

Firmly Rooted

FALL 2016

NEWS FROM THE MERCY MEDICAL CENTER MERCED FOUNDATION

Growing Together

Celebrating a community united in support of health care in Merced County

INSIDE: Lifesaving 3-D mammography screenings / A campaign for the robot-assisted da Vinci Surgical System / Meet the new Foundation board members / The Heritage Club's enduring contributions



Mercy Medical Center
Merced Foundation.

A Dignity Health Member

WELCOME

Dear Friends,

One of the privileges of my position is reflecting on the many ways charitable giving has led to improved health for our community.

This year, your giving supported a campaign to bring 3-D mammography to the Medical Center. Foundation Chair Carla Kelley provided exemplary leadership in this endeavor; our board, community members, and Medical Center employees and physicians raised more than \$450,000 to fund this initiative. In July, we welcomed Steve Koenig as our new Foundation Board Chair. Steve's leadership will serve us well in our quest to provide superior care to our patients. The Foundation, with Steve's guidance, will demonstrate how your contributions sustain Mercy Medical Center's culture of caring—one that honors the dignity of all people and offers the best quality of care, regardless of one's ability to pay. Our latest funding priority, bringing the robot-assisted da Vinci Surgical System to Merced, will continue the philanthropic legacy set forth by those who have come before us.

Thank you for sharing in our mission to further Mercy Medical Center's commitment to excellence in health care for our community.

Jacob McDougal

Vice President

Mercy Medical Center Merced Foundation



Left to right: Mercy Medical Center Merced Foundation staff members Sally Strasser, Keota Xiong, Shelby Davidson, and Vice President Jacob McDougal (front).

2016-2017 FOUNDATION

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- Steve Koenig, Board Chair
- Philip Brown, Vice Chair Board Development
- Katie Favier, Vice Chair Fund Development
- Parminder Sidhu, MD, Vice Chair Marketing
- Michelle Symes-Thiara, Secretary
- Dan Holmes, Treasurer
- Jim Cunningham
- Chuck Kassis
- Carla Kelley
- Ric Kirby
- Cyril Lawrence
- Eddie Macha
- Barry McAuley
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- Kaaren Morgner
- Billie Razzari
- Marilyn Reese
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- Mike Strasser
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A LIFESAVING ADDITION

Generous community support helps bring 3-D mammography screenings to Merced

When it comes to breast cancer care, early detection is key; with recent advancements in imaging technology, doctors can spot breast cancers sooner and with greater accuracy. Thanks to the generosity of the community—which raised more than \$415,000 at Mercy Medical Center Foundation’s La Vie en Rose Gala on Sept. 26, 2015— Mercy Medical Center Merced is now able to offer 3-D mammography screenings.

“If I have to pick one factor that will help us to cure all women with breast cancer, it will be diagnosis at an early stage—and 3-D mammography gives us that opportunity,” says Parminder Sidhu, MD, Mercy Medical Center Merced and Foundation board member.

With 3-D mammography, radiologists can see masses associated with breast cancers more clearly, allowing for early discovery of small cancers, improving detection rates, and increasing the ability to pinpoint tumors as well as find multiple tumors—all factors that will improve breast cancer care in Merced. “We will be one of the few communities in the United States with a population of less than 80,000 to have 3-D mammography,” says Dr. Sidhu.

LA VIE EN ROSE BY THE NUMBERS:

- The French-inspired gala was the **largest event in Mercy Medical Center Merced Foundation history**
- **700-plus friends** showed their support for improving health care in Merced
- **\$301,000** in event sponsorships
- **\$112,000** in general donations
- **13 cents** spent to raise each donation dollar



Left to right: Varilyn Adams, Suzanne Michaelis, Manvir Johal, Patricia Wiechert, and Robin Reese at the 3-D mammography ribbon-cutting ceremony on Aug. 11.



Left to right: Foundation board members Katie Favier; Parminder Sidhu, MD; Philip Brown; April Zinser; Michelle Symes-Thiara; Marilyn Reese; Dan Holmes; Ric Kirby; Cyril Lawrence; Steve Koenig; and Michael Strasser at the La Vie en Rose Gala on Sept. 26, 2015.

