

impact

advancing health care through philanthropy



SWEDISH

Summer 2011

TAKING ROOT

in the diverse and growing
communities we serve

SWEDISH
RADIOSURGERY
CENTER

first of its kind
in the Northwest

*CELEBRATE
SWEDISH
2011 RESULTS*

Charity care at the core of our nonprofit mission



Whenever I talk to people about Swedish, they are often surprised to learn we're a nonprofit organization. Many people, even those who have lived here their entire lives, assume Swedish is for-profit. But the truth is, Swedish was founded as a nonprofit institution 101 years ago, and we have remained true to those roots ever since.

As a nonprofit, we take our role as a community resource very seriously and remain committed to serving those in need, regardless of ability to pay. In 2010, Swedish provided \$112 million in uncompensated care and other community services, including:

- \$25 million in charity care
- \$67 million in Medicaid subsidies
- \$20 million in health education, screenings, clinical research and other community benefits

In addition, we are exploring new and innovative ways to help people be well, get well and stay well, with initiatives such as our new Issaquah campus, our free specialty-care clinic, a new dental program for the uninsured and a unique partnership with Seattle's global health agencies that aims to improve the health of impoverished communities here at home.

These programs are just some of the critical priorities included in our current \$100 million *Campaign for Swedish* and they would not be possible without generous support from the community. You can read more about these efforts in this issue of *IMPACT*.

Unlike public-district or government-owned hospitals, Swedish does not raise revenue through tax levies. Instead we rely on the generous support of our community to help us invest in the health of our region, which in turn, helps us to actively do our part to meet community needs and continuously look for ways to do even more.

On behalf of everyone at Swedish, thank you for supporting our nonprofit mission. Knowing that all of you are behind us motivates us to continue our efforts to serve the community.

Warmest regards,

Rod Hochman, M.D.
President and CEO
Swedish Medical Center

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Swedish Medical Center
Summer 2011

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ON THE COVER

A grower proudly displays his bounty at the Bellevue Farmers Market. Read about Swedish's efforts to bring health care closer to the people they serve beginning on page 4.

Cover photo by Theo Stroomer Photography

Welcome to Swedish Medical Center's *IMPACT* magazine. This publication is designed to provide you with the latest information about Swedish services and events, health care and medical topics, and the activities of the Swedish Medical Center Foundation and its supporters. *IMPACT* is published as a community service by Swedish Medical Center. Any questions or comments may be addressed to Lindsay Hopkins, editor, Swedish Medical Center, 747 Broadway, Seattle, WA 98122-4307.

SUMMER 2011

For additional content and information on ways to give, visit us at www.swedishfoundation.org

To receive our newsletter with information about Foundation news and events, register online at www.swedishfoundation.org/newsletter-signup

To learn more about The Campaign for Swedish, visit www.campaignforswedish.org

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Photo by Theo Stroomer Photography

Swedish establishes integrated Radiosurgery Center

First facility of its kind in the region

Two of the most advanced tools for precise, radiotherapy-based treatment are now under one roof in Seattle. Swedish Medical Center is the first facility in the Pacific Northwest — and one of only a handful in North America — to open a unit that incorporates both Gamma Knife and CyberKnife® technologies. The Swedish Radiosurgery Center, formerly known as the Seattle CyberKnife Center, is located on the Cherry Hill campus.

Gamma Knife

Gamma Knife surgery is a non-invasive method for treating brain disorders, including blood vessel abnormalities, benign and cancerous brain tumors, and painful conditions such as trigeminal neuralgia. Research is being conducted on other possible uses for patients with epilepsy, Parkinson's disease and melanoma of the eye. The Gamma Knife's extreme precision makes it possible to administer a high radiation dose to the diseased area, minimizing the risk of damaging adjacent healthy tissue.

"The key to the success of the Gamma Knife is its ability to accurately focus many beams of high-intensity gamma radiation to converge on one or more tumors," says neurosurgeon Ronald Young, M.D., medical director of Gamma Knife at the Swedish Radiosurgery Center. "Each individual beam is relatively low energy, so the radiation has virtually no effect on healthy brain tissue."

Gamma Knife avoids the need to surgically open the skull, and patients generally go home within a few hours, resuming normal activities within a few days. Side effects are usually minimal, and while some patients experience a mild headache, there is no hair loss or nausea, as with some cancer treatments.



Neurosurgeon Ronald Young, M.D., uses Gamma Knife technology to treat a patient at the Swedish Radiosurgery Center.

The technology is uniquely well-suited to treat tumors that have metastasized to the brain from the lung, breast, etc. Research studies on the Gamma Knife have shown that local control — meaning the specific tumor treated does not come back — exceeds an average of 85 percent for the management of tumors in any brain location.

Cyber Knife

CyberKnife, like Gamma Knife, is a non-invasive technology which, in addition to the brain, can treat tumors in other parts of the body including the spine, lung, prostate, liver and pancreas. It, too, is incredibly precise and can track moving targets accurately within 1 to 2 millimeters.

In 2009, radiation oncologist Sandra Vermeulen, M.D., executive director of the Swedish Radiosurgery Center, began using the CyberKnife for treatment of women with early-stage breast cancer with clear sentinel nodes. "Some traditional radiation treatments deliver dose to adjacent normal tissue in order to cover the cancer risk area. This added volume of normal tissue can sometimes result in unpleasant side effects. With CyberKnife, the normal tissue can be better excluded from the high-dose regions, resulting in fewer side effects."

Because the Swedish Radiosurgery Center is part of the Swedish Cancer Institute, all patients have access to the full scope of services and support available at Swedish's nationally recognized cancer-care center — including access to specialized classes, support groups and integrated care services.

