A MESSAGE FROM GUY

Our mission at Catawba Medical Foundation is to support the Medical Center with funding to supplement, enrich and enhance the facilities, programs and services needed to care for the community’s health. The Foundation raises funds through grants and generous donations from businesses and individuals.

CVMC is adorned with advancements in technology, programs and facilities made possible through community-minded financial contribution. From the new Pavilion, which houses the Center for Women and Children, to the new Comprehensive Cancer Center; from the neonatal transport to bring the most vulnerable of infants to the Level III NICU, to the Giraffe beds inside the facility for premature and sick infants; none of these things would be possible if CVMC relied solely on funds from its budget.

I hope you enjoy this quarter’s publication, which highlights one of my favorite programs, “Steps into the Future.” This is a unique opportunity to honor the birth of a child while helping CVMC sustain and improve services, facilities and equipment in the Women and Children’s service line.

On another note, the Women in Philanthropy program is growing. It continues to be a good Foundation partner consisting of women pooling their resources to make a larger impact through their giving.

I also want to take this opportunity to personally thank Sonny Roseman (see his profile below) for serving on the Foundation board for the past five years. Sonny, who is also a past trustee of the hospital, and his wife, Adele, were key members of the capital campaign committee and freely gave of their time and talents to this institution.

On behalf of the Foundation, I wish you and your family a happy and healthy holiday season.

Guy Guarino
Chief Development Officer

STEPS INTO THE FUTURE

Catawba Medical Foundation offers a unique way for family and friends to commemorate the joyous occasion of the birth of a baby with the Steps into the Future program. A contribution of $125 to Catawba Medical Foundation creates two beautiful satin silver finish medallions etched with the actual footprint, name and birth date of your special baby. The medallions are available with blue etchings for boys and pink for girls. One medallion will be proudly displayed on the Steps into the Future walls located throughout the Birthing Center in the new Pavilion, while the second will be presented to the donor with a Lucite easel for freestanding display. Duplicate medallions will be made available for a donation of $40 to Catawba Medical Foundation.

Memorial medallions are also available to pay tribute to children who are with us for a short time. Each commemorative medal has a satin gold finish etched with the child’s name, footprint, birth date and date of death to be displayed throughout the Birthing Center.

Funding from the Steps into the Future program enhances and sustains services and equipment in the Birthing Center, Level III Neonatal Intensive Care Unit and Pediatric Unit. Since 1990 there have been 1,726 gifts to this fund and 702 donors. Unlike flowers or balloons, Steps into the Future is a gift that will last a lifetime. Each contribution to the Steps into the Future program provides vital, high-tech care for tiny, frail newborns who not so long ago had to be transferred to hospitals far away but now receive excellent care right here at our facility.

To learn more about the Catawba Medical Foundation or this program, please visit catawbamedicalfoundation.org or call our office at 828/326-3670.
HICKORY, NC – July 25, 2013 – Catawba Valley Medical Center (CVMC) has received $391,578 in grants from The Duke Endowment to support Project Enhance. Project Enhance will integrate primary care and mental healthcare into Catawba Valley Behavioral Healthcare (CVBH) to serve individuals with severe mental illness (SMI) and chronic health conditions. The main goals are to improve the health of individuals with SMI; enhance the consumer’s experience of care (including quality, access and reliability); reduce and control the per capita cost of care, and extend the life span of participating patients with severe mental illness.

“We when we ill, we suffer as a whole person,” said Greg Billings, MSN, RN, NEA-BC, Administrator, CVBH’s Psychiatry Services. “While traditional care often focuses on either physical ailments or mental health, the most effective models of care consider the whole person. Through the support of The Duke Endowment, CVMC and CVBH will establish a comprehensive care program for those in our community most at risk from co-occurring physical and emotional health conditions.”

“Integrated care is critical when it comes to providing comprehensive services for those at risk,” said Mary Pfeiferbring, Vice President of The Duke Endowment. “We believe this strong partnership will improve health outcomes for many.”

Project Enhance is a program that will be used to provide integrated primary and behavioral healthcare through the addition of primary care services to CVBH’s existing behavioral health setting. CVBH will serve as the health home for participating behavioral health patients and will provide the core services, in addition to both primary care and behavioral healthcare. Outcomes research for this project will be designed and carried out under the direction of Lenoir-Rhyne University faculty.

The newly re-modeled building has accessible parking, a drop-off area and an entrance located near the intersection of Highway 321 and Highway 127. The waiting area includes a child’s play section, and procedure rooms are larger and more private. There are also three pharmacies within walking distance of the practice.

CVMC – Mountain View office hours are 7:45 a.m. to 5 p.m., Monday through Friday. Patients are encouraged to schedule appointments by calling 828.330.0511. For more information on Dr.Wiske and CVMC – Mountain View, visit cvmgonline.org.