Innovations in Surgical Technology

A new Mercy Medical Center Merced Foundation project hopes to raise funds for the robot-assisted da Vinci Surgical System



Robot-assisted surgery is fast becoming the standard of care for many procedures. The Mercy Medical Center Merced Foundation hopes to bring this state-of-the-art technology to the hospital's patients within the next two years by raising \$2 million for a new da Vinci Surgical System.

"This system is a critical piece of equipment for the Medical Center in a number of ways," says Chuck Kassis, CEO of Mercy Medical Center Merced. "Not only does it make these minimally invasive procedures available to people in the area who would otherwise need to travel to places like Modesto or Fresno, but it's also critical for recruiting the next generation of doctors. New physicians are being trained on this technology, and they want to work in communities that have it."

The da Vinci Surgical System came on the market in 2000 and has been widely adopted in fields such as urology and gynecology, where surgeons operate on hard-to-reach parts of the body. The fully articulated surgical instruments have greater range of motion than a surgeon's hands and fit in much smaller spaces. Additionally, 3-D imaging allows the surgeon to see what's happening inside the body while manipulating the instruments with unprecedented precision and dexterity.

Many of these procedures can be done through a single tiny incision, so patients don't experience the pain, scarring, and long recovery times of traditional surgeries. "We can

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streamline a four- to five-day inpatient procedure into an outpatient procedure," Kassis says. The system isn't programmable, meaning it operates only under a surgeon's physical control. It's a high-tech tool that a surgeon can use to perform procedures with greater exactitude, less fatigue, and a lower risk of error.

"We have discussed the potential of adding robotic surgery for a while now," says Robert Streeter, MD, Vice President of Medical Affairs at Mercy Medical Center Merced. "For example, using this system, a general surgeon can do single-site procedures just through the belly button. Fewer incisions mean quicker recoveries, and patients will appreciate the reduction in postoperative pain."

Dr. Streeter explains that the Medical Center already has surgeons who have trained with the da Vinci Surgical System and that three new general surgeons with robotic surgery experience will join the staff in the next few months. Along with purchasing the equipment, the Medical Center will hire or train support staff to work

alongside the surgeons. "We need to get the entire team sculpted together as a unit," Kassis adds.

Upgrading the Medical Center makes sense as Merced grows in size, including the University of California, Merced expansion that is predicted to bring 20,000 new students into the community by 2020. "Merced is on the edge of going from small town to medium-large town," says Steve Koenig, incoming Board Chair of the Mercy Medical Center Merced Foundation. "This will be a positive thing for growth in our community."

Koenig explains that the Foundation's initial fundraising plan is to meet individually with potential donors over the month leading to the Foundation's annual gala in the fall of 2017. "The gala is where we present our big fundraising goal to the community," he says. "Last year we raised enough to pay for our 3-D mammography system, and I think once the community hears how this will improve health care options, they will be completely behind it."

For Dr. Streeter, getting the da Vinci Surgical System means moving into the future of medicine and ensuring patients get the highest quality of care possible. "If I'm the patient, I know I would want the most experienced doctor using the most technologically advanced, proven therapy available," he says.

“[The da Vinci Surgical System] will be a positive thing for growth in our community.”

—Steve Koenig, Board Chair of the Mercy Medical Center Merced Foundation

FOUNDATION NEWS

MEET THE NEW BOARD MEMBERS



STEVE KOENIG / BOARD CHAIR

The Foundation's new Board Chair, Koenig is an experienced leader with four years of active service in the U.S. Army, followed by nine in the California National Guard. He now owns his own tax and financial practice and is also a board member of the OLM School Foundation.



BILLIE RAZZARI

Razzari first joined the Foundation board in 2002. During her nine-year tenure, she was active in many committees, including serving as a Capital Campaign cabinet member. Razzari's vision will help shape the Foundation for the next generation. She and her husband, Tim, are the owners of Razzari Ford in Merced.