"The Radiosurgery Center is another example in a long history of innovation by radiation oncologists here," says Vivek Mehta, M.D., a radiation oncologist with the Swedish Cancer Institute. "By arming physicians with state-of-the-art technologies and putting them under one umbrella, patients can be assured they'll be treated with the best equipment by clinicians with special expertise." ■

For more information about the Swedish Radiosurgery Center, please visit us online at www.swedish.org/radiosurgery.

Grant from Safeway supports breast cancer clinical trial

The Swedish Cancer Institute (SCI) is the grateful recipient of a \$100,000 grant from Safeway Inc. to help fund the breast-cancer clinical trial "CRC 10016: I-SPY 2 Trial" (Investigation of Serial Studies to Predict Your Therapeutic Response with Imaging And mOLecular Analysis 2). The purpose of this trial is to further advance the practice of personalized medicine by learning which new drug agents are most effective against different types of breast cancer tumors, as well as identifying which early indicators of response are predictors of treatment success. SCI physician Hank Kaplan, M.D., is the principal investigator. Safeway's grant reflects their funding efforts to help combat breast cancer, and acknowledges the important research being done by the Swedish Cancer Institute.

Swedish is one of the leading clinical trial sites in the western United States and is actively involved in hundreds of ongoing trials involving most types of cancer. To learn how you can support research at the Swedish Cancer Institute, contact Ellen Kuo, director, major gifts, at (206) 386-6928 or ellen.kuo@swedish.org.



Mark Reisman, M.D. is the principal investigator of the CorPath PRECISE trial at Swedish.

Swedish participates in CorPath PRECISE clinical trial

Becomes first West Coast medical center to perform a robotic-assisted angioplasty

Swedish Heart & Vascular Institute-affiliated interventional cardiologists recently completed their first robotic-assisted coronary angioplasty (the catheter-based balloon treatment to help treat a narrowed or blocked artery) as part of the CorPath PRECISE clinical trial. The sponsored clinical trial is evaluating the safety and effectiveness of the CorPath200 System in delivering and manipulating guide wires and stents in percutaneous coronary intervention (PCI) procedures. Swedish is one of only seven hospitals in the world — and the only one on the West Coast — evaluating this new investigational technology.

Coronary artery disease (CAD) is the leading cause of death in America. The most common treatment for CAD is a PCI procedure, commonly known as angioplasty. Traditionally, a PCI procedure is performed by an interventional cardiologist in a catheterization laboratory. The physician visualizes the coronary arteries through real-time X-ray, and miniature equipment (as small as 1/14,000 of an inch in diameter) is advanced through blockages within the arteries.

"An aging baby boomer population at increased risk for

CAD has driven the demand for innovative, new technologies in the cath lab," says Mark Reisman, M.D., interventional cardiologist and principal investigator of the CorPath PRECISE trial at Swedish. "However, since I started my career, the way we perform the procedure really has not changed."

As with other robotic-assisted procedures, patient outcomes are expected to improve because of the robot's high level of precision and the faster recovery times made possible by the minimally invasive approach. In addition, robotic-assisted angioplasties offer benefits to the interventional cardiologist, including protection from excessive radiation exposure in a lead-shielded cockpit, as well as an ergonomic seated position which provides enhanced visualization of the angiography screens.

"We are excited about the CorPath PRECISE trial," says Dr. Reisman. "We believe that improving precision of PCI procedures and the ergonomic conditions of the cath lab will ultimately improve patient care. Vascular robotics at Swedish emphasizes our continuous commitment to delivering state-of-the-art technology to our patients and clinical community." ■



It is anticipated that robotic-assisted angioplasty will improve accuracy and outcomes.



Being an innovator in health-care delivery has always been a part of Swedish’s mission. Over the years, this tradition has meant continually seeking new and better ways to improve the health of patients through better diagnostics, improved treatments and, when access to care was restricted by physical, financial or geographical barriers, by taking steps to remove those barriers.

A diverse, growing population has inspired Swedish to change the way they provide health care to patients in the Pacific Northwest.

by
Jennifer Schaefer

PICTURES OF HEALTH

Changing the face of health care in our growing communities



Swedish’s growth in recent decades has largely followed the rapid expansion of our region’s increasing population into outlying areas, as new clinics and hospitals have brought Swedish and the level of care we are proud to offer closer to the homes of our patients and their families.

Swedish has also become an increasingly important part of our region’s “safety net” for low-income, uninsured and medically underserved patients. Last year we provided over \$25 million in charity care, which allowed more than 12,600 patients without the means to pay to receive medical care at Swedish at no cost. These funds were part of the \$112 million in total community benefits to bring research, education and public health services to the community.

Several years ago, as a host of problems in our national health-care system were becoming increasingly apparent, Swedish’s president and CEO, Rod Hochman, M.D., decided it was time for Swedish to take a more active role in local and national efforts to reform health-care delivery practices. Since then, Swedish has worked hard to identify new and better ways for a large, regional, nonprofit health-care provider to deliver quality care to more people with greater efficiency and effectiveness.

A key goal of this effort has been to extend our long tradition for excellence and patient-centered care into the future by developing and supporting a number of groundbreaking improvements at Swedish, including new hospitals and clinics and innovative programs that will allow us to better serve our patients and improve the overall health of our extended communities.

This process of reinventing Swedish for the 21st century has already begun, changing the face of health care in the region. A few of these exciting developments are described on the pages that follow, and many more are on the way.