CATAWBA VALLEY MEDICAL CENTER ANNOUNCES MAIN ENTRANCE AND LOBBY CLOSURES

Catawba Valley Medical Center (CVMC) has closed its primary tower entrance and lobby in conjunction with planned renovations. Patients and visitors now access CVMC through the AHEC building using the doors just north of the existing entryway. Appropriate signage and a new beige awning are in place to help the public identify the new entrance. The main tower lobby and entrance are expected to reopen by December 2013.

“Anyone who has been to the hospital in the past few months will have noticed the ongoing work at the front of the facility,” said Scott Eichberger, Vice President. “While the closure will adjust where people access the hospital, we have attempted to minimize the impact to our patients and visitors. However, it is important to note that these plans are tentative.”

In March 2014, CVMC will enter a three-phase process to reconfigure the front parking lot – 220 spaces at a time. The new configuration creates direct access to the hospital entrance for individuals using Fairgrove Church Road. Temporary parking will be made available in the Catawba County Public Health back parking lot, inside the Fitness Plus track, and between the Healthy House and the Wellness Center.

CATAWBA VALLEY MEDICAL CENTER RECEIVES $391,578 IN GRANTS FROM THE DUKE ENDOWMENT

Funding offers hope for extending life span of people with severe mental illness

HICKORY, NC – July 2, 2013 – Catawba Valley Medical Group has announced the July 15, 2013 opening of Catawba Valley Family Medicine (CVFM) – Mountain View, the organization’s 10th family practice. The facility is located at 2712 South NC 127 Highway in Hickory, and serves as the practice for Christopher Wiske, M.D., who transferred from CVFM – Viewmont.

“The move is coming about for two major reasons,” said Dr.Wiske. “Ensuring that there are practices located throughout the region to offer convenient locations for medical care and providing an updated location to meet the needs of our patients.”

CVFM – Mountain View office hours are 7:45 a.m. to 5 p.m., Monday through Friday. Patients are encouraged to schedule appointments by calling 828.330.0511.

For more information on Dr.Wiske and CVFM – Mountain View, visit cvmgonline.org.
Dr. Kathy Wilson is a hospitalist and sleep medicine specialist at Catawba Valley Medical Center. Dr. Wilson entered the University of Mississippi School of Medicine in 1997 at the age of 43, fulfilling her desire to work one-on-one with patients after having spent her career working in a laboratory.

“I was a late bloomer but I had always wanted to go to medical school,” she said. “Going through medical school at the age of 43 is very scary. The fear of failure looms pretty large. Plus, I was old enough to be 90 percent of my classmates’ parent, and they didn’t know what to do with me. It was lonesome at first.

“I wanted patient contact because it gives you an appreciation of what you’re doing. There is a challenge and a requirement to figure out problems in order to help people, and you have a vested interest in making that patient better. You not only meet the family, but their spouse and children. When people are worried about a family member, all of the pretenses are gone – from being invited to family reunions to receiving Christmas cards, and I’m always running into people out in the community. I have gone into restaurants and people will have already paid my tab. Man, that’s humbling.”

She started practicing in Hickory by accident, thinking she was destined to relocate from the Mississippi Delta to Kingston, TN, but a day’s visit to the Catawba Valley on the way to an interview changed her mind.

“There aren’t really many times in your life when you can pick up and move. My husband and I were in that situation. I had a multiple day interview [in Tennessee] and we swung by Hickory for a day on my way there. After that, I drove up here again and didn’t let anyone know I was coming. I thought this place was too good to be true. Something about Hickory was a good fit for us and we have never looked back. We love it here.

“I feel honored to work at Catawba Valley Medical Center, they care about people and they care about patients. The nurses who care for the patients, the people who are on the front lines, I am impressed with the deep caring they have for the patients and they enjoy being there. They love what they do and they certainly do a good job.”

Dr. Wilson joined Women in Philanthropy in 2012, and she says her decision has been rewarding.

“I have always been impressed with what the Foundation has done and can do in how they support healthcare. I had always donated through payroll deduction and this was another step. I really appreciate the friendship and the opportunity to meet strong women who are of like mind and support healthcare. I donate because I want to be a part of a Foundation that is alive and working and doing good things.”

Women in Philanthropy (WIP) is a giving group affiliated with the Catawba Medical Foundation. Many women support WIP’s mission solely with their membership donations; others desire to roll up their sleeves and work as a volunteer or provide leadership to Women in Philanthropy. All levels of participation are welcome.

In late 2013, WIP adjusted its membership levels to provide more benefits to the various tiers. The new membership criteria for each level (full, junior and student members) is available at catawbamedicalfoundation.org.

