

\$1 million grant for *Bridge of Hope* unites Collins family foundations

SINCE 1924, the Carr P. Collins Sr. family has been actively involved with Baylor Health Care System. That involvement and support was recently extended in a significant way when four Collins family foundations came together to make possible a generous \$1 million grant.



Inset: Carr P. Collins Sr.; from left to right: Richard Collins, Calvert Collins, Ruth Collins Sharp Altshuler, Dee Collins Torbert, and Richard and Nancy Fisher

The **Calvert K. Collins Family Foundation**, the **Collins-Fisher Foundation**, the **James M. Collins Foundation** and the **Ruth C. and Charles S. Sharp Foundation** united to make the donation, which will name the **Collins Family Bridge of Hope** connecting the outpatient cancer building

and the renovated inpatient cancer hospital at the Carr P. Collins Sr. Center within the new Baylor Charles A. Sammons Cancer Center.

“The Collins Family Bridge of Hope will stand as a lasting symbol of the generosity, faith and trust of one family in this institution of healing,”

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Dr. Black helping create premier neuroscience center at Baylor

A HEART TRANSPLANT CANDIDATE was in the hospital at Baylor University Medical Center at Dallas, waiting for her surgery, when she suffered a stroke.

Surgeons from the Baylor Neuroscience Center inserted a coil into an artery in her brain, removing the clot. They followed up by treating her with a clot-dissolving agent.

Within hours, she was talking and moving. And within days, she had a new heart.

“There is no other place in the state that can perform these kinds of procedures,” **Stuart Black, M.D.**, said at the December meeting of the Baylor Health Care System Foundation Board of Directors.

Dr. Black, co-medical director of the Baylor Neuroscience Center and chief of neurology at Baylor Dallas, joined Baylor at the end of 2008.

In the time since, he has been working to achieve a three-pronged vision:

- To make the neuroscience center a highly specialized, comprehensive center whose components are nationally recognized.
- To ensure that its quality of care is equal to the finest care offered at any other nationally recognized neuroscience center.
- To position the neuroscience center as the premier center in the Southwest and achieve national prominence.

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Hunt family gifts help fund advanced conference center

A TECHNOLOGICALLY ADVANCED conference center will be built on the 10th floor of the outpatient building of the new Baylor Charles A. Sammons Cancer Center, thanks to the combined efforts of physicians, corporate partners and individual donors.

Among the conference center’s greatest individual supporters have been members of the Hunt family, who have contributed more than \$2 million for the project.

A total of \$1.8 million was donated by the **Hassie Hunt Foundation**, and **Tom Hunt** personally gave \$250,000. Additionally, Tom’s niece, **Ellen Flowers**, and her husband, **Paul**, donated \$100,000 in Tom’s memory. **Nelson Hunt**



Tom Hunt

contributed \$100,000, and **Lyda Hill** gave \$50,000. The conference center’s auditorium will be named the **Thomas M. Hunt Auditorium** in memory of Tom, who passed away from leukemia in late 2008.

To date, more than \$4 million has been raised for the conference center.

This amount includes stock valued at \$100,800 from **Patsy and Dunlap Weichsel**. Their gift will name a waiting room in the multidisciplinary clinic in the outpatient cancer center.

From the corporate world, **AT&T** made an initial \$1 million gift that will name the conference center’s lobby. **CB Richard Ellis**, **BremnerDuke** and **Perkins+Will** have followed suit with gifts of \$50,000 each.

Physicians have also played a vital role in the fundraising effort.

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Dr. Leonard Riggs Jr., Dr. Stuart Black and Rowland K. Robinson

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Hunt family gifts help fund advanced conference center

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Twenty physicians on the medical staff at Baylor University Medical Center at Dallas have pledged grants totaling more than \$500,000. **American Radiology Associates** has contributed \$100,000, a gift that will name a large meeting room within the conference center.

"This facility will be critical to our ongoing efforts to raise the level of service and care we provide our patients," said Joel Allison, president and chief executive officer of Baylor Health Care System. "That so many have come together to support it shows how wide-ranging its impact will be throughout the community."

Primary uses of the conference center will include physician conferences, hospital events, board meetings, public health classes, cancer education classes, guest speaker appearances, doctor-patient question-and-answer sessions and other programs to enrich and educate medical staff, patients, family members and caregivers.

The conference center will provide a centralized venue for both Baylor and the larger Dallas community, while also benefiting physicians. This will enable Baylor to continue its progress in cancer research, education and treatment.

"Having such a conference center is important because it gives oncologists on the medical staff at Baylor a dedicated place to host site tumor conferences, where physicians gather, discuss and share their ideas about research and other issues with colleagues," said Perry Gross, M.D., the Foundation's physician liaison.

For more information, contact the Foundation at 214.820.3136 or thetorch@BaylorHealth.edu.



