Wellness and research drive Swedish’s NEW MS CENTER

Caring for kids: LEADERSHIP GIFT EXPANDS CHILD LIFE PROGRAM TO ISSAQUAH
Changes mean improved health care for Western Washington

If you visit a Swedish campus or clinic today, you won’t notice anything materially different about the experience. You’ll still get the same expert care, advanced resources, professionalism and personal attention you’ve come to expect from Swedish. But behind the scenes, a profound change is taking place that will transform the way we deliver health care. We’re working hard to provide a local solution to the nation’s health-care crisis.

As the new chief executive of Swedish, I want to take a moment to introduce myself and offer a preview of the dramatic transformation occurring in our organization. Our affiliation with Providence Health & Services became effective on February 1, and we have already begun working together to rapidly improve health-care quality, access and affordability in Western Washington.

As part of the restructuring, our previous CEO, Rod Hochman, M.D., has taken on a new role at Providence. He is now a group president, overseeing key functions across Providence’s five-state network, including clinical quality and physician services. Rod will also have accountability for Providence’s Oregon and Washington operations and will remain closely involved in activities at Swedish.

I am honored to have the Swedish leadership baton passed on to me and look forward to picking up where Rod left off. To share some of my background, I have 23 years of experience in health-care administration and have worked in every type of health-care delivery model, including a multi-state network, rural health care and a for-profit HMO.

The most rewarding experience, however, has been spending the last 12 years of my career at Swedish. I joined the organization in 2000 and have worked in a variety of capacities, including serving as vice president of Swedish’s medical group, chief strategy officer, and chief administrative officer for Swedish’s Ballard, Issaquah, Mill Creek and Redmond campuses.

Over the last five years, Swedish has taken a number of steps to better serve our growing region. Through our new locations on the Eastside and Northend, we have worked to create a regional delivery network that allows us to provide as much care as possible in local communities, while offering the back-up of our highly sub-specialized resources in downtown Seattle. Our focus now is to make sure all our locations are extremely well-managed and continue to provide the highest quality care to our patients.

Through our partnership with Providence, we have extended that network from Centralia to Seattle to Everett, and we’ll be able to share resources and expertise to increase access to services in local communities throughout our region, while improving the level of clinical quality and driving down the cost of health care.

Given the economy and the challenges facing health care, engaging the community in our nonprofit mission is vital to our success. In 2011, Swedish received over $19.8 million in gifts from the community, bringing the total raised to over $92 million in support of the $100 million Campaign for Swedish. It takes a village to ensure our region has access to high-quality, affordable health care, and we can’t thank you enough for your generous philanthropic support.

On behalf of the Swedish Senior Leadership Team, the Swedish Community Board and our Foundation Board of Governors, thank you for your commitment to Swedish. We couldn’t do it without you.

Warmest regards,

Kevin Brown
Chief Executive
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Swedish opens Cerebrovascular Center on Cherry Hill campus

New Center integrates education, research and clinical care to ensure best outcomes for patients.

The diagnosis and management of cerebrovascular disorders such as brain aneurysms, vascular tumors and stroke, can require a complex assortment of specialty evaluations and testing. With this in mind, Swedish Neuroscience Institute (SNI) recently opened a new Cerebrovascular Center at the Swedish/Cherry Hill campus.

“In this one location, SNI has consolidated its existing advanced diagnostics and interventional therapeutics, as well as the newest generation of technology,” says David Newell, M.D., cerebrovascular neurosurgeon and chief of Neuroscience. “The Center also features the expertise of a care team that includes cerebrovascular neurosurgeons, vascular neurologists, neuroendovascular and radiosurgical specialists, neuroradiologists, neurohospitalists, and advanced practitioners who are trained to evaluate and treat cerebrovascular disorders.”

Leveraging unique SNI resources for patient-focused convenience

The new Center brings the necessary specialists to the patient to evaluate, collaborate and present all possible treatment options. Collaboration — both within Swedish and with referring physicians — is a critical element in delivering care that is coordinated and in sync with the patient’s overall medical needs. The use of Epic, Swedish’s electronic medical record system, helps ensure seamless coordination of each patient’s care.

The Center is also home to the Stroke Clinic, which provides numerous neurovascular procedures and services, including diagnostic testing for clotting disorder or cerebral ischemia, medication selection, patient and family counseling and education, and non-pharmaceutical approaches to vascular risk reduction.

“This Cerebrovascular Center offers patients the expertise of a team of highly skilled specialists and the most advanced technology — all within an environment that has been designed for their comfort and convenience,” says William Likosky, M.D., medical director for Stroke and TeleStroke.

The Center’s James Tower location is within close proximity to state-of-the-art SNI facilities and technologies, including neurological operating rooms, a neuro intensive care unit, and the Swedish Radiosurgery Center — the only facility in the Northwest to offer both CyberKnife and Gamma Knife® — both non-invasive technologies used to treat brain disorders.

Integrating clinical care, research and education

The confluence of highly-trained providers, advanced technologies and updated facilities in and around the Cerebrovascular Center make it possible to integrate research and education into clinical care — helping ensure the Center’s experts are always at the leading-edge of their discipline.