For more information or to join, please contact Sheryl King at sking@catawbavalleymc.org or by calling 828-326-3670.
Sonny Roseman
For 10 years, Sonny Roseman, CEO of CR Laine, served as a member of the board of trustees at Catawba Valley Medical Center. His involvement has ranged from being a trustee to holding a seat on the Foundation Board, which has made him a big part of the progress CVMC has made in the last decade.

“I enjoy being part of such a great organization; it’s something you can be proud of,” he said. Roseman is a Catawba County native, born in Hickory but has made his home in Conover for the last 40 plus years. He is a graduate of Hickory High School and is married to Adele, with whom he had three children and six grandchildren.

Furniture is his life. He is a second-generation furniture businessman, following his father who opened CR Laine over half a century ago.

“We make medium to high-end upholstered furniture and sell all over the U.S. and the world,” he said. “We employ about 150 people at our Catawba Valley location. I look at them as family; we care about our people. It’s a lot like the hospital; they don’t lose a lot of people to turnover and neither do we.”

Roseman originally became involved with the hospital when he was asked to finish the term of a board of trustees member who left the board. He quickly agreed to accept the position.

“There’s no comparison to CVMC, between the nurses and the service and the staff. The residents of this region need to be extremely proud of the services of our hospital and the longevity and dedication of the staff. Being sick and in the hospital is not always fun and you want to be associated with the best folks you can, and I think CVMC qualifies for that.”

Roseman and his wife, Adele, served on the “Building on Tradition, Caring for Your Future” Capital Campaign, and the building of the new Pavilion at CVMC is a major achievement for him.

“Nothing outweighed the accomplishment we felt with the Pavilion, but I love to see things kept up. Just being a part of it was major deal to me. We’ve got some real progressive thinkers and doers and I enjoy being associated with people who are great.”

Roseman is currently serving out his final year as a member of the Catawba Medical Foundation Board. With his retirement, Tony Rose, President & CEO, reflects on his many years of service.

“Sonny has played an integral role in the growth and success of the medical center through his service on our board of trustees, then as an active member of the Foundation’s board of directors. He, and his wife, Adele, have been great advocates and supporters of the mission of the medical center in the community for many years.”

At the completion of his term, Roseman looks back on his time at CVMC with pride.

“Just seeing a need and trying to fill it and knowing that what you’re doing is beneficial is important. Being a good citizen of this community and being very proud that this hospital is here to take care of us. It is a point of pride for me that has sustained for years.”

DONOR PROFILE

Jeard and Carolyn Leonhardt
Jeard and Carolyn Leonhardt are Catawba County natives who grew up in the same community of Newton, graduated from Fred T. Foard High School together, got married and earned degrees from Catawba Valley Community College and Winthrop University in 1969. They raised both of their children in Catawba County, and their son was born at Catawba Valley Medical Center in 1972.

Carolyn was a teacher for 15 years, spending 13 years in Catawba County as a first-grade teacher at Oxford Elementary. Jeard received his degree in Community Health from Catawba Valley Community College in 1997, and served as a health educator for Community Health Care for over 10 years. He served as CEO of Community Medical Center in Newton for six years as its chief financial officer. In 2000, he became a member of Catawba Valley Medical Center’s Board of Trustees, remaining a member until 2008.

“This allowed Carolyn and I to get to know the functioning of the hospital and its importance to the community,” said Jeard. “We have developed a high regard for that since we’ve been involved. From my perspective, getting to know Tony Rose, David Boone, and all of the Hospital’s leadership team was a great deal of respect for them. I know they are very good at what they do. Seeing the involvement and the outreach they have in the community as a health center – everything from Health First Center to mobile facilities and interest they have in raising health issue awareness in the county, the school nurse program and the NICO – it’s something we’re proud of.”

The Leonhardts joined the Catawba Medical Foundation in time to be part of the “Building on Tradition, Caring for Your Future” capital campaign. The opportunity to give back filled a niche for the couple.

“I really enjoy helping people in personal ways,” said Carolyn. “When we were visiting the old birthing center and NICU, it was cramped and tiny. Now, they have private rooms. That part of the hospital is just amazing and beautiful. We in the county are fortunate to have a unit like this.”

Jeard agrees, “The Pavilion is a reality now. One only has to look at the facility to see what it means to the community through the OB/GYN, NICU and Oncology. To me, a contribution was an excellent way to leverage and help the hospital grow in this area. The capital campaign support for the Pavilion enabled the hospital to be successful and will maximize the interest and cost of construction, and it is a way to demonstrate and further the ability of the hospital to be a positive thing for this community.”

As Catawba County natives, the need to give back is important to the Leonhardts.

“This community has fostered us for all of our lives and careers, now that we’re at retirement age it is an opportunity to give back to a community that has given so much to us. We enjoy seeing the fruits of those donations come back. You can see the benefit of it.”