Digital rendering of the Thomas M. Hunt Auditorium in the conference center

Conference center amenities

The conference center will feature advanced technology. Planned amenities include:

- A 200-seat auditorium with amphitheater-style seating and surround-sound speakers
- Two large conference rooms with advanced audiovisual technology, laptop and DVD hook-ups for basic projection, as well as high-definition, flat-screen televisions with streaming video capabilities
- Four small conference rooms with similar amenities as the large conference rooms
- A south-facing terrace extending from the lobby and auditorium overlooking Landry Park
- Full-service catering with an array of food options suitable for any event
- A business center outfitted with computers, FAX machines, printers and copier

Cancer center joins prestigious clinical trials group

THE BAYLOR CHARLES A. SAMMONS CANCER CENTER has become a full member of one of the largest cancer clinical trials cooperative groups in the United States. Funded by research grants from the National Cancer Institute, Southwest Oncology Group conducts clinical trials to prevent and treat cancer in adults and to improve the quality of life for cancer survivors.

"Joining this prestigious group will allow us to



offer additional, important clinical trials to cancer patients in North Texas," said **Alan Miller, M.D., Ph.D.**, medical director of the Baylor Sammons Cancer Center and chief of oncology for Baylor University Medical Center at Dallas. "We are honored to work with our colleagues in participating in clinical trials that are making great progress in the fight against cancer."

Southwest Oncology Group has more than 5,000 affiliated physician researchers. The group conducts large Phase III trials.

The group also conducts groundbreaking Phase I and Phase II studies to test new targeted therapies and tissue studies that put to work the latest discoveries in cancer genetics.

Baylor Sammons Cancer Center's membership is another step toward Baylor Dallas' goal of becoming a cancer care destination.

For more information, contact Ellen Dearman at 214.820.7877 or Ellen.Dearman@BaylorHealth.edu.

Collins family grant

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said Baylor Health Care System Foundation officer Lindalyn Adams, who organized the effort.

The grant will also establish the **Collins Family Endowment for Oncology Nursing Certification**. The fund will support nurses at Baylor University Medical Center at Dallas in attaining and maintaining certification through the Oncology Nursing Society.

Oncology nursing certification signifies that a nurse has developed specialty knowledge beyond the entry level. As cancer treatments become more complex, patients will require increasingly specialized care. Oncology certified nurses have both the knowledge and the experience to deliver that care effectively.

Carr P. Collins Sr. was first a member of the Baylor University Medical Center Board of Trustees in 1924, and it was his \$1 million gift in 1968 that helped build the Carr P. Collins Sr. Hospital, which was completed in 1970. He later contributed another \$1 million toward the construction of Baylor Medical Plaza.

"We are proud to have our name associated with such a great institution and such a worthwhile project," said **Michael Collins**, the son of **Jim Collins** and **Dee Collins Torbert** and the grandson of Carr P. Collins Sr. "It is a great way for all of us to start off the new year."

For more information about cancer and nursing initiatives at Baylor, contact Ellen Dearman at 214.820.7877 or Ellen.Dearman@BaylorHealth.edu.

Dermatology residency program seeks to help fill critical need

MOST PEOPLE will require the expertise of a dermatologist at some time during their lives. Unfortunately, there are few dermatology residency programs, making dermatology one of the most difficult specialties to pursue. As a result, there is a shortage of dermatologists, according to the American Academy of Dermatology.

In 2008, only a small percentage of applicants were accepted into dermatology residency programs due to the limited availability of residencies. Many excellent candidates are turned away, even after applying year after year.

Alan Menter, M.D., and **Dan McCoy, M.D.**, have started a dermatology residency program at Baylor University Medical Center

at Dallas to combat the residency shortage. The program was granted initial accreditation by the Accreditation Council for Graduate Medical Education in November, and the first two residents will begin training this summer. Two more will be added next year, and another two in 2012.

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Dr. Alan Menter



Dr. Dan McCoy

The program will provide a comprehensive three-year experience, teaching residents to deliver quality care and enhance the field through research and publication, said Dr. Menter, chief of dermatology at Baylor Dallas.

The cost of educating a dermatology resident is approximately \$225,000 for the three-year program.

For more information, contact Deborah Barker at 214.820.6144 or Deborah.Barker@BaylorHealth.edu.

Baylor's strength recognized by community, financial world

BAYLOR HEALTH CARE SYSTEM is strong – and getting stronger. The reasons for this strength are many, and they have been recognized recently by the community it serves as well as by credit rating agencies.

Standard and Poor's and Moody's have recently affirmed Baylor's strong financial position. Standard and Poor's rated Baylor AA-, and Moody's gave the system an Aa2 score, both high-grade ratings.

These long-term ratings reflect Baylor's strong management and strong market position. The system has more than 3,400 licensed beds in the demographically favorable Dallas-Fort Worth market, anchored by the system's flagship Baylor University Medical Center at Dallas. It benefits from an extensive network of full-service



hospitals and outpatient and ambulatory centers throughout the area. It also boasts solid operational liquidity, with unrestricted cash and investments.

The ratings were also influenced by Baylor's efforts to create a premier neuroscience center and construction of a destination cancer center at Baylor Dallas.

Baylor has also demonstrated its strong value to the community, as reaffirmed in a recent study.