SPECIALTY MEDICAL AND DENTAL CARE FOR THE UNDER-INSURED



For more than 100 years, Swedish has been committed to providing excellent medical care to all those in need, regardless of their ability to pay. As part of this commitment, Swedish is proud to provide specialty medical care at no cost to the underserved through the Swedish Community Specialty Clinic (SCSC).

In America's current health-care system, several pockets of patients — including uninsured workers, underinsured college and high-school students, and the disenfranchised poor — have limited access to health care. Many have their primary-care needs met in community health centers, public health clinics, or emergency departments, but find they have nowhere to turn when they require treatment for specialty medical conditions, including dermatologic, orthopedic, general surgery, or podiatric issues.

In September 2010, Swedish took a big step toward addressing this need in the greater Seattle area by partnering with Project Access Northwest — a nonprofit that helps underserved patients access specialized health-care services — and opening a unique facility that is becoming a national model for addressing the widespread problem. The Swedish Community Specialty Clinic is a 4,000 square-foot facility in the Swedish/First Hill Health Building that consolidates two of Swedish's established community clinics, the Glaser Surgical Center and the Mother Joseph Clinic.

"This Clinic is a vital resource for people who have no other options for specialized care," says Jay Fathi, M.D., medical director for Community Health and Care Delivery Innovation at Swedish. "We are truly making a difference in patients' lives."

The SCSC offers advanced medical care to underserved patients — primarily those living at or below 200 percent of the federal poverty guidelines — provided by volunteer specialists from Swedish and other local physician groups. The result is a positive situation for both patients and physicians: primary-care providers can now use one channel for their specialty referrals; specialty physicians wanting to donate their time have access to a support staff through Project Access Northwest, as well as a dedicated space in which to do so; and eligible patients can receive the specialty care they need, free of charge, before a crisis brings them to the emergency room.

The SCSC sees more than 2,000 patients annually and "has been a true success story," according to Tom Gibbon, clinic manager. "We have over 250 Swedish doctors volunteering their services. Patients have a much easier time getting to the right place for the appropriate level of care. And doctors love volunteering at the Clinic...we've had very positive feedback."

Another important wellness factor is access to oral health services, which are less available to low-income individuals now than in the past, since state funding of adult Medicaid dental programs was cut in January 2011. "Severe dental pain is one of the top-five reasons underserved patients visit hospital emergency rooms, usually because of a need for treatment of

specialty-dental conditions, such as extractions, that the ER and community dental clinics can't provide," says Dr. Fathi, who also serves as medical director for the Swedish Community Specialty Clinic. "Despite their best efforts, ER doctors often can't fully treat patients who have active oral infections or abscesses until a problem tooth is removed."

To address this need, Swedish is launching a dental program — also in collaboration with Project Access Northwest — as part of the Swedish Community Specialty Clinic.



Jay Fathi, M.D., medical director for Community Health and Care Delivery Innovation at Swedish.

Three new procedure areas, fully equipped for specialty-care dental services, will open at the Clinic in late summer 2011 thanks to funding from key donors including the Washington Dental Service Foundation, the Seattle-King County Dental Foundation, Burkhart Dental Supply and the Pacific Hospital Preservation & Development Authority.

The program is expected to launch with the services of 11 volunteer dentists, three dentistry residents and numerous oral surgeons. Later, Swedish will actively recruit more volunteers in collaboration with the Seattle-King County Dental Foundation. The dental program expects to see about 500 patients in its first year, says Gibbon.

The new program is an extension of the Swedish General Practice Residency Program in Dentistry which provides support to various medical groups at Swedish. The program was established in 2009 by Swedish in collaboration with Amy Winston, DDS, and Bart Johnson, DDS, two Seattle dentists with extensive backgrounds in specialty dentistry and dental education.

"It's amazing how many people end up in the emergency department for symptoms that started as a simple toothache but ended up manifesting in severe pain and/or infection because they can't afford timely dental care," says Winston.

The new program has three main goals: To provide a collaborative, clinical environment that will enable participating dentists to identify and remove badly decayed teeth before they become acutely infected and life-threatening; to create a valuable resource for the local dental community, to which dentists can refer low-income patients for high-quality specialty care; and to inspire dental residents and fellow dental professionals to volunteer their services by providing an ideal atmosphere for their participation.

"The Specialty Clinic is a testament to Swedish's commitment to serve the entire community," says Swedish president and CEO Rod Hochman, M.D. "We want to set a new standard in community health and clearly demonstrate that charity care is at the core of our nonprofit mission, which continues even in an unstable economy."



Make an impact: In addition to the 250 physicians and other volunteers who donate their time, the Swedish Community Specialty Clinic (SCSC) relies on the ongoing philanthropic support of individuals, foundations and corporations. Donations to the SCSC in 2010-2011 supported the build-out of the new Clinic space and continue to play an important role in funding daily operations. Swedish would like to thank the following donors for their generous support:

- \$182,100 from the Washington Dental Service Foundation
- \$100,000 from Dr. and Mrs. Rod and Nancy Hochman
- \$51,150 from the Seattle King County Dental Foundation
- \$20,000 from Yvonne Belshaw
- \$12,000 from Burkhart Dental Supply
- \$10,000 from Epic Systems Corporation

We also wish to acknowledge the Pacific Hospital Preservation & Development Authority for their partnership in providing \$51,000 in funding to Project Access Northwest. This contribution will support a case manager to triage patients to the SCSC and support the volunteer dentists and oral surgeons.

As the number of patients in need of specialty care continues to grow, philanthropy will be vital to increasing new services and programs for our underserved patients. For more information about how you can help, please contact Maggie Angle, director, major gifts, at (206) 386-6770 or email maggie.angle@swedish.org.