SNI’s clinical researchers investigate the safety and effectiveness of new drugs and medical devices, as well as new approaches to care. This gives patients access to investigational therapies that are unavailable outside of a research environment and may not be available anywhere else in Washington state or the Northwest.

Make an impact

Swedish Medical Center Foundation is seeking contributions to expand the range of patient treatment, support and educational offerings available at the new Cerebrovascular Center. Consider making a gift that will:

- Advance research to develop safer treatment options for cerebrovascular disorders
- Create comprehensive support groups for patients and caregivers
- Build a resource library to educate patients about conditions and treatments

For more information about supporting the new Cerebrovascular Center, please contact Randy Mann, senior director, Campaign, at (206) 386-6791 or randy.mann@swedish.org.
Swedish introduces new specialty dental clinic

Access to specialty dental care for the uninsured and underinsured in our community took a significant step forward with the recent opening of the Swedish Community Specialty Clinic dental program, the first of its kind in the Puget Sound area.

Oral health services have become less available to low-income individuals since the state funding of adult Medicaid dental programs was cut in January 2011. The cuts have also affected dental-care access for developmentally disabled and elderly populations. These reductions have led to an increase in hospital visits, as severe dental pain is among the top five reasons underserved patients utilize the emergency room.

The innovative Swedish Community Specialty Clinic (SCSC) opened in September 2010 as part of Swedish’s more than 100 year commitment to providing excellent medical care to all in need, regardless of their ability to pay. The SCSC offers services including orthopedics, dermatology, cardiology, gynecology, neurology, occupational therapy, podiatry and many others. Adding a dental program was a natural next step for the SCSC. In collaboration with Seattle Special Care Dentistry and Project Access Northwest, Swedish installed three new procedure areas, fully equipped for specialty-care services, within the SCSC.

The dental clinic, which saw its first patient in September 2011, is designed as a referral-based service for patients who are at or below 200 percent of poverty level. Patients are referred by clinics within the Swedish system, and Project Access Northwest manages the individual cases. Swedish estimates some 30 volunteer dental professionals will see up to 450 patients in the first year of the clinic’s operation. As many as 60 volunteer dentists and oral surgeons will treat up to 1,000 patients in its second year. The initial focus of the clinic is difficult tooth extractions, with plans to include endodontic and periodontal services in the future.

According to Dan Dixon, vice president of External Affairs, there are four goals to the program: 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 underserved population, where they can receive high-quality specialty care; to inspire dental residents and fellow dental professionals to volunteer their services by providing an ideal atmosphere for their participation; and to reduce unnecessary and repeated visits to emergency rooms.

Volunteer dentists and community supporters make new program possible. Swedish gratefully acknowledges support from the Washington Dental Service Foundation, Seattle King County Dental Foundation, Burkhart Dental Supply, Epic Systems Corporation, and the Pacific Hospital Preservation & Development Authority, whose gifts have supported Swedish Community Specialty Clinic, construction and outfitting of the dental procedure rooms, as well as daily clinic operations. Additionally, Swedish would like to thank individuals in our community who have made generous gifts to the SCSC and/or the dental program, including Dr. and Mrs. Rod and Nancy Hochman and Yvonne Belshaw.

For more information about supporting the SCSC, please contact Becca Kelly, senior director, major gifts, at (206) 386-2138 or becca.kelly@swedish.org.
Caring for our youngest patients

Swedish expands its Child Life program to the Issaquah campus.

A hospital stay can be a frightening experience for anyone, but for a child, the fast pace, bright lights, and unfamiliar sounds can be especially intimidating. To help our youngest patients feel more comfortable during a hospital visit, Swedish has a team of Child Life Specialists at its First Hill campus who work to reduce the impact of stressful or traumatic events on infants, children, youth and families. Now, thanks to a very generous leadership gift from Sammamish resident Mary Pigott, this critical service will be expanded to the Swedish/Issaquah campus in early 2012.

Certified Child Life Specialists (CCLS) are trained to provide emotional and psychological support for young patients who are dealing with serious medical issues in a hospital setting, particularly in the surgical, inpatient, and emergency departments. To accomplish this, a CCLS will supply pediatric patients with age-appropriate information about procedures, medical issues or events that the child or their family member is facing.

“Our goal is to ease any negative psycho-social effects of hospitalization on children and their families through preparation, education and distraction,” says Evi Feltus, Certified Child Life Specialist. “We explain medical procedures and experiences through developmentally appropriate terms (including medical play) and advocate for the family’s needs, which lessens anxiety. The hospital can be quite overwhelming and we aim to help children build positive coping skills along with bringing some fun into their stay with Art Buddies and Pet Partner teams.”

They also play an important role in interventions on behalf of children, including acting as an advocate or serving as a liaison between families and medical staff, using developmental assessments to identify individual children’s fears or needs, providing non-pharmacological pain management (such as relaxation or guided imagery), coordinating projects and events for the pediatric units that raise awareness of children’s unique needs, and implementing grief interventions as needed. In addition, they train and manage a volunteer staff to support programs such as Art Therapy, Pet Therapy, and other activities.