For the 14th consecutive year, Baylor Dallas has earned the *National Research Corporation's Consumer Choice Award* for the Dallas region. The award is given to hospitals that consumers have chosen as having the highest quality and image in 250 markets throughout the United States.

Award winners are determined by gauging consumer perceptions on multiple quality and image ratings collected in the company's annual NRC

Healthcare Market Guide Ticker™ study (HCMG). The 2009-10 study surveyed more than 250,000 households representing 450,000 consumers in the contiguous 48 states and the District of Columbia.

"Throughout our 100-year history, we have been dedicated to serving our patients with focus and compassion," said Baylor Dallas president John McWhorter. "To have our patients recognize that commitment and select Baylor Dallas as the quality and image leader in the Dallas region for the 14th consecutive year is very gratifying."

In another NRC study, Baylor Dallas was rated first among six Dallas hospitals by respondents in top of mind awareness, image/reputation, overall quality, best doctors, best nurses, most preferred for all health needs and hospital advertising recall. Additionally, in a survey of service line preference, Baylor Dallas finished first in 16 of 17 specialties.

FOCUS ON RESEARCH

Baylor plays prominent role in studying new class of blood thinner

THE SOLTERO CARDIOVASCULAR RESEARCH CENTER (SCRC) at Baylor University Medical Center at Dallas has played a role in evaluating the efficacy of dabigatran, an investigational blood-thinning medication that may be more effective and easier to use for patients with atrial fibrillation.

During atrial fibrillation, the heart's two small upper chambers quiver instead of beating effectively. Blood isn't pumped completely out of them, so it can pool and clot. If a piece of a blood clot becomes lodged in an artery in the brain, a stroke results. About 15 percent of strokes occur in people with atrial fibrillation.

Anticoagulant medications thin the blood and make it less prone to clotting. Warfarin, the most



Dr. Cara East

commonly prescribed anticoagulant medication for atrial fibrillation patients, reduces the risk of stroke but increases the risk of hemorrhage and can be difficult to use.

The Phase III RE-LY study, conducted at multiple locations including the SCRC, compared the investigational drug, dabigatran, against warfarin. The study was chosen by the American Heart Association as one of the most important of 2009.

The study, sponsored by Boehringer-Ingelheim, used two dosage levels of dabigatran. The higher dose reduced strokes by more than 30 percent compared to warfarin, and the smaller dose was just as effective as warfarin. Compared with warfarin, the risk of bleeding was found to be 20 percent lower with the smaller dose of dabigatran and the same with the larger dose. (*New England Journal of Medicine* 2009; 361)

Dabigatran offers additional benefits in its ease of use. The current warfarin therapy requires

patients to receive monthly blood checks and has many food and drug interactions, while dabigatran has almost none. Patients can also start and stop using dabigatran faster than other drugs.

The drug is under Food and Drug Administration review, which usually takes about one year.

"If you take a medicine or have a medical device, thank a research patient," said **Cara East, M.D.**, medical director of the SCRC. "If not for someone being willing to take the time to take part in a study, we wouldn't have new and better treatments."

The Baylor portion of the study was conducted over the span of three years and included 56 patients. The SCRC is also studying a similar drug called apixaban in a study sponsored by Bristol Myers-Squibb and Pfizer.

For more information about Baylor's heart and vascular initiatives, contact Ellen Dearman at 214.820.7877 or Ellen.Dearman@BaylorHealth.edu.

Nurses' study tips scales on heart failure readmission rates

MAE CENTENO, R.N., AND CHARLENE CINK, R.N., were seeing an alarmingly high number of heart failure patients readmitted to Baylor University Medical Center at Dallas within 30 days of being discharged.

So Mae, manager of the Baylor Heart Failure Program and Advanced Lung Disease Center, and Charlene, manager of the cardiac care unit, leapt into action.

Before they left the hospital, part of patients' education was being asked to track their weight. Sudden increases could indicate water retention caused by a recurring heart problem.

However, Mae and Charlene realized that many of these patients didn't have a scale at home. Additionally, many of them couldn't



Mae Centeno and Charlene Cink

afford to buy one.

Mae and Charlene began providing scales to patients who could not afford them, and they saw results. In a span of merely 14 months, the 30-day readmission rate among these patients declined by 50 percent, indicating they were better prepared to manage their own care and recovery at home. They have distributed between 150 and 200 scales to help keep patients out of the hospital.

"With heart failure being a chronic disease, having a tool such as a scale in addition to patient education and follow-up empowers patients to take care of themselves," Mae said. "Patients who can recognize and act on their signs and symptoms are those who will stay out of the hospital."

The hospital has saved an average of \$1,800 per heart patient under the program. This test demonstrates how similar donor-funded initiatives can make a positive impact.

For more information, contact Ellen Dearman at 214.820.7877 or Ellen.Dearman@BaylorHealth.edu.

This story was recently covered on the CBS Evening News. Watch the video at <http://www.cbsnews.com/stories/2009/12/29/eveningnews/main6035676.shtml>.

Grant supports diabetes project in high-risk communities

A \$500,000 GRANT FROM SANOFI-AVENTIS, a global pharmaceutical company, will help prevent and treat diabetes.