GLOBAL HEALTH CARE STRATEGIES AT HOME

Sometimes epidemic, community-wide problems, such as infant mortality and diabetes, call for concerted grass-roots action. There is perhaps no better place to take advantage of local resources to support this kind of community action than the Puget Sound region, a leading international center for global-health activities with many non-profits that address medical disparities in developing nations.

In 2008, the idea of using the expertise of these global organizations to address local health issues arose in a conversation between Swedish president and CEO, Rod Hochman, M.D. and Dan Dixon, Swedish's vice president of external affairs. Their talk led to a dinner to which they invited nearly a dozen global-health leaders from local organizations including PATH, the University of Washington and the Fred Hutchinson Cancer Research Center. The result was the Global to Local Initiative.

"At the dinner, we sat around a big table and had a discussion about taking some of the practices we've learned are successful in developing nations and bringing them home to make an impact on underserved communities," says Dixon. "As we talked, it was like a cartoon on TV... you could see light bulbs going off over the heads of folks. They were quite enthusiastic."



Dan Dixon, Swedish's vice president of external affairs.

In the ensuing three years, Swedish has collaborated with local partner organizations who share Swedish's interest in finding ways to improve local health to develop the initiative. These organizations are the Washington Global Health Alliance, whose membership includes numerous leading global-health non-profits such as the Bill and Melinda Gates Foundation and PATH; Seattle & King County Public Health; and HealthPoint, a local community health organization that operates primary care and dental clinics for low-income patients. Swedish has also made a significant financial commitment, pledging \$1 million in funding to the initiative.

"Collaboration with our community partners is absolutely crucial for an initiative such as Global to Local," says Jay Fathi, M.D., medical director for Community Health and Care Delivery Innovation at Swedish. "We have some very poor health outcomes right here in our own backyard. We've all got to work together to create sustainable systems to promote improved overall health and well-being in our local communities."

SeaTac and Tukwila, two King County communities to the south of Seattle, were identified as pilot cities for the program. Both have considerable poverty, a broad mix of ethnic and recently immigrated minority populations, and a number of serious health problems and chronic illnesses that are also linked to specific populations and groups.

Once these communities were identified, initiative leaders began working with local individuals and community leaders, representing a broad range of populations, to develop appropriate program activities. "The primary goal of the planning process has been to reach consensus on a workable and achievable program of health-improvement and economic-development strategies that are innovative, holistic, cost-effective, community-driven and highly attentive to the cultural, structural and economic realities of both the larger community and the diverse groups living in the SeaTac/Tukwila areas," says Dixon.

This spring, the first of the initiative's programs were launched in the two cities. They include:

- Implementation of community health workers, who counsel residents in the community to increase understanding of health issues and to promote healthier behaviors at a grass-roots level. Their initial focus in SeaTac and Tukwila will be on reducing diabetes and related conditions by encouraging residents to make lifestyle changes and take advantage of local health clinics and community resources.

- Introduction of an innovative interpreter service, including a call center featuring video-conferencing, with interpreters for the top 10 languages in the region.

- Launching a partnership with T-Mobile, who is contributing 1,000 phones to 1,000 families. The phones will be loaded with an application that connects them to an interpreting call center, as well as several mobile-health applications.

- Creation of "conversation cafés"—places where community members can engage in health-improvement discussions and activities in a comfortable, non-clinical environment. Cafés throughout the two communities, offering free food and refreshments, will help build community engagement around priority health issues. "We'll begin the education process there, using our community health providers as a way to reach out to folks," says Dixon. Community leaders, nonprofits and faith organizations are helping to get the initiative's word out.

Other programs are expected to include: partnerships with the two cities to link health programs with economic-development activities; mobilizing community-based organizations to teach and assist residents to make healthier food choices for their families; and generating education campaigns around priority health issues.

"We're at a point in health care now where the old model simply can no longer sustain itself," says Dixon. "The Global to Local Initiative is exciting because not only does it combine the remarkable innovations we've taken to developing nations and apply them at home, it also combines the experience, resources and community goodwill of the participating organizations in a way that's never been attempted before. It's our hope that the initiative serves as a model across the nation in furthering community health."



Make an impact: Swedish is committed to providing our patients the highest quality care available. Through ongoing partnerships, development, and community-based programs, following are just a few examples of how Swedish is caring for our community and beyond.

Redmond/Mill Creek Ambulatory Care Centers: *Patterned after the highly successful Issaquah campus model, the Redmond and Mill Creek campuses feature freestanding emergency departments with on-site lab services, advanced diagnostic medical imaging centers, primary- and specialty-care services, and full access to EPIC, Swedish's secure electronic health records system, so vital information can be conveyed easily among a patient's authorized caregivers.*

Mobile Mammography Program: *The Mobile Mammography Program is dedicated to bringing high-quality mammography services to women throughout Western Washington, primarily in underserved and hard-to-reach areas. The program includes two Breast Care Express coaches, funded by philanthropy, which deliver experienced technologists and mammography equipment to locations convenient for women. For many, the Breast Care Express is their only opportunity to access routine mammograms. The program's goals are to make screening more convenient, increase outreach to underserved communities and reduce the disparities in care due to access.*

Swedish/Edmonds campus: *Since the merger of Swedish Medical Center with Stevens Hospital in 2010, North Seattle and Snohomish county residents are benefitting from a partnership that offers increased local services, including plans for an enhanced cancer care program, while enabling greater access to the latest medical treatments and comprehensive services of the Swedish system.*

Look for an update on plans for our Edmonds campus in the next issue of *IMPACT*.