“The Issaquah campus services a significant population of young families, and Swedish felt it was important to offer Child Life services on the Eastside. We aim to provide the best pediatric care possible at all Swedish campuses and are excited to have a full-time CCLS to help not only children, but their families navigate through their experience,” says Evi Feltus. Mary Pigott’s generous gift will be used to bring a permanent, experienced Certified Child Life Specialist to develop and implement the program at the Issaquah campus.

“I was drawn to this project because when a child is facing a challenging medical issue, it’s hard on everybody: most especially on the young patient, but also the siblings, parents, aunts, uncles, grandparents...everyone,” says Mary. “Considering how many young families live in the Issaquah Highlands and Sammamish communities, I believe the establishment of a Child Life program is instrumental in allowing Swedish to offer the very best care to its pediatric patients.”

Community support is critical for the success of this program. Certified Child Life Specialist services, while increasingly recognized as a valuable tool for addressing children’s unique psycho-social needs during treatment, are not covered by medical insurance and cannot be billed to patients. Swedish is very grateful for Mary’s leadership gift in establishing the Child Life program at Issaquah, helping to ensure a healthy, happy and positive experience for our youngest patients.

For more information or to support the Child Life program at Swedish, please contact Ellen Kuo, director, major gifts, at (206) 386-6928 or ellen.kuo@swedish.org.
Swedish/Edmonds now offering robotic-assisted surgery to its community

Physicians from a variety of specialties are able to utilize this cutting-edge technology.

Swedish is pleased to announce the newest addition to its family of latest-generation da Vinci Surgical Systems, bringing the total to six robots across the nonprofit’s health-care system. The new robot, located at the Swedish/Edmonds campus, will provide surgeons with more precision and dexterity over existing surgical approaches, helping improve patient treatment and reduce recovery time.

As one of the first medical centers in the region to perform robotic-assisted surgery, Swedish is home to the fastest growing and most experienced robotic-assisted surgical program in the Pacific Northwest. Since the program was established in 2005, Swedish-affiliated surgeons have performed more than 4,000 procedures using the multi-specialty da Vinci Surgical System, more than any other robotic-assisted surgical program in the region.

Swedish-affiliated surgeons are using the da Vinci Surgical System to perform minimally invasive urological, gynecological and thoracic surgeries for diseases such as prostate cancer, kidney cancer, uterine cancer, cervical cancer, ovarian cancer and lung cancer, as well as to assist in complex gynecologic reconstruction surgeries. They are also utilizing the technology to perform bariatric, colorectal, head and neck procedures, as well as pediatric urology cases.

At Swedish/Edmonds, surgeons are using the robotic-assisted system to perform minimally invasive urological and gynecological surgeries. Brian Fong, M.D., a Swedish-affiliated surgeon, performed the first urology case at the Edmonds campus in November 2011.

“The staff at Swedish/Edmonds were well-prepared and effective,” says Dr. Fong, an experienced robotic-assisted surgeon from Western Washington Medical Group. “Because of the team’s abilities, the patient was discharged from the hospital the next day. He experienced minimal pain and made a quick recovery.”

“We are pleased to expand Swedish’s network of da Vinci robotic-assisted technology to the south Snohomish County area and look forward to continuing to transform the surgical experience for both patients and surgeons alike,” says David Jaffe, chief executive, Swedish/Edmonds. “We are committed to bringing the most innovative and advanced medical technologies to our community. This is an excellent example of that commitment.”

To learn more about how you can support the robotic surgery program at the Swedish/Edmonds campus, please contact Kate Purcell, director, major gifts at (206) 386-3194 or email kate.purcell@swedish.org.
Seattle residents Sven and Bernadette Couch, a married couple in their 40s, have many things in common. Both are the third of five kids in their families, and they like to share a laugh over the Comedy Central channel. Both have a passion for the arts and regularly attend St. Andrew’s Episcopal Church. They also both suffer from Multiple Sclerosis (MS). And the Swedish MS Center is there for them every step of the way.
For Sven, the initial sign came during his first year as a law student at Syracuse University. “While running with a friend one day, within the first mile, I started seeing double,” remembers the former University of Washington defensive tackle. “I was worried that the double vision could mean a serious brain tumor or neurological disorder.” He made an appointment with an optometrist, who referred him to a neurologist. That doctor administered an MRI brain scan. The next day, on October 5, 1989, Sven was diagnosed with MS. He was 25 years old and devastated. “My father was a physician, and I knew there wasn’t a cure for MS,” he says. “It was tough. People tried to understand, but it’s a very isolating situation.”

Bernie’s first indication that she had MS was a feeling of weakness in her left leg while running around Green Lake. “All of a sudden, I was dragging my leg,” says Bernie, then 27 and employed at the Honey Bear Bakery. “At first, it just happened when I ran. I’d start out feeling pretty good, but before long, my left leg would get heavy.” In January 1995, Bernie’s primary-care physician referred her to a neurologist. The doctor gave her an MRI that, like Sven’s, showed she had MS. “When I got the news, my first thought was: ‘I’ll get my muscles strong and work on my stamina, my endurance,’” Bernie says. “I was hopeful I would get better.”