The funds will support Baylor Health Care System's Southern Sector Health Initiative, which trains community members to assist with interventions that reduce the prevalence of diabetes in high-risk communities.

Baylor has committed \$15 million over three years to create a Diabetes Health and Wellness Institute at the Juanita J. Craft Recreation Center in the Frazier community of South Dallas. The new institute is scheduled to open this year. The goal is to improve care for people with diabetes by integrating prevention, education, treatment and research. Anticipated outcomes are to establish a new health care model, develop and replicate best practices, change family patterns of diabetes, improve quality of life, reduce uncompensated



health costs, expand diabetes care research and grow investments in health equity.

People with poorly controlled diabetes are susceptible to life-threatening complications such as heart attack, stroke, kidney disease, diabetic retinopathy leading to blindness, and foot complications requiring amputation. They can be costly to the individual and society, and drastically reduce patients' quality of life.

More than 256,000 adults in Dallas-Fort Worth live with diabetes. A 2006 study found that diabetes can result in up to \$56.6 million a year in avoidable costs for patients, health care organizations and employers in Dallas-Fort Worth. Dallas County, particularly the southern sector, has a

BAYLOR HEALTH CARE SYSTEM SOUTHERN SECTOR HEALTH INITIATIVE

Southern Sector Health Initiative includes:

- Full-time, on-site physician and nurse practitioner
- Visiting medical specialists
- Referral coordinator for specialty and ancillary care
- Diabetes management educator
- Affordable diabetes medications
- Nutrition and healthy cooking classes
- Exercise programs including running and walking clinics and weight training

higher prevalence of diabetes, higher rates of short- and long-term complications and more frequent hospitalization for diabetes than the nation and the state.

For more information, contact Roxann Garcia at 214.820.8196 or Roxann.Garcia@BaylorHealth.edu.

The Foundation's top donors

BAYLOR HEALTH CARE SYSTEM FOUNDATION, a separately incorporated not-for-profit organization, raises and manages charitable funds for Baylor Health Care System. Since it was created in 1978, the Foundation has distributed more than \$300 million to Baylor. The Foundation has an active donor base of close to 10,000 individuals, corporations and foundations. We would like to thank the generous donors who have supported our mission throughout the years. Here is a look at those who gave \$2,500 or more during calendar year 2009:

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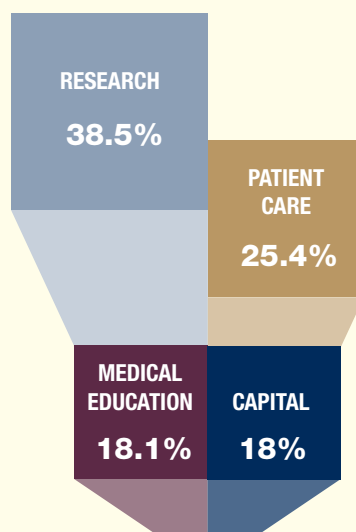
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How your gifts make a difference at Baylor

DURING THE LAST YEAR, Baylor Health Care System Foundation has helped donors do meaningful work throughout Baylor Health Care System. In fiscal year 2009, the Foundation distributed nearly \$21 million to Baylor to support medical education, research, patient care and capital projects.

- Medical education:** Philanthropic support will fund 25 fellows, and it has created nine nursing scholarships. By facilitating Baylor's role as a teaching hospital with 32 graduate medical education programs, Foundation funds help attract the best and brightest physician leaders.
- Research:** Baylor is involved in more than 800 active research protocols at 10 facilities. Additionally, funds raised by the Foundation have created the new *Celebrating Women Endowed Chair for Breast Cancer Research*.
- Patient care:** In fiscal year 2009, Baylor had more than 2.5 million patient encounters. The Foundation was involved in many ways, including providing funds for the palliative care program at Baylor University Medical Center at Dallas, which helps relieve the suffering of patients with advanced, life-limiting illnesses, and for positioning equipment that promotes healthy development in newborns in the Blanche Swanzy Lange NICU.

In 2009, Baylor Health Care System Foundation distributed \$20,915,000. Here's what the funds supported:



- Capital:** In 2009, Foundation funds supported a variety of needed capital and technology at Baylor, from a dime-sized device to help promote normal development in a fetus with a urinary blockage to the 10-story Charles A. Sammons Outpatient Building at Baylor Dallas.

It is our donors' tremendous outpouring of caring and support that allows us to help Baylor provide safe, quality, compassionate health care to the patients it serves.



From the President

TOGETHER WE CAN

Celebrating the power of a dream and a team: families and Baylor Health Care System

As I sat down to read a draft of the latest issue of *the torch* and write this column, we had just experienced a snowfall the likes of which Dallas had not seen in decades. I couldn't help being reminded of the past decades at Baylor and the families of Dallas who have meant so much to us over the years.

How lucky we are! Past or present, if we stop to think about all the people who have made a difference in the lives of our patients, we can't help but feel blessed.