SWEDISH DELIVERS QUALITY CARE AT THE NEW ISSAQUAH CAMPUS



As the citizens of Issaquah, Sammamish and other neighboring East King County communities well know, it's possible to live in bustling areas but still have to drive 20 minutes or longer to reach the nearest hospital.

However, that changed in July 2011 with the opening of Swedish Medical Center's new Issaquah campus, just off exit 18 on I-90. The new facility — the first full-scale medical complex to be built in King County in more than 25 years — was inspired by the success of the award-winning free-standing emergency room Swedish established in Issaquah in 2005. The newly opened medical-office building features physician offices and follow-up clinics, enabling patients to receive care for a variety of health needs in one central location. The hospital, which will be fully operational in November 2011, will open with approximately 80 beds, with plans to expand to 175 beds in the coming years.

In addition to providing the high-quality care Swedish is known for, the new campus was built to be a “true community-based space,” says John Milne, M.D., vice president of medical affairs for Swedish/Issaquah. “The new campus was designed to engage the community in an ongoing conversation about wellness,” says Milne. “People are encouraged to come onto the campus not just when they are sick, but to also participate in wellness-development offerings.”

The Issaquah campus brings comprehensive inpatient care, with 20 specialty service departments including oncology, pediatrics and orthopedics; 10 general operating rooms; a state-of-the-art birthing center; and a full-service emergency room. In addition, the medical center features a courtyard for patients and an expansive art collection, as well as select retail options including a wellness shop offering vitamins, nutritional supplements and other health products; a shop catering to new moms; and a specialty boutique for cancer patients.

“The new campus is about building a health-care commons — a real partnership between our institution and the larger community,” says Milne.

A COLLABORATIVE ENVIRONMENT

Another innovative aspect of Swedish/Issaquah is the spirit of collaboration among physicians, nurses, and support staff that is fostered by the facility's design. Rather than separate physicians from other staff via a physicians' lounge, as is typically the case in traditional hospitals, it features a “green room” where all campus employees, including physicians, can spend their break time, eat lunch, and hold meetings. In addition, each hospital wing connects to the medical office building floor which houses similar services to promote communication



John Milne, M.D., vice president of medical affairs for Swedish/Issaquah.

between physicians, surgeons, and other caregivers.

“The design encourages new relationships to develop through open communication among physicians, nurses, and staff,” says Milne. “Studies show this type of team mentality improves patient safety.”

He adds: “An often overlooked element of health-care organizations is the culture — a huge initiative at Swedish. Providing opportunities for all team members to cross paths and function as one group encourages an esprit de corps that results in a higher quality of care.”

A GREENER HOSPITAL

Hospitals spend more money on energy per square foot than any other commercial building type. The total annual energy bill for hospitals in the United States is more than \$5 billion, often equaling 1 to 3 percent of a facility's operating budget. To reduce this cost and lessen the hospital's impact on the environment, Swedish/Issaquah developers, working with Puget Sound Energy, set an ambitious goal: to keep the hospital's annual energy-use intensity at less than 150,000 BTUs (British thermal units) per square-foot per year, as compared to the 240,000 BTUs used annually by most hospitals.

“Our focus was on ‘practical green,’” says Milne, who predicts the new campus will be one of country's most energy efficient thanks to “thousands of little choices we made along the way.” These include:

– *Energy-efficient ventilation.* The hospital features high-efficiency heat-recovery chillers that capture wasted heat to help heat the buildings and water.

– *Energy-efficient boilers.* The hospital's advanced boilers are expected to gain at least a 15 percent improvement in operating efficiency over typical hospitals.

– *A green roof.* A 6,000 square-foot rooftop area featuring verdant plant life and greenery helps control temperatures during warm and cool weather.

– *Energy-efficient windows.* The windows will help keep the building cooler in the summer and warmer in the winter. The hospital is also oriented to receive full sun on three sides and will feature exterior/interior shading devices.

– *Hydronic heating.* The medical-office building has an advanced hydronic heating system that utilizes natural-gas instead of traditional electric radiant heat.

Paperless, bedside registration and designated parking spaces for electric cars are two additional green-minded measures that have been implemented.

Reflecting on the launch of Swedish/Issaquah, Milne says: “This has been an amazing opportunity for our team as a whole. We've been able to think from the ground up about how health care should be delivered, like futurists with a crystal ball. We considered how we can best do things, where health care is going, and how we can build a better medical center.” **i**



FEATURE

Make an impact: While Swedish/Issaquah features world-class physicians, a state-of-the-art facility and the most advanced equipment and technology available, private contributions will play a vital role in supporting programs and services for our patients. Philanthropy will make an impact throughout the Issaquah campus, from supporting social work services and programs like the Cancer Patient Assistance Fund, to helping create special spaces for pediatric patients and new mothers, to ensuring the Issaquah campus has continued access to the best equipment and technology, and much more.

We wish to thank the following donors for their early support of this new campus:

- \$500,000 from Robin Knepper
- \$175,000 from Eastside Emergency Physicians
- \$100,000 from Stu Ford and GVA Kidder Mathews
- \$100,000 from Chris Langer and Broderick Group

We also wish to acknowledge the community members who are volunteering their time to help with fundraising efforts through the Issaquah Campaign Committee and the newly-formed Swedish/Issaquah Pediatric Guild.

For more information about how you can support Swedish/Issaquah, please contact Maggie Angle, director, major gifts, at (206) 386-6770 or email maggie.angle@swedish.org.