Sven and Bernie have spent the years since their diagnoses adjusting to the wide range of symptoms that can come with MS, yet maintaining a positive attitude despite living with a chronic disease. They receive support every step of the way from a team of caregivers at Swedish’s MS Center, which is opening a new, consolidated facility at Cherry Hill in April 2012. The Center’s emphasis is on wellness and helping patients maintain the highest quality of life.

The first few years were especially tough, say the Couches. Sven chose to finish law school — a nearly impossible feat, given his worsening symptoms. “The first two years, my symptoms were relatively mild [including double vision, oscillating eye movements and muscle spasms], but the third year was much worse,” he says. That year, walking became extremely difficult, though steroids offered some relief. The stress of law school exacerbated his condition. “I was so tired, I could barely function,” he recalls.

In addition to being troubled by her left leg, which caused difficulty walking, Bernie began struggling with her balance. On the advice of her boss at the bakery, she tried treating her MS with holistic approaches — including a dairy- and wheat-free diet and vitamins — in addition to taking a host of traditional drugs, with varying success.

One day at the Honey Bear Bakery in 1996, fate intervened when Bernie and Sven met. Bernie remembers: “My boss said, ‘See that guy over there? That’s Sven, and he also has MS. You should meet him.’ I went to talk to him, and we became good friends.” The couple found they shared many mutual interests, such as a love of comedy shows. “We like to laugh,” says Bernie. “Comedy gives us a break.” Over time, friendship blossomed into love as the couple supported each other in coping with their disease. Bernie has encouraged Sven to use different tools that help him with his mobility, such as a walker and leg braces, both of which she uses — and Sven discovered that “they help a lot.”

“When we met, we were both lost,” reflects Sven. “I used to love to ski and hike,” adds Bernie, “but now I can’t ski, I can’t hike. A lot of our friends moved on, because we couldn’t do the things we used to.” “The beauty of finding a partner like Bernie is that we share the same situation and understand what each other is going through,” says Sven.

In 2008, the couple exchanged nuptials in a small ceremony at the Salish Lodge near Seattle, surrounded by close friends and family. The Couches have built a life together in which they support each other through the physical trials they face. Sven — a published author of many poems, who has also written his memoir about living with MS — spends his time writing, while Bernie is a skilled watercolor artist.

“With MS, you have to go with the flow,” says Bernie. “We’re always looking for ways just to have fun.”

Sven and Bernie regularly visit Swedish’s MS Center to monitor and treat their condition. The couple shares the same physician — the Center’s medical director, Jim Bowen, M.D. — and attend a support group together, in which they find comfort through connecting with fellow MS patients. They also benefit from the robust physical therapy program and exercise gym at the Center.

While medications and other treatments offer some relief from their symptoms, both Couches still dream of the day researchers find a cure.

“Since my diagnosis, I’ve asked the doctors the same question: ‘When is there going to be a cure?,’ says Sven. “Ten years ago, they weren’t
Bernadette looks on as Jim Bowen, M.D., medical director of the Swedish MS Center, tests Sven for changes in strength.

About MS

The Couches are among 2.5 million people worldwide with MS — an unpredictable disease of the central nervous system that essentially causes the body to attack itself. The disorder damages the myelin, or protective material, that surrounds the nerves, resulting in an interruption or disordering of the transmission of nerve impulses. This “short circuiting” causes symptoms that vary widely from person to person, but often include loss of vision, numbness or tingling, weakness, loss of muscle coordination, fatigue and cognitive impairment.

Explains Dr. Bowen: “With MS, a person’s immune system attacks his or her own nervous system. When it attacks, it causes damage to a particular location and to multiple areas over time. MS has more symptoms than any other disease.”

Just as symptoms vary, so does the frequency of attacks. While one patient might experience symptoms for a short period and then remain symptom-free for months or even years, another patient may have symptoms that steadily worsen over time.

Researchers aren’t sure what causes MS. One theory is that a patient’s white-blood cells, which are meant to fight infection or disease, are misdirected to target and attack the body’s own cells. These attacks are thought to cause inflammation in the central nervous system, which damages the myelin and, ultimately, the nerves. Another theory is that MS develops in genetically susceptible people as a result of an environmental exposure in childhood, perhaps a childhood virus.

Researchers do know that some people are more susceptible to MS than others. For example, the disease strikes women three times as often as men and is most common among people of Northern European descent.

It’s not entirely clear why, but the Pacific Northwest has one of the highest rates of MS in the world — about 12,000 cases, including about 8,000 cases in Western Washington. This means about 1 out of every 125 people in our community either has the disease, or has a parent, child or sibling with the disease. Doctors think the elevated rate of MS in our area might be due to a combination of genetic predisposition and environmental factors. The disease’s prevalence here makes having a comprehensive local center specializing in its treatment essential.

One of the most disheartening things about MS is that it usually strikes people in their prime — typically between the ages of 20 and 50, with 30 being the average age of diagnosis. “The impact of this disease on society is significant because it hits people during what would otherwise be their peak earning years and at a time when many are involved in raising their families,” says Dr. Bowen.

The prognosis the newly diagnosed receive can be difficult to hear: Within 10 years of the first symptoms appearing, 50 percent of patients are unable to carry out work or household responsibilities. Within 15 to 20 years, 50 percent of patients are unable to walk unassisted.