As a tribute to their parents, the couple donated toward the new Pavilion and dedicated the garden outside of the Comprehensive Cancer Center in their memory.

“That aspect is always something I like to recall. They were lifelong residents of this community; we are a multigenerational family here. They instilled our belief of giving back to our community and we felt it was a fitting tribute.”

For more on our Donors, and access to testimonial videos, visit: www.catawbavalleymedical.org/our-donors

HOW TO GIVE

At the Catawba Medical Foundation, we are grateful for contributions in any amount toward the fulfillment of our mission. What matters more, however, is the direct benefit these donations provide to the individuals and community served by Catawba Valley Medical Center. Your dollars literally touch the lives of the people who pass through our doors every day.

We recognize that at every level, philanthropy is an important and meaningful decision. Because of this, we have created a variety of ways to become a Foundation patron.

Annual Giving Annual Gifts to Catawba Medical Foundation provide ongoing financial vital philanthropic support for the many services, programs, equipment and education at Catawba Valley Medical Center. These gifts ensure that the Foundation’s mission - to ensure that Catawba Valley Medical Center remains at the forefront of healthcare by continuously healing and comfort patients; deliver the specialized services required by a growing community; to promote and foster a healthier Catawba Valley; and to assure access to healthcare to all who need it in the Catawba Valley region.

Annual gifts may be unrestricted as to its use to support programs and areas of the Medical Center where the need is greatest; or, restricted in its use for specific equipment, programs, services or areas of the hospital that are meaningful to our donors; such as, Level III Neonatal Intensive Care Unit, Cancer Program, or our extensive community service programs providing access to care to all Catawba County residents.

Trouble Gifts

Tribute Gifts Tribute Gifts are a wonderful way to celebrate loved ones, special occasions, or recognize the caregivers who made a difference in your life. A tribute gift is a unique way to support the needs of the hospital by acknowledging those close to your hearts and the men and women that care for them allowing you a way to show how much you care in a memorable and lasting way.

• Honor Gifts are made in honor of a family member; friend or colleague and a meaningful way to acknowledge a special occasion or individual in your life. It is also a wonderful way to recognize a physician, nurse or caregiver who provided extraordinary care to you, your loved one or friend.

• Memorial Giftsare a thoughtful remembrance that celebrates the life of a family member, friend or colleague.

Your gift then becomes part of a legacy to support Catawba Valley Medical Center - helping to provide support for patient care, nursing and staff education and equipment. A card acknowledging a tribute gift is sent to the person or family member you designate. All gifts to Catawba Medical Foundation are used to continue support essential programs and services provided by the Catawba Valley Medical Center.

Major Gifts

A Major Gift is defined as a contribution of $10,000 or greater. These gifts have long been associated with capital campaigns, but are needed for initiatives that may not be associated with a specific fundraising drive. Major gift contributions may come in the form of a long-term pledge (3-5 years) of stock, an estate gift or cash. A major gift generally allows the donor a naming opportunity whether that is a room, wing, service line, equipment or a fund.

Other Giving Opportunities Steps into the Future • Tree of Life Donor Recognition Donor Recognition allows us to publicly recognize our supporters. We are so proud and honored to be able to do this through our donor recognition wall located in the main hospital lobby. Contact us for further details on giving levels for this recognition. Along with the donor wall, Catawba Medical Foundation offers many naming areas throughout the hospital, like patient rooms, waiting areas and lobbies, in recognition for gifts and pledges. If you or your company are interested in a commerative naming opportunity, please contact Guy Guarino at (828) 326-3670.

To learn more about giving opportunities with Catawba Medical Foundation, please visit www.catawbamedicalfoundation.org
**BE AN INSIDER**

Are you interested in learning more about how contributions to the Foundation benefit our community? Then join us for a personalized “Be An Insider” tour of Catawba Valley Medical Center.

During your visit, you will get an overview of the many advanced healthcare capabilities CVMC has to offer. You’ll also see first-hand the Foundation-funded initiatives that are enhancing medical care for our community.

To schedule a personal “Be An Insider” tour, please contact Guy Guarino at 828/326-3670.

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**My Catawba Medical Foundation Pledge**

Name: ________________________________________________________________

Address: ___________________________________________ City, State, Zip: ______________________________

Phone: ___________________________ Email: ________________________________

Pledge amount: ________________ Pledge period: ___ One Year ___ Two Years ___ Please Contact me

Method of payment: ___ Personal Check ___ Credit Card ______________________ (exp. date: ___/___)

In Honor/Memory of: ____________________________________________________________

Signature: ___________________________________ Date: ______________

Please return this form to Catawba Medical Foundation, 810 Fairgrove Church Rd. SE, Hickory, NC 28602. Or visit www.catawbavalleymc.org/pledge. *not required*