates.

As part of these efforts, Community Health Services conducts free immunization clinics. Generally held monthly throughout the year, the clinics are open to all children of the greater Scottsdale area regardless of the family’s ability to pay.

This and other activities have already led to 1,228 children being screened and 2,550 immunizations given in our community from Oct. 1-mid July.

“Our ongoing efforts to provide not only immunizations but education are imperative as we see an increase in parents choosing not to vaccinate their children,” said Lynn Untermeyer, co-coordinator of Scottsdale Healthcare’s children’s immunization program.

- **Teen Outreach Pregnancy Services (TOPS)** - Pregnant teens often are unprepared for motherhood and sudden



Community Health Nurse Educator Kanina McDonald discusses infant CPR with two participants in the Teen Outreach Pregnancy Services program.

lifestyle changes. That’s where the TOPS program lends a hand. Participants in the program receive 20 hours of health education and mentoring from a Scottsdale Healthcare registered nurse and case manager.

- **Injury prevention** - Since 2007, Scottsdale Healthcare’s Trauma Outreach/Injury

Prevention Coordinator has presented potentially life-saving information to nearly 12,500 junior high and high school students.

Working with the Scottsdale and Mesa police and fire departments, local schools and several other organizations, staff member Shelly Silvers has helped increase knowledge about helmet and seat belt use, as well as the consequences of risk-taking behaviors such as drinking or texting while driving.

Scottsdale Healthcare Foundation leads the way in helping others



John Ferree
President, Scottsdale
Healthcare Foundation

Since its inception in 1984, Scottsdale Healthcare Foundation has been dedicated to fostering the growth and success of Scottsdale Healthcare.

Like the multihospital system it represents, the Foundation is a nonprofit, tax-exempt organization. One hundred percent of its contributions stay in the community and each and every contribution directly supports a service or program within Scottsdale Healthcare.

“Our purpose is to garner support for Scottsdale Healthcare, from patient services and community-based programs to new medical technology and breakthrough research,” said Foundation President John Ferree. “Our donors have made the difference... through their generosity and extraordinary contributions, Scottsdale Healthcare has grown and evolved into a world-class health system right here at the center of our community.”

John has a background in law, graduating with a J.D. degree from the Cumberland School of Law at Samford University, but he has been involved in fundraising for nearly 30 years. Impressively, 21 of those years have been spent leading the Foundation’s fundraising efforts.

Accomplishments

- The Scottsdale Healthcare Golf Classic has raised more than \$2.8 million since its debut in 1985.
- More than \$8 million has been raised for Community Health Services through The Honor Ball.
- The Virginia G. Piper Cancer Center opened in 2001, representing the most successful capital campaign ever conducted by the Foundation. More than \$28 million was raised to create and endow the center.
- In 2003, more than \$10 million was raised to build and endow the new Emergency and Trauma Center at Osborn Medical Center.
- In 2005, the Foundation was awarded a \$4.6 million grant from the Virginia G. Piper Charitable Trust to develop the infrastructure to create the Scottsdale Healthcare Research Institute at the Virginia G. Piper Cancer Center.

“From the day I arrived at Scottsdale Healthcare, I’ve felt that this was a very special place. I can’t think of another hospital or nonprofit anywhere that I would rather work for,” said John.

He has high praise for the Foundation’s staff, and the great support and collaboration he sees among them. John also attributes the Foundation’s success to its Board of Trustees, who provide leadership, expertise and philanthropic support, as well as serve as ambassadors for Scottsdale Healthcare. (Continued on page 4)