In addition to suffering from physical and cognitive symptoms, many patients also struggle with anxiety, depression and other emotional issues as a result of their MS. Just as the disorder affects nerves throughout their bodies, it also impacts virtually every aspect of their lives.

Setting the benchmark for MS care

Swedish is already a national leader in treating patients with MS. As part of the medical center’s renowned Neuroscience Institute, which was established in 2004, the Swedish MS Center offers a multidisciplinary team of MS-specific caregivers, including neurologists; neuro-ophthalmologists; physiatrists; social workers; a psychologist; a speech therapist; and vocational, physical, occupational and cognitive-rehabilitation therapists. Because of the impact of MS in the Northwest and Swedish’s commitment to serve its community, plans were made for a new, $7.8 million Center, which would be one of the largest of its kind in the nation. Construction on the facility began in November 2011, thanks to a generous outpouring of contributions from the philanthropic community.
including physical therapy, gym space and educational classes. Before, patients often had to visit multiple locations to fulfill all of their needs.

“At the old Center, many of the components we offered were dispersed throughout the campus, decreasing efficiency and patients’ awareness of what programs were available to help them,” says Dr. Bowen. “Having these components combined under one roof makes it easier to care for patients as an integrated team.”

At the new Center, patients have access to:
- Nationally recognized MS specialists and providers for diagnostic and clinical care
- Exercise and physical-fitness programs
- Clinical research and clinical trials participation
- Educational resources for patients and families
- Psychological, emotional and social support services

“Our team cares for and supports the entire person: the physical needs, emotional needs, vocational needs, financial needs, spiritual needs and social needs,” says Dr. Bowen. “The Center is a place to provide care, offer resources and foster community.”

According to Dr. Bowen, when most people think of MS, they think of motor dysfunction. But it’s the progressive mental fatigue that often causes the most difficulty. “Cognitive impairment can cause families to be ripped apart, because the person isn’t the person he or she used to be,” says Dr. Bowen. “By far the best way to deal with this is to have the patient work with specialists. Someone with physical challenges needs to see a rehab specialist, someone with personal-relationship problems needs to see a psychologist, someone with work problems needs to see a vocational counselor, and so on.”

One of several specialists patients have access to at Swedish is Angeli Mayadev, M.D., an MS-specific rehabilitation physician. “My work focuses on patients’ symptom management,” explains Dr. Mayadev. “With certain patients, we work with them from both a neurological perspective and a rehabilitative perspective. Common physical problems include mobility challenges, leg spasticity and weakness. These problems can be treated with [approaches including] oral medicines, injections and physical therapy. We have a team we work with, including myself, that makes a treatment plan specific to an MS patient’s needs to improve his or her quality of life.”

The question the team focuses on answering for each patient, says Dr. Mayadev, is “What can I do to improve my ability to continue doing what I want to do?”

Wellness and research are a focus

A highlight of the new Center is an expanded wellness program — one of several services MS patients won’t find elsewhere in the Northwest. “Our MS Center is unique in that it really emphasizes wellness — and by wellness, I mean people’s...
ability to live life well, despite having a chronic illness,” says Dr. Bowen. “At Swedish, we believe overall wellness encompasses the physical, mental and social parts of a patient’s life.”

The new Center includes a gym that is outfitted with exercise equipment specifically designed for people with MS, including recumbent equipment, power-assist devices, weight-suspended treadmills and electrically stimulated machines. Exercise instruction, including yoga and music-and-movement classes, and nutrition guidance further encourage healthy habits.

Additional personalized wellness services include physical and rehabilitative therapy programs, smoking-cessation counseling and classes, and multiple support groups. An outdoor terrace offers not only a peaceful respite space, but a working therapy space with different terrain — including grass, gravel and concrete — allowing patients, protected by safety harnesses, to work on improving their gait.

Another important component of the new Center is research. Swedish already has a robust MS research program — the largest in the Pacific Northwest — with researchers currently participating in 24 studies designed to improve the care of people living with MS, including studies investigating new treatments, new methods of diagnosis, better ways of monitoring the disease and new approaches to improve physical function. These efforts can now be expanded, due to the Center’s increased infrastructure dedicated to research, as well as the greater number of patients it will treat.

“Research will be fully integrated into the new Center,” says Dr. Bowen, noting that more studies mean more patients will have early access to clinical trials for new, potentially beneficial therapies.

Future plans for Swedish’s MS Center include the introduction of a telemedicine program for patients without access to Cherry Hill, and the eventual addition of new staff members, such as additional MS neurologists, a neuro-psychiatrist, an educational specialist and a recreational therapist. According to Dr. Bowen, Swedish currently has three neurologists dedicated to MS, but the new Center might eventually have as many as 10.

A team effort

For the Couches, the new MS Center promises to continue offering them what Sven describes as “a balanced approach to our wellness.” He says, “The Center’s focus on aspects other than medication, including rehabilitation and wellness, provides us with comfort and hope for a better future.”

The team of caregivers the couple works with at Swedish, adds Bernie, “has become like family.”