Editor's Note: In the last issue of *IMPACT*, we presented readers with the Foundation's donor recognition lists and fundraising results for 2010. In this issue, we are proud to share Swedish Medical Center's 2010 audited financial statements (below). As the largest nonprofit medical system in our region, your generous support allows us to provide necessary charity care, community benefits, and develop programs and services vital to the health of our community. We thank you, our generous donors, for your partnership. - LH

Statement of Revenue and Expenses

(Year ending December 31, 2010)

REVENUE

Net amount received from patient care services	\$ 1,530,500,000
Other operating revenues and income	60,843,000
Unrestricted contributions	1,859,000
Total revenue and support	\$ 1,593,202,000

EXPENSES

Operating expenses	\$ 559,857,000
Salaries and benefits paid to employees	874,941,000
Depreciation, which represents the cost of use of buildings and equipment	89,739,000
Interest expense on borrowed funds	26,214,000
Total expenses	\$ 1,550,751,000
Initial funds available to be invested toward the health care needs of the community	42,451,000
Gain on investments in stocks and bonds	54,064,000
Impact to organization's reserve funds	96,515,000

TAXES PAID

Property taxes	\$ 1,267,000
Employer's share of payroll taxes	49,697,000
Business and occupancy taxes†	19,902,000
Sales and use tax – direct	43,182,000
Total taxes	\$ 114,048,000

COMMUNITY BENEFIT

Health-related research	\$ 7,911,000
Community health activities and non-billed services	4,354,000
Charity care	25,418,000
Medical education	8,045,000
Medicaid subsidy	66,515,000
Total	\$ 112,243,000

FOUNDATION 2010 CONTRIBUTIONS FROM ALL SOURCES

Unrestricted	\$ 1,859,000
Restricted	14,540,000
Event revenue	1,442,000
Marsha Rivkin donations	1,624,000
Total ‡	\$ 19,440,000

†Sales tax are also paid when merchandise is purchased. These taxes are included with the cost of the merchandise and are not tracked separately. We estimate 2010 sales tax paid with merchandise purchases to be approximately \$3,348,874.

‡The total figure is based on the discounted value of long-term pledges.

Swedish Medical Center is classified as a not-for-profit organization under Section 501(c)(3) of the Internal Revenue Code. In accordance with this status, Swedish provides over \$112 million in uncompensated care and other community benefits. Any excess revenue over expenses is reinvested into the medical center, allowing Swedish to continue providing the community the best possible health care.

By the Numbers

	2007	2008	2009	2010
Inpatient admissions	43,128	43,693	40,734	42,848
Inpatient days	184,624	186,554	178,841	193,101
Surgeries	34,367	35,049	35,746	33,795
Babies born	7,839	7,493	7,334	7,570
Medical oncology and treatment center visits	80,917	82,568	78,941	76,434
Emergency visits	104,048	107,678	107,492	91,457
Swedish Visiting Nurse Services patients	4,721	4,285	9,960	8,727
Employees	6,396	7,876	7,900	8,375

Campaign for Swedish surpasses \$78 million mark



Twenty-two gifts of \$1 million or more lift total

On January 1, 2007, Swedish launched the largest fundraising Campaign in its history: a seven-year, \$100 million endeavor that will help Swedish become one of the leading health-care delivery systems in the country.

Since the start of the Campaign, Swedish has celebrated four consecutive years of record-breaking philanthropic support, thanks to overwhelming generosity and enthusiasm from the community. In 2010, nearly \$19.7 million in gifts were raised, a 12.9% increase over the 2009 total. Even more exciting, the \$7.5 million in gifts received in the first seven months of 2011 brings the total funds raised for *The Campaign for Swedish* to over \$78 million, more than 78% of the Campaign's \$100 million goal.

Campaign highlights to date include:

- Over a dozen new programs and initiatives launched at Swedish with the help of philanthropy

- Since the beginning of the Campaign, 22 gifts of \$1 million or more have been received, including six gifts of \$1 million or more in 2010 alone

- Nearly \$8 million in pledges and planned gifts from Swedish affiliated physicians

Swedish president and CEO, Rod Hochman, M.D., believes that philanthropic support during the remainder of the Campaign and beyond will continue to play an essential role in keeping Swedish at the forefront of medical care for our region.

“Philanthropy is one of the most important investments that a person can make in the health and well-being of future generations....”

ROD HOCHMAN, M.D.
Swedish President and CEO

“The generous support that we receive from Swedish donors, employees, volunteers, and board members is a testament to the world-class care that we provide. Philanthropy is one of the most important investments that a person can make in the health and well-being of future generations of patients and families treated at Swedish.”

Swedish's goal is to thoughtfully invest in areas that are most important to the health care of our community. If you would like to learn more about Campaign priorities and how your support can make a difference, please contact Randy Mann, senior director, Campaign, at (206) 386-6791 or email randy.mann@swedish.org. **i**

At a campus near you:

In an effort to build awareness about the Campaign, new banners and posters can now be seen encouraging everyone to “Help Change A Life” by supporting *The Campaign for Swedish*. The new signage, soon to be installed at all five hospital campuses, will help to highlight the critical role philanthropy plays in Swedish's nonprofit mission.

The Foundation has also launched a new web site to help inform the community about the Campaign. To follow the current fundraising total, learn about the fundraising priorities, and read some of the touching personal stories from the Campaign, visit www.campaignforswedish.org.



Legacy gift supports breast cancer research at Swedish



Grateful patient Helen Swanberg Ridean made a generous bequest to Swedish in support of breast cancer research.

Caring. It's the word consistently used when describing Helen Swanberg Ridean. Whether in relation to her family, her friends, or her community, it's obvious that Helen had a limitless capacity for caring.