Who knew back in 1924, when **Carr P. Collins Sr.** first became involved with Baylor, that his belief in this institution and its mission would be honored by his family 86 years later with the *Collins Family Bridge of Hope* in the new cancer center? What a wonderful recognition of this family's generosity and commitment to Baylor and to the people of Dallas.

Who could imagine a more appropriate way for many of the descendants of **H.L. Hunt** to pay tribute to **Tom Hunt** than by naming the auditorium in the new Baylor Charles A. Sammons Cancer Center for him? Tom died of cancer in 2008. How fitting that a man who made a career of quietly counseling and stewarding his family for the greater good will be forever honored in a place where Baylor will teach new generations to better care for others.

Later this spring, we will honor **Charles A. Moore** and his family for his decades of service, highlighted by his role as chairman of Baylor Hospital from 1943 to 1955. His legacy of servant leadership lives on in his grandsons, **Bill and Charles Solomon**, who continue to give back to our community in countless ways.

But for memories, yesterday is gone forever, but today is a great day for all of us to express our sincere thanks to those who change our lives for the better.

Rowland K. Robinson
President
Baylor Health Care System Foundation
Robinson@BaylorHealth.edu

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ON THE BOARD

RICHARD EISEMAN JR.

RICHARD EISEMAN JR. has been a member of the Baylor Health Care System Foundation Board of Directors since 2006. The president and chief executive officer of Eiseman Jewels NorthPark Center, he is proud to work in precious jewelry, which he calls “one of the few businesses that deals in beauty, rarity and happiness.” His success in the field has not gone unnoticed, as his company was recently inducted into *National Jeweler* magazine’s Retailer Hall of Fame as the nation’s top independent jeweler. He received his bachelor’s degree from Claremont Men’s College in California and earned his gemological degree from the Gemological Institute of America in New York City.



Richard Eiseman Jr.

Richard joined Richard Eiseman Jewels at Titcher-Goettinger in 1982. He enjoys spending quality time with his wife, **Betsy**, and their teenage children, daughter **Reed** and son **Richard III**, and traveling. Other than traveling, he lists “outdoor activities and hopefully golf again” as his hobbies.

What brought you to Baylor?

I was asked to serve on the board. Also, knowing of the special care the infectious disease doctors administered in an emergency situation to a fellow board member’s daughter created a higher awareness of Baylor’s unique capabilities.

What is a special story that you have about an experience with Baylor?

More than 45 years ago, my sister was an

inpatient for more than a year, and she was given superior care after a late diagnosis of her hip dysplasia.

What do you like most about Baylor? Why would you recommend it to a friend?

Dallas has progressed into a major medical community, and Baylor is at the forefront with its broad range of expertise. It helps attract great physicians and many companies and professionals to our great city.

Where did you grow up?

I was born in Oklahoma and raised in Dallas.

To what do you attribute your success?

Our team. Our success was not an individual achievement. Having the vision and creativity to broaden the business coupled with hard work and remembering not to ask anyone to do something I would not do myself.

What are your goals in life?

To enrich those around me and improve the lives of those I come in contact with.

Describe your leadership style.

In the trenches, setting the pace and rewarding hard work and dedication through sharing.

If you had to choose a different career, what would it be?

Luxury marketing and advertising. I enjoy finding the venues to present products to the correct audience in a way that is compelling and appropriate.

Do you have a catch phrase?

You see the same people on the way up as on the way down — be respectful.

What talent would you most like to have?

I wish I could sing and play the guitar.

Neuroscience center has been recognized

Continued from p. 1

Baylor Neuroscience Center was recognized as a Neuroscience Center of Excellence in the 2006-07 Neuroscience Center of Excellence Survey that measured clinical and research programs, staff, facilities and technologies. The center has also been recognized by *U.S. News and World Report* as one of the country’s best.

Due to aging of the population and other factors, it is estimated that neurologic disease prevalence will increase dramatically in the next 10 years. Of these, stroke will see the largest increase at 118 percent, and cases of primary brain cancer are expected to rise by 73 percent.

For more information, contact Jayne Grimes at 214.820.4771 or Jayne.Grimes@BaylorHealth.edu.

BAYLOR HEALTH CARE SYSTEM

BAYLOR NEUROSCIENCE CENTER

Recent developments at the Baylor Neuroscience Center:

- **Facilities:** A dedicated neuroscience nursing unit that includes 52 universal beds, an epilepsy monitoring unit, an acute stroke unit, a neurosurgery spine and craniotomy unit and a headache inpatient unit
- **Radiosurgery center:** Includes Gamma Knife® and CyberKnife® technology
- **Image guided operating room suites:** Includes the first site in North America to have GE BrainLAB technology
- **Advanced neuroimaging center**
- **Outpatient multidisciplinary referral centers:** Includes an outpatient headache center and an outpatient movement disorders center

Electronic records changing medicine

Just about anything can be accessed via a computer these days. Music, movies, letters, bank statements — even entire books — can be downloaded and shared electronically.

The same is rapidly becoming true of medical records.

David Muntz, senior vice president and chief information officer for Baylor Health Care System, spoke about the new ways medical information can be shared electronically during the February 9 meeting of the Baylor Health Care System Foundation Board of Directors.