This sentiment isn’t surprising, given the passion Swedish’s MS team brings to their work. “All of us work hard every day because we want to help people struggling with this debilitating disease,” says Dr. Mayadev. “We want them to feel supported by us.”

“The Couches are a really wonderful couple,” says Dr. Bowen. “I’ve been struck over the years by how well they have done, despite their physical limitations. They’re very supportive of each other.”

He continues, “MS is a disease that lasts a lifetime, until research advances to a point that changes this. As a result, we’ve built a Center that is not just a place to see your doctor, but a place where the doctor is only a small part of a patient’s visit. A true MS Center must be a place that addresses every aspect of living with MS.”

Make an impact

The benchmark for excellence in MS care

To date, many people from our community have already joined together to support the MS Center at Swedish, raising over $2.1 million for construction and outfitting of the space. Now that we have our new “home”, we need your help to raise the remaining $2.9 million to ensure that our wellness programs and research projects continue to be among the best in the world.

Wellness

At Swedish, we want to support the physical, mental, and social well-being of all our MS patients.

The MS Center exercise facility will have specialized equipment to help patients maintain their best physical function with MS. This includes recumbent equipment, power-assisted devices, weight-suspended treadmills and electrically stimulated exercise machines.

Mental and social wellness are also critical to overall health for people with MS. Several personnel roles in the Center will support patients in maintaining full lives with MS, such as a recreational therapist, a vocational rehabilitation counselor and social workers.

Research

Research is fundamental to providing world-class care for patients with MS. Clinical trials offer patients early access to new and potentially beneficial therapies. These studies help us find new methods of diagnosis, better ways of monitoring the disease and improving physical function, and new treatments for MS.

The research support infrastructure in the Center will be expanded, including the extensive MS patient registry, making Swedish an even more prominent leader of MS research.

A gift in support of outstanding MS care will help ensure the optimal well-being of patients and families affected by this disease. For more information or to support the Center, please contact Kate Purcell, director, major gifts, at (206) 386-3194 or kate.purcell@swedish.org, or click here to visit the Swedish MS web site and learn more about the new Center and how your gift can help.
Della Ramsden, a longtime Seattle resident, recently celebrated her milestone 90th birthday. While Della has been fortunate to enjoy good health and has rarely visited the hospital as a patient, she does have a long relationship with Swedish. You see, it was Swedish that brought Della to the Pacific Northwest from her birthplace of Minnesota in July 1947.

When Della was attending the University of Minnesota, she saw an advertisement that Swedish Hospital in Seattle was recruiting for medical positions. Eager for a change of pace and new experiences, Della and three of her girlfriends decided to pack up and drive cross country together in search of a new life. She began her new chapter as a medical technologist in the pathology department of Swedish Hospital, then located on Summit Avenue. While she only remained for a few years, the hospital kept a special place in her heart. Time passed, and when she officially retired from a long career as medical technologist in 1989, Della began volunteering at the First Hill campus. Over the next 21 years she worked in various positions, including patient escort and the information desk.

In addition to her generous gift of time, Della also decided to support her hospital by establishing a charitable gift annuity, thus becoming a Swedish Legacy Partner. Della’s financial portfolio included EE bonds which were producing minimal income and that she wanted to sell. The charitable deduction she received from establishing the gift annuity offset the interest income she recognized. Further, not only was she able to receive a fixed income and security that she couldn’t from bonds or the stock market, but she could support the institution that helped change her life so many years ago. “I chose to give because I’ve always felt a part of Swedish over the years. It’s what brought me to Seattle.”

We are grateful to have Della as part of the Swedish family. Her generosity will help sustain Swedish’s ability to provide world-class, compassionate care to patients in our community.

Make an impact

Have you considered making a planned gift to Swedish? Legacy gifts can be funded with cash, securities, real estate, or other assets, and can be crafted to achieve both your charitable and financial goals. When you make a legacy gift to Swedish, you are making an investment in the future health of our community. To learn more about how you can support Swedish through a planned gift, please call (206) 386-2738 or email plannedgiving@swedish.org.
Honoring a legacy through art

Donated work reflects longtime physician’s love of family, medicine and the environment.

The legacy of the late Stanford (Stan) Silberman, M.D., a physician at Stevens Hospital (now Swedish/Edmonds) for nearly 30 years, was honored with the installation of a commissioned piece of art at the Edmonds campus in February 2012.

Dr. Silberman joined the staff at Stevens Hospital in 1967, where his general surgery practice quickly grew due to his marked dedication to his patients. In 1974, Dr. Silberman took a leave of absence to volunteer as a surgeon and general practitioner with the Navajo Nation Health Foundation in rural Ganado, Arizona. This unique experience only increased his compassion and commitment to his patients when he returned. “He simply loved being a doctor,” says his wife, Sue. “He was a fine physician who looked forward to caring for his patients every day — and many nights — at this hospital.” Dr. Silberman became Chief of Surgery in the early 1990s.

The Silbermans always had a passion for Northwest art; they frequented galleries, exhibitions, auctions and lectures. When looking for a way to honor her husband’s memory, Sue and her daughters were drawn to the work of Garth Edwards, a noted local artist with numerous public projects in the area. Edwards’ joyful steel sculptures made them smile, so the family commissioned him to create a work to honor Dr. Silberman’s life and his legacy with the hospital.