JIM CUNNINGHAM

A local beef cattle and poultry rancher, Cunningham has worked tirelessly to improve life in Merced County. He has served on the Mercy Medical Center Foundation as a Capital Campaign cabinet member and is currently taking on an active role as an associate board member.



TERRY RUSCOE

Ruscoe is the founder of Merced Yosemite Realty. With more than 25 years of experience building "high-return" real estate portfolios, he has the knowledge to generate wealth in any market. Ruscoe has coordinated and delivered more than \$200 million in construction projects in the Central Valley.



ROBERT MCLAUGHLIN

The Marketing Director for Mercy Medical Center Merced since 2002, McLaughlin was previously Pacific Sierra Publishing's Vice President of Marketing. He joins the board as the Medical Center staff liaison and will focus on enhancing the Foundation's Spirit Booster program.



MARCEE SAMBERG

Samberg has more than 30 years of nursing experience in various health settings, holding positions such as staff nurse educator, nursing administrator, risk manager, and quality director. She is a former board member and Capital Campaign cabinet member.



KAAREN MORGNER

Morgner is a retired teacher with more than 25 years of experience with the Merced School District and 10 years with St. Paul Lutheran. She has also studied at seminary and is active in a variety of faith- and community-based organizations.



CONCHITA SWIGGART

Swiggart has been a Realtor with Century 21 Salvadori Realty for 14 years. Prior to real estate, she was Director of Planning and Development for Livingston Medical Group. Swiggart is active in the community and is a member of the Boys & Girls Club of Merced County.

THE POWER OF PHILANTHROPY

Mercy Medical Center Merced continues to grow with the help of the Heritage Club


For more than 24 years, the Heritage Club has served as a cornerstone of the Mercy Foundation, providing more than \$425,000 toward services and key pieces of equipment for Mercy Medical Center Merced.

On behalf of the Foundation board, the Heritage Club asks for your support with its latest effort. This year, the Foundation wishes to purchase and erect a cross on the exterior of the Medical Center chapel. This cross will be more than a piece of metal or a religious monument; it will be a symbol of the hope and faith that are essential parts of the healing process. It will serve as a reminder of the Foundation's vision for the physical, emotional, and spiritual health of the community, and it will wonderfully reflect Mercy's heritage.

Healing comes in many forms at Mercy Medical Center, be it from a canine companion, via physical therapy, use of the latest innovative technology, or through prayer. Most hospitals offer operations, medicines, and medical treatments, but there is so much more to healing and wholeness at Mercy.

As the Medical Center changes and grows, its core values stay the same—putting patients first; acting with integrity; pursuing excellence; and providing high-quality, affordable health care.

Thank you for having the faith and confidence to invest in healing at Mercy Medical Center Merced.



The Heritage Club has supported the expansion and improvement of Mercy Medical Center Merced for more than two decades.



Left to right: Heritage Club members Lawrence Michael Stefani, Andrea Lawrence, Cyril Lawrence, Marilyn Reese, Annetta Meyer, and Chuck Meyer enjoy the Summer Social.

MAKE A DIFFERENCE WITH PLANNED GIVING

Leave a lasting legacy and support the future health of the community at the same time. Consider including the Mercy Medical Center Merced Foundation in your estate plan; visit supportmercymerced.org to further explore your philanthropic options.

Save the Date!



MARK YOUR CALENDARS!

Taste of Merced will be held on **Friday, Sept. 23, 2016, at Bob Hart Square**. The Foundation organized this event to both raise funds for Mercy Medical Center and bring the community together for an enjoyable evening celebrating local restaurants, music, and everything downtown Merced has to offer.

Thank you to our Main Street Sponsors—Valley Emergency Physicians Medical Group and Volunteers of Mercy—for your continued support of the Mercy Medical Center Merced Foundation. If you are interested in partnering with the Foundation, please contact Shelby Davidson at **209.564.4202** or MercyFoundationMerced@DignityHealth.org for more information.