There are many benefits to converting from paper to electronic medical records, he said.

They are easily shared among physicians in different offices, and they are more complete. They can show trends in a patient’s health that might not be evident in a paper record. Using them can also allow a patient to receive quicker care while preventing human error.

Raymon Aggarwal, M.D., an internist on the medical staff at Baylor University Medical Center at Dallas, has been using electronic records in his practice for more than two years. The result has been overwhelmingly positive, he said.

“It has transformed care in my office,” Dr. Aggarwal said. “Everything is different, and the things we can do are just amazing.”

Norsworthys’ gift provides support for an endowed nursing scholarship

JEANETTE AND LAMAR NORSWORTHY’S experiences with nursing care have given them a unique understanding of the important role nurses play in patient care. Now, they are taking action to ensure that staff members throughout Baylor Health Care System get the opportunities they need to further their nursing education.

The Norsworthys have generously given a \$300,000 gift to help Baylor establish an endowed scholarship through its *Advancing Nursing Excellence* scholarship program.

The Jeanette and Lamar Norsworthy Nursing Scholarship will fund an annual scholarship in the form of a stipend for one nurse scholar in perpetuity. But to complete the full endowed scholarship, Baylor needs to raise an additional \$300,000 for a total of \$600,000.

“The care given by nurses to Lamar the last few years has been so critical to his well-being and recovery. Until you are faced with a life-threatening situation, you don’t realize the value of the care they give,” Jeanette said. “We

hope others will join us to help make sure that more nurses can reach their educational goals and, in turn, help countless patients for years to come.” Jeanette has been a member of the

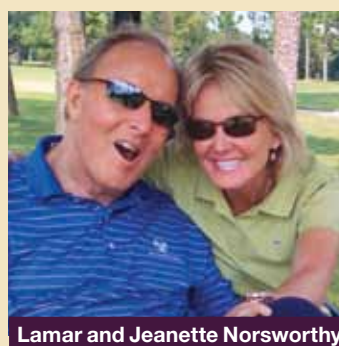
Baylor Health Care System Foundation Board of Directors since 2004 and its nursing advocacy group the last two years.

The scholarship program allows recipients to work part time and receive a full-time salary while in school. Many qualified employees who want

to pursue nursing degrees cannot afford to do so as full-time students.

There is a nationwide shortage of registered nurses, and Baylor needs to fill an average of 500 R.N. positions at any given time. This initiative seeks to help fill that gap and save lives through quality patient care. Through the generous spirit of its donors, Baylor can try to make that difference.

For more information about Advancing Nursing Excellence or to help endow this scholarship, please contact Ellen Dearman at 214.820.7877 or Ellen.Dearman@BaylorHealth.edu.



Lamar and Jeanette Norsworthy

PHYSICIAN PROFILE

RANDALL ROSENBLATT, M.D.

RANDALL ROSENBLATT, M.D., is the new medical director of lung and heart-lung transplantation at Baylor Regional Transplant Institute. Before joining the medical staff at Baylor University Medical Center at Dallas, he worked for 31 years at St. Paul University Hospital and UT Southwestern. He seeks to develop the advanced lung disease programs at Baylor Dallas and to expand the lung and heart-lung transplant program. These programs can offer all-encompassing service to transplant patients. "I tell the patients that once they've had a lung transplant, they become a part of our family, but there can be no divorce."



Dr. Randall Rosenblatt

What do you like most about Baylor?

The depth of resources and personnel, the mission, the collegiality and the vision.

Tell us about your education.

After graduating from the Indiana University School of Medicine, I came to Parkland for my internship and residency, and I stayed for my fellowship in pulmonology.

What are your hobbies?

I like being with my family, and I enjoy golf, jogging and going to the movies. I like going to Colorado to ski and hike.

Describe your family.

My wife, **Barbara**, is very active in the community. She's on the board at KERA, the Hockaday School and the Ronald McDonald House. Marrying her was the best decision I ever made. We've been married for 23 years. We have two daughters: **Anna** is a senior at Middlebury College in Vermont, and **Molly** is a sophomore there. They're very bright, personable and beautiful.

Where did you grow up?

Evansville, Indiana. My mother had two sets of twins, and this was before fertility medicines.

What is the highlight of your career?

When somebody thanks me; when you realize you've made a difference. I've been very fortunate to work with great people and to be involved in very successful programs. **Stevie Ring, M.D.**, and I started the lung transplant program at St. Paul, and I've watched that flourish. With **Claude Prestidge, M.D.**, I developed the adult cystic fibrosis program at Children's Medical Center; and **Clyde Yancy, M.D.**, and I laid the foundation of the pulmonary hypertension program at UT Southwestern.

I've been involved with cystic fibrosis now for the past 12 years, and it's been very rewarding. When I graduated from medical school, people with this disease were expected to live until they were 13 or 14. Now, the median life expectancy is 38.6 years, and children born today should live into their 50s and 60s.