Sue Silberman enjoyed working with the artist, and describes the end result as “a beautiful piece of a contented doctor who loved family, medicine and the environment.” She is also pleased the piece will bring joy to the patients and staff at Swedish long into the future, remarking, “Stan would have been happy with the changes made by Swedish to preserve the fine medical community [in Edmonds].”

Swedish is grateful to the Silberman family for generously donating this meaningful piece of art, and is pleased to honor the legacy of an important physician within the Edmonds community.

If you would like to contribute to the Swedish Art fund, please contact Nancy Stoaks at nancy.stoaks@swedish.org or call (206) 215-3256.
Meet Catherine Z’s Hope, a prize-winning thoroughbred whose earnings help support the Rivkin Center.

Catherine Z’s Hope, known simply as Hope, is a beautiful dark bay, five-year-old thoroughbred filly with an impressive 2011 record: two wins and four second place finishes from her first six starts. However, in 2009, before even entering training, the horse developed pleuropneumonia which resulted in a collapsed lung. Her prognosis for survival was not good, much less for racing. But her team and her owners, the Paul family, refused to give up on her. How could they, for Catherine Z’s Hope is named for a very special lady, Catherine Z. DeMatteis, who fought a courageous battle against ovarian cancer.

Tracie Paul remembers her mother, “as a wife, mother, grandmother, daughter and friend. She lived her life for her faith and family, and had a kind smile for everyone she met. No one truly saw the depth of her faith and courage until she fought her final fight.”

Hope was purchased by the Paul family shortly after Cathy lost her battle with ovarian cancer. Looking for a meaningful way to celebrate Cathy and create a legacy to honor her, the Pauls named the filly after Cathy, adding “Hope” to the name. Recalling the emotions of the time, Darrin Paul says, “We never could have imagined the heartfelt parallels with Cathy and Hope’s unrelenting will to live. None of us thought she would ever race with all the lung damage she had, but sometimes the unexplained reinforces the faith to never give up.” After her triumph over her health issues, Hope ran her second race ever on June 19, 2010 and took third place.

The Paul family has dedicated 10 percent of Hope’s gross earnings to the Marsha Rivkin Center for Ovarian Cancer Research. Through her courage and determination, Hope constantly reminds the family of Cathy’s wonderful spirit; her winnings ensure that the Rivkin Center can continue its important work. As Darrin Paul said in an interview with Washington Thoroughbred magazine, “Hope is the symbol for the Center and we feel blessed to have the opportunity to do this and maybe, just maybe, our filly Hope will provide a good story for racing and will benefit a great [cause].”

The Paul family and Catherine Z’s Hope and her team: Ben Root, Hailie Paul, Hannah Paul, Tracie Paul, Darrin Paul, Frank Lucarelli (trainer), the groom, and Pedro Terrero (jockey).
I am proud to report that in 2011, thanks to the generosity of the individuals, foundations and businesses listed on the pages that follow, Swedish Medical Center Foundation set new fundraising records for the fifth consecutive year for dollars raised, number of gifts received, number of donors, and number of first time donors.

This amazing record of growth in philanthropic support for Swedish, including $19.8 million in contributions we received last year, is especially impressive because it occurred during a time of continuing economic challenges for our nation, region, community, and, I am sure, for many of you.

Credit for this success goes to you, our generous donors, for the gifts you made, large and small, and for the thousands of hours of volunteer time you dedicated to our activities and events. On behalf of everyone at Swedish and at the Foundation, thank you for all that you do.

Total giving for The Campaign for Swedish has reached $92 million and we are drawing steadily closer to our initial Campaign goal of $100 million. We expect to reach that goal sometime this year and, by the time the Campaign is completed at the end of 2013, to have raised considerably more than that amount to fund critical programs and activities at Swedish which benefit our community.

Some of the important things that are being done with the funds we have raised are described in this and previous issues of IMPACT. This list of additions and enhancements to Swedish is remarkable, but there is another major Campaign accomplishment that deserves mention in these pages because it is probably of equal importance: working together, slowly and steadily, we have nurtured a culture of philanthropy at and around Swedish.

In 2012, the fact that Swedish is both a world-class medical center and a nonprofit health-care provider that must depend on philanthropy to remain a vibrant resource for the next generation is much more widely understood than it was a decade ago. In the current economic climate, with the challenges and uncertainties that face our nation’s health-care system, this understanding, I am certain, will be vitally important to Swedish’s future.

Building this awareness has been a constant goal for those of us who work at the Foundation. Accomplishing this goal has involved the efforts of many others, including the physicians, nurses and staff who work at Swedish, the patients who come here for care, and, most of all, the loyal members of the community who help us to get the word out about why this great institution deserves the support of the community.

Again, thank you for your generosity and your belief in Swedish. I hope that, with your continuing support, 2012 will be another record year for philanthropy at Swedish.