"She was a wonderful individual," says her sister-in-law, Dorothy Swanberg. "She kept track of everyone's needs; she never forgot a grand-niece or -nephew's birthday; she brought everyone together with her fantastic holiday parties; she was always the first to offer support; she was our family's 'communications center'; and she was the best sister-in-law you could ask for."

Not only did Helen care for her family, but she also committed a great deal of time and energy to supporting her community. After a successful 42-year career at Boeing, she spent time volunteering at the Museum of Flight. She was a champion for a variety of education and health-care organizations, as well as services for the blind, in honor of a niece who lost her sight in infancy. Additionally, Helen was a passionate sports fan and held season tickets for the Seahawks, the Mariners, and, as a proud University of Washington graduate, the Huskies.

When considering her legacy, Helen's philanthropic nature led her to make provisions in her will for both family and a number of charities. Swedish was fortunate to be among them. In the 1950s, Swedish was where Helen received treatment for breast cancer. "I think she always held a soft spot for Swedish after that," says her brother, John Swanberg.

Helen's very generous bequest will be directed to breast cancer research. Thanks to the support of community members like Helen, Swedish is able to offer patients opportunities to participate in a number of clinical research trials. A clinical trial is one of the final stages of a long and careful cancer-research process, giving patients access to promising new medications and procedures before they are widely available. These trials are the primary way that progress is made in finding better approaches to treatment and cures for breast and other types of cancers.

"Helen had an amazing will to live life and to be involved," says Dorothy. "I hope that her gift will give others the opportunity to enjoy their lives as fully and enthusiastically as Helen did." ■

Swedish Medical Center receives \$100,000 gift from Evelyn Y. Davis

Shareholder advocate makes generous gift to Swedish

Swedish Medical Center received a very generous unrestricted \$100,000 gift from nationally-known shareholder advocate Evelyn Y. Davis and the Evelyn Y. Davis Foundation. Since establishing her Foundation in 1989, Davis — who resides in Washington, D.C. — has made significant donations across the country to leading medical centers, nationally prominent universities, and various arts organizations. This was her first major gift in the Pacific Northwest.

Because Swedish is a nonprofit medical center, unrestricted contributions

are instrumental in ensuring our ability to deliver world-class services and provide state-of-the-art facilities and technologies to our patients. "An unrestricted gift of this magnitude from a philanthropist such as Evelyn Y. Davis is a great vote of confidence in support of our organization," says Don Theophilus, executive director of the Swedish Medical Center Foundation. "We are extremely grateful to Evelyn for her generosity, which will have a very positive impact on the health care of this region."

A shareholder in more than 80 corporations, Davis has been attending shareholder meetings since 1960. She began her investment career with securities inherited from her father and is

the editor of *Highlights and Lowlights*, a corporate newsletter dealing with corporate governance and related financial issues. ■



Don Theophilus, executive director of the Swedish Medical Center Foundation, with Evelyn Y. Davis during her visit to Seattle.

\$150,000 gift from the Smith family helps accelerate early detection research



Lester, Bernice and Alex Smith made a significant gift through their family foundation to support ovarian cancer research.

Lester and Bernice Smith Foundation honors a friend while enabling the Rivkin Center to launch new ovarian cancer research grant

With a generous underwriting gift from the Lester and Bernice Smith Foundation, the Marsha Rivkin Center for Ovarian Cancer Research has announced a new \$150,000 *Scientific Challenge Grant* focused on early detection of ovarian cancer. This first-ever offered, two-year pilot study award will be focused specifically on increasing understanding of the cellular, molecular, and genetic origins of ovarian cancer.

"Little is known about the earliest changes in normal cells that lead them to become cancerous," explains Saul E.

Rivkin, M.D., medical oncologist at Swedish and founder of the Rivkin Center. "For a long time it was assumed that ovarian cancer cells came from cells in the ovaries, but we now know that ovarian cancer can arise from cells found in the fallopian tubes. Knowing more about what cells in the body contribute to the disease will really help to hone in on new targets for early detection."

Early detection is not just important for catching ovarian cancer at a stage when it is more treatable; eventually, such research can lead to methods of prevention, as was the case with cervical

cancer. Research performed on patients during the earliest stages of cervical cancer resulted in the identification of a specific virus in over 50 percent of the cases. That breakthrough discovery led to the development of a vaccine which is now used to prevent cervical cancer.

"We are eager to help fill a deficit in this fundamental area in research," says Alex Smith, president of the Lester and Bernice Smith Foundation. "There is a lack of funding towards the basic understanding of ovarian cancer and it is our hope that this will stimulate and bolster early detection research."

"Our family is continually inspired by the work of the Rivkin Center and by the many individuals in our community who help make the Center's mission possible," says Smith. The mission became especially personal to the Smith family in 2010 with the loss of a



The Smiths made their gift in honor of friend Lisa Ryan Thompson.

friend, Lisa Ryan Thompson, to ovarian cancer. "Lisa showed us all what it meant to be a true champion to the cause. Her passion, her dedication, and her plight motivated us to do more. It is in her loving memory that our family dedicates this gift."

"The compassion and leadership of the Smith family is a wonderful example of the type of advocacy that will undoubtedly make a difference for women facing ovarian cancer in the future," says Dr. Rivkin. "In our sincere appreciation, we are delighted to recognize the winner of the new *Scientific Challenge Grant* as the *Lester and Bernice Smith Fellow*."

Please visit www.rivkin.org to learn more about the recipient of the *Scientific Challenge Grant*. ■

To learn more, visit the Rivkin Center web site at www.rivkin.org or contact Gaynor Hills at (206) 215-6200.