I will never forget a letter that I received from a young woman with CF who was in her senior year of high school, was dying of her disease and was essentially bedfast and living in the hospital, and then was fortunate to receive a new set of lungs in April. She loved music but had not been able to play her flute for four years because of her breathlessness. She wrote of her joy in going home and being able to walk down the aisle at her graduation and of her pulling out her flute and again being able to play. Whenever I read her letter, I still get chills. Whenever I hear a flautist, I always think of her.

The world would be a better place if ... people were more tolerant.

Describe your leadership style.

You have to always remember the word "we" and incorporate people's opinions and ideas and generate consensus.

GIFT PLANNING

Don't leave Baylor a bequest just yet ...

BEFORE MAKING A BEQUEST to Baylor, you should first consider whether a gift from your individual retirement account, 401(k), 403(b) or other qualified retirement plan will provide your estate and your heirs more benefits.

Did you know that your retirement plan assets will be taxed heavily when you die?

When you plan your estate, it may seem natural to designate a family member as the successor beneficiary of your retirement plan or IRA and leave a bequest to charity. But distribution taxation can be surprisingly harsh, depleting much of your retirement accumulation. Unless retirement assets are left to a surviving spouse, the assets may be subject to federal estate taxes. And even worse, the residue may also be subject to income taxes when distributed to children and grandchildren, thus reducing their inheritance.

Why is giving through my retirement assets an efficient way to give?

Since Baylor is a nonprofit organization, we won't pay income tax on the distribution (nor will the gift be subject to estate tax). The entire amount comes to us, and your heirs may benefit from a reduced overall tax burden.

What are the benefits to me?

You can escape both income and estate tax levied on the residual left in your retirement account.

- You can take withdrawals throughout your lifetime.
- You can change your beneficiary if your circumstances change.
- You can have the satisfaction of knowing that your hard-earned retirement assets will support Baylor when you are gone.

What other points should I keep in mind?

- Be sure to direct the gift to Baylor through your plan's beneficiary designation form — rather than through your will. If you fail to do so, the assets will be included in your taxable estate.
- You may make Baylor a partial beneficiary of your plan and direct the balance to your heirs.

How do I make a gift of my retirement account assets?

Be sure to consult with your plan administrator, tax advisor and attorney, as it is important that any change fits with your overall financial plan. Also, call us to ensure your gift plans for Baylor are fulfilled.

For information, contact Cynthia Krause or Jayne Grimes at 214.820.3136 or thetorch@BaylorHealth.edu.



From the Chairman

One gift can impact so many unseen others and have an impact far wider than we may have ever imagined. And at a time when nonprofits' revenues and income from endowments are down, the importance of an individual gift becomes that much greater.

About four years ago, **Tom Anding** suffered from a 95 percent blockage of a blood vessel in the left side of his heart. Fortunately, it was discovered in time for him to have surgery to clear the obstruction. That was followed by 12 weeks of cardiac rehabilitation at Baylor Jack and Jane Hamilton Heart and Vascular Hospital.

When it was all over, he felt so good and was so grateful for the care he had received that he made a donation through Baylor Health Care System Foundation to fund cardiac research.

Gifts like his helped support **Jenny Adams, M.D.**, an exercise physiologist at the Baylor Hamilton Heart and Vascular Hospital. She conducted innovative research and created a unique program that helps police and other first responders who have suffered from cardiac events return to work. Their physically demanding, high-stress jobs require a special kind of rehabilitation in addition to the traditional variety.

Dr. Adams, who started the Return To Work Lab™, has made a difference to many people, including Dallas firefighter **Jesse Aguirre**. Jesse had a cardiac episode on the job and would probably have been forced to retire if not for the program.

After placing several stents in severely blocked coronary arteries, his cardiologist told him he would need cardiac rehab therapy before he could be released to go back to his job.

After 27 demanding rehab sessions that included such tasks as training while wearing actual fire gear and carrying a 165-pound mannequin, Jesse was granted permission to return to work. There, he passes on the power of the blessing he was given by saving the lives of Dallas residents every day.

With other sources of funding declining along with the economy, the Foundation's Annual Fund has become more important than ever.

Enclosed with this issue of *the torch*, you'll find an insert about this year's campaign. Please take a look at it, and consider going online to donate at www.ItStartsWithOneDonation.org. You never know how many lives your gift could touch.

Leonard Riggs Jr. M.D.

Leonard M. Riggs Jr., M.D.
Chairman, Board of Directors
Baylor Health Care System Foundation

MEET THE STAFF



Left to right are: Leslie, Don, Carly, Jayne and Will Grimes

BAYLOR HEALTH CARE SYSTEM has always been a special place to **Jayne Grimes**. As a fifth-generation North Texan, she says, “Baylor was just always known as the place to go.”

So when her sister was diagnosed with cancer, Jayne persuaded her to seek treatment at Baylor. “My sister’s remarkable care here has only confirmed what I already knew! I chose to have my babies at Baylor because I felt that it was the best place to care for my family.”

Now, her career has brought her back. Since November 2008, Jayne, a Certified Financial Planner™ and Accredited Estate Planner, has been director of gift planning for Baylor Health Care System Foundation. She also raises funds for Baylor Dallas’ neuroscience and chaplaincy programs.