Sincerely,

Don Theophilus
Executive Director, Swedish Medical Center Foundation and Vice President, Development
2011

**FOUNDATION FINANCIAL RESULTS**

**Donations by source**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Individual current gifts</td>
<td>$8,723,983</td>
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<tr>
<td>Individual planned gifts</td>
<td>$4,199,147</td>
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<tr>
<td>Foundations</td>
<td>$3,484,738</td>
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<td>Corporations/Organizations</td>
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<td>Gifts in-kind</td>
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<td><strong>Total</strong></td>
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**Funds raised by service**

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<th>Service</th>
<th>Amount</th>
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<tr>
<td>Neuroscience</td>
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<tr>
<td>Heart</td>
<td>$4,444,564</td>
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<tr>
<td>Cancer</td>
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<td>$1,928,732</td>
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<tr>
<td>Marsha Rivkin Center</td>
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<tr>
<td>Patient Care</td>
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<td>Community/Patient Assistance</td>
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<td>Medical and Nursing Education</td>
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<tr>
<td>Art/Other</td>
<td>$86,710</td>
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</tbody>
</table>

**Philanthropic revenue comparison**

- 2011: $19,805,347
- 2010: $19,381,128
- 2009: $17,474,045
- 2008: $14,678,254
- 2007: $14,032,542
- 2006: $10,122,808
- 2005: $11,146,872

*Figures include all cash and new pledges received during fiscal year 2011. NOTE: A formal audit of 2011 numbers has not yet been conducted.*
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Fisher Family & Friends Auction: A record-breaking evening for the Rivkin Center

On November 5, 2011, over 500 guests gathered at the Hyatt Regency Bellevue for an inspirational evening to benefit the Marsha Rivkin Center for Ovarian Cancer Research. The event was especially jubilant as it featured Lucia Neare's Theatrical Wonders. The artists danced, sang, and interacted with guests throughout the evening, adding an extra touch of beauty, festivity and delight.

Led by the family of Lisa Ryan Thompson, our Honorary Chairs, and our event committee headed by Gloria Bensussen, Kim Fisher, Scott Swerdlow and Joe White, this special 10th anniversary celebration raised more than $1.12 million, a record-breaking evening for the Rivkin Center. Once again, guests were inspired and motivated by a very generous gift from the Wanda Jankelson Foundation for Health Care and Research, which pledged $500,000 to match money raised by the event.

We hope you will join us for our next auction as we celebrate on November 9, 2012 at the Hyatt Bellevue. The SummeRun will be held July 22, 2012. For more information visit www.rivkin.org or call (206) 215-6200.
Every gift, no matter the size, makes a difference in the lives of Swedish patients.

Swedish Medical Center Foundation is grateful for every gift we receive because each gift is an investment in the health of our community. Annual gifts of all amounts are pooled together to make a big impact on the programs and projects that directly affect our patients.

Gifts made to Swedish through the end of 2013 count towards The Campaign for Swedish. The Campaign supports programs, physicians and services that have the biggest impact on our ability to provide the most advanced, quality and safe care to our patients.

We are grateful for your partnership.

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Swedish/Edmonds Car Seat program expands with help from Lynnwood Honda

At Swedish/Edmonds, concern for an infant’s safety continues far beyond their first hospital stay. The Car Seat program, launched in 2007, typically awards 12 seats per year to parents who cannot afford a safe car seat for their new baby. In November 2011, the program received an extremely generous donation of over 100 new car seats from Lynnwood Honda.

“All our babies have a car seat fitting before going home,” says Joyce Miller, Childbirth Center manager at Swedish/Edmonds. “We sometimes see unsafe car seats with broken or missing parts, or it’s so old that it does not have the recommended five-point harness. Having to purchase another car seat that will keep their baby safe can be very challenging financially to some parents.”

Since its inception, the Car Seat program has been supported exclusively through generous donations from the Lynnwood Kiwanis Club. Thanks to the additional support from Lynnwood Honda, the program is now able to help even more new families.

“I think the Car Seat program at Swedish/Edmonds is a great idea, and I’m glad Lynnwood Honda can help make the program even more successful,” says Wendy Nelson Popke, co-owner of Lynnwood Honda. “We’re a locally-owned business and we’re always looking for ways to give back to our community. The car seats we are providing are the convertible type that adjust from 5 to 50 pounds, eliminating the need to purchase another seat after a baby is six months old.”

“We are so grateful for the generosity of Lynnwood Honda supporting the smallest members of our community,” says David Jaffe, chief executive, Swedish/Edmonds. “What a great example of how local philanthropy can make such a difference to our neighbors in need.”
The Swedish Foundation is proud to recognize our donors who have made provisions for Swedish through an estate gift, life income arrangement, or another type of planned gift.
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.

<table>
<thead>
<tr>
<th>Swedish Gift Annuities</th>
<th>Current Single-Life Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGE</td>
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<tr>
<td>85</td>
<td>7.8</td>
</tr>
</tbody>
</table>

– 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 the Foundation at (206) 386-2738 to request a complimentary, personalized illustration of gift benefits. To learn more about gift annuities or other types of planned gifts, click here.
The 2012 Fund-A-Need project will support a comprehensive Multiple Sclerosis (MS) Center at Swedish, combining the highest quality of MS clinical care with a wellness gym, educational resources, clinical research and a supportive community.

Please join us and support this important cause. RSVP at www.celebrateswedish.com.