Celebrate Swedish raises more than \$7 million to benefit Swedish Heart & Vascular Institute and Community Specialty Clinic



A house full of generous donors, including Glenn Barnhart, M.D. and Mark Reisman, M.D., listen to a presentation by Bob McCleskey, CEO of Sellen Construction and grateful SHVI patient.

More than 900 people attended Swedish's annual gala dinner and auction, *Celebrate Swedish*, on the evening of May 21st at The Sheraton Seattle hotel. The gala helped raise over \$7 million — \$6.3 million of which will be used to help the nonprofit health system advance therapies for patients with heart failure and to expand clinical research at the Swedish Heart & Vascular Institute.

In support of Swedish's mission to improve the health and well-being of each person it serves — regardless of their ability to pay — more than \$750,000 was raised at this year's auction to benefit the new Swedish Community Specialty Clinic at the First Hill campus. This exciting addition to Swedish's efforts to improve care for uninsured and under-insured patients opened in September 2010, and has already become both an important resource for our community and a national model for finding innovative ways to offer much needed specialty and surgical care to underserved patients.

"We feel thankful for all our donors and grateful for the support we received this year," says Swedish president and CEO, Rod Hochman, M.D. "We continue to strive to meet the growing needs in our community. Thanks to these very generous gifts, Swedish will continue to play an important role in providing essential services to the underserved and will ensure that we remain at the forefront of the fight against heart disease."

Our sincere thanks to this year's honorary chairs, including Lida Buckner, Joe Clark, Anne and Wayne Gittinger and Robin Knepper, who were recognized for their generous support of the Swedish Heart & Vascular Institute.



Dr. Charles and Mrs. Lisa Simonyi, guests at Celebrate Swedish 2011.

Special thanks to Wells Fargo, the gala's lead sponsor for the 14th consecutive year, as well as platinum sponsors Denali Advanced Integration, First Choice Health, Physicians Anesthesia Service, Premera Blue Cross, Seattle Radiologists, Sellen Construction and American Airlines.

The development of a new Comprehensive Heart Failure Center at Swedish/

Cherry Hill will enhance the ability of care providers within the Swedish Heart & Vascular Institute to treat patients with all forms of heart failure, a life-threatening and increasingly common type of heart disease. The new Heart Failure Center in the James Tower will include a clinic for the long-term outpatient treatment and care management of chronic heart failure patients. The Center will also be the home base for a new medical director and staff who will integrate the activities of heart failure specialists throughout the Swedish system, including inpatient and post-acute care for advanced heart failure patients. The new Center is expected to begin operations in early 2012, and a national search is currently underway to recruit the medical director.

The expansion of Swedish's clinical cardiovascular research program will lead to patient-centered advances in care for



Swedish supporters raise their bid cards during the Fund-A-Need portion of the gala.

all types of heart disease, including heart failure. The Rising Stars Clinical Research, Quality and Innovation Program is one of the newest research initiatives within the Swedish Heart & Vascular Institute. Rising Stars Program resources will provide salary support to select physicians which will enable them to devote time to cardiovascular research. Four Rising Stars fellows have been selected, and began their fellowships in July.

To learn more about helping to advance heart failure therapies and research at the Swedish Heart & Vascular Institute, please contact Randy Mann, senior director, Campaign, at (206) 386-6791 or randy.mann@swedish.org. **F**

Make an impact

On behalf of the many patients who will benefit, Swedish gratefully acknowledges the following donors who made leadership gifts in support of the Swedish Heart & Vascular Institute:

\$1,000,000+

Anonymous

Wayne and Anne Gittinger

John L. Locke Jr. Charitable Trust

Joe Clark

\$500,000+

Jean and Robert* Reid

\$100,000+

John C. and Karyl Kay Hughes Foundation

Jim and Janet Sinegal

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\$50,000+

Treva and Glenn Barnhart, M.D.

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Dr. Howard Lewis and Linda McDougall Lewis

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\$25,000+

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Lailla and John L. Petersen, M.D.

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Diane and Peter Demopoulos, M.D.

Drs. David and Virginia Broudy

*Represents donors who are recently deceased.

THE CAMPAIGN FOR SWEDISH

Ensure your financial security and create a lasting legacy with Swedish.



In these economic times, consider the benefits of a gift annuity with Swedish Medical Center:

- Swedish will pay you a fixed income for life.
- You will receive a charitable tax deduction on your initial gift.
- A gift annuity can benefit one or two people.
- You will be helping countless others in our community by ensuring health-care excellence.

If you think a gift annuity might be right for you, contact Lindsay Hopkins, planned giving manager, at (206) 386-2751 or lindsay.hopkins@swedish.org for more information.

Swedish Gift Annuities

Current Single-Life Rates

AGE	RATE (%)
65	5.3
75	6.5
85	8.4



SWEDISH
MEDICAL CENTER
FOUNDATION

A nonprofit organization

Don't miss these **UPCOMING EVENTS:**

Swedish
Donor Recognition Event
Thursday, September 15, 2011
Seattle Tennis Club

Seattle Brain Cancer Walk
Saturday, September 24, 2011
Seattle Center – Founders Court

Women's Wellness Luncheon
Tuesday, October 11, 2011
The Westin Seattle Hotel

10th Anniversary
Fisher Family & Friends Auction
Saturday, November 5, 2011
Hyatt Regency Bellevue

Swedish/Edmonds Gala
Friday, November 18, 2011
Lynnwood Convention Center

For more information about
any of these events, please call
(206) 386-2738.

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