“I feel privileged to work side-by-side with people who maintain a genuine interest in helping others,” Jayne said. “They are the movers and shakers and the ‘fixers.’ They see a need and use their resources, both financial and personal, to make it right.”

But as inspired as she is by her work, family has always been Job 1. She and her husband, **Don**, have been married for 26 years and have three children:

Carly, a sophomore at Tulane, and twins **Will** and **Leslie**, who are juniors at Allen High School.

Jayne takes a special interest in her children’s education, as she serves on the board of the Allen Independent School District. She is also gradually renovating her home, where she says she’s starting to see “the light at the end of the tunnel.”

Back at work, Jayne is a light for Baylor who helps philanthropists make gifts that are as effective and cost-efficient as possible. “My job is to ‘connect the dots’ so that the right person and the right program align to make the most meaningful gift. The tax planning is just icing on the cake!”

“I’m always gratified that people I may never meet will have healthier and happier lives as a result of my work with our wonderful donors,” she said.

Physicians play vital part in supporting Baylor

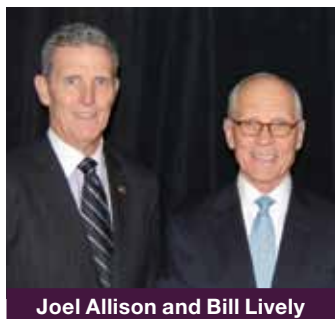
FREQUENTLY, a patient who receives excellent care at a Baylor Health Care System facility wants to show his appreciation with a gift to the hospital. Many buildings, research programs and other initiatives at Baylor have been created or supported in this way. But without a physician pointing the patient in the right direction, these gifts might never have been made.

On January 26, Baylor Health Care System Foundation strategic development consultant **Bill Lively** spoke at the Crescent Club to physician leaders from several Baylor campuses about their role in Foundation initiatives.

Lively said donors will continue to support Baylor if asked because they believe in Baylor and its potential.

Speaking of his experience raising funds for the Dallas Center for the Performing Arts, he said, “I asked every single one of them why they donated to us. They said, ‘We invested in the future of Dallas.’ And that is exactly why they will support Baylor.”

Perry Gross, M.D., serves as the Foundation’s liaison for physicians, helping them bring grateful patients



Joel Allison and Bill Lively

into contact with the Foundation. He was on the medical staff at Baylor Dallas for more than 50 years before retiring from practice in 2007.

Baylor president and chief executive officer Joel Allison stressed the important role physicians play in the system’s success.

“We would not be here today without you,” he said. “Thank you for what you do.”

For more information, contact the Foundation at 214.820.3136 or thetorch@BaylorHealth.edu.



Dr. Ron Jones and Dr. Chad Tate



Baylor University Medical Center at Dallas president John McWhorter and Dr. Robert Gunby



Dr. Joseph Hise, Dr. Cristie Columbus, Dr. Andrew Fenves, Dr. Michael Emmett



Dr. Cara East, Dr. Dan DeMarco and Joel Allison

Unique cardiovascular rehab program receives innovation award



The Return to Work™ Lab staff is (front row, left to right): Deloris Gholston, Stephanie McCray, Emily Malorzo, Danielle Strauss, Anne Lawrence, Deborah Suderman; (back row, left to right) Jenny Adams, Kathleen Kennedy, Tiffany Shock and Ashaki Waker

FOR ITS RETURN TO WORK LAB™, the cardiac rehabilitation program at Baylor Jack and Jane Hamilton Heart and Vascular Hospital has been awarded the Innovation Award from the American Association of Cardiovascular and Pulmonary Rehabilitation.

The award acknowledges programs that have enhanced their delivery of care for a patient population in a creative way, beyond the traditional model of cardiac and pulmonary rehabilitation.



The goal of the Return to Work Lab, funded by the Harry S. Moss Heart Trust, is to create specialized programs for industrial athletes to ensure they are safe and healthy when they return to their jobs and active lifestyles.

Return to Work Lab staff members assess the activities patients perform in their daily lives and design appropriate regimens. The program features specialized equipment, such as training dummies, boxing gloves, fire hoses and an indoor training golf net that enables rehabilitation activities to closely mimic the patient’s daily tasks. For example, rehabilitation for a firefighter might include simulation of pulling a person out of a burning building, while rehabilitation for a police officer might include training to chase an assailant on the run.

“We realize that a traditional cardiac rehabilitation program of moderate exercises on the treadmill and light weights may work for some patients,” said program manager **Danielle Strauss, R.N.** “However, our industrial athletes — individuals who perform strenuous activities throughout the day — require a more intense level of training to prepare them to return to physically demanding jobs, such as firefighting and police work.”

For more information, contact Ellen Dearman at 214.820.7877 or Ellen.Dearman@BaylorHealth.edu.

To learn more about any Baylor Health Care System Foundation initiative, contact the Foundation at 214.820.3136 or e-mail thetorch@BaylorHealth.edu. Write to us at 3600 Gaston Avenue, Barnett Tower Suite 100, Dallas, TX 75246-1800.