



Mercy Health Foundation  
Northwest Arkansas & Fort Smith  
**Fiscal Year 2015**  
**Annual Report**



*Your life is our life's work.*

[mercy.net/giving](http://mercy.net/giving)

*"Let charity be our badge of honor...  
so that it may truly be said,  
there is in us but one heart  
and one soul in God."*

*Catherine McAuley*



# Dear Friends of Mercy

Dear Friends and Supporters,

We thank you for your contributions to Mercy Health Foundation Northwest Arkansas. Your generosity plays an integral role in Mercy's ability to achieve the mission of the Sisters of Mercy and touches thousands of lives across this community. Our commitment to deliver quality care and exceptional service in a compassionate, caring environment is the cornerstone of our ministry.

We are grateful for all of you who embrace our heritage. We understand what an enormous responsibility this is, and we are continuously working to develop better solutions to meet your health care needs.

Creating greater access and a more compassionate healing environment is a larger initiative made possible only through the support of our donors, board members, and volunteers. Your dedication to Mercy is truly appreciated and your partnerships help us provide critical resources to individuals throughout the Northwest Arkansas region.

In fiscal year 2015, more than 1,500 donors helped the Foundation raise over \$3.7 million to improve the Mercy experience. Highlights include the addition of Mercy Clinic Downtown Rogers and Mercy Clinic Centerton; the on-the-road mammography and general wellness services that Mercy Mobile Health now provides; and the record-breaking success of our 21st annual O' Night Divine Charity Ball as we came together in support of an expanded Neonatal Intensive Care Unit (NICU).

Our ultimate goal is to manage health, over and above just treating illness. As friends of Mercy Health Foundation, your input and guidance is extremely valuable. Because of you, Mercy's ability to meet the needs of our community was enhanced, and your involvement helped us improve the coordination of our services.

Thank you for supporting us and helping us live out the legacy of the Sisters of Mercy.

Sincerely,



Eric Pianalto  
President,  
Mercy Hospital  
Northwest Arkansas



Dr. Steve Goss  
President,  
Mercy Clinic  
Northwest Arkansas



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## Mercy's Mission

As the Sisters of Mercy before us, we bring to life the healing ministry of Jesus through our compassionate care and exceptional service.

## Mercy's Vision

We are the people of Mercy Health Ministry. Together, we are pioneering a new model of care. We will relentlessly pursue our goal to get health care right. Everywhere and every way that Mercy serves, we will deliver a transformative health experience.

## Philanthropy's Commitment

Mercy Health Foundation is dedicated to the mission of Mercy and will advance our healing ministry through philanthropic support of quality health services in our hospitals and clinics.

## A Special Thanks to Our FY 2015 Donors

Mercy Health Foundation Northwest Arkansas is grateful for the support of the following individuals, organizations and corporations for their generous gifts received July 1, 2014 - June 30, 2015.

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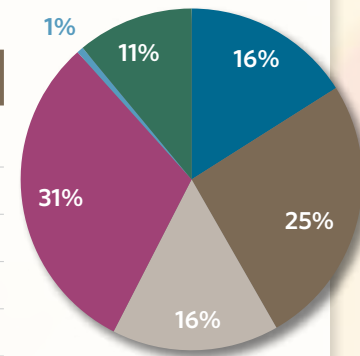
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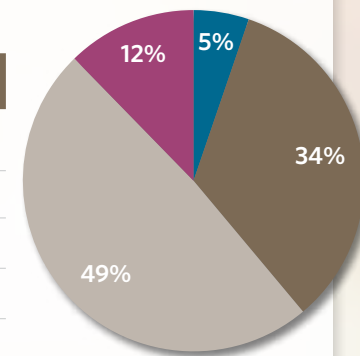
## Mercy Health Foundation Northwest Arkansas Areas Your Gift Supported

Area	%	Value
Charity Care	16	\$600,000
Areas of Greatest Need	25	\$962,937
NICU/Women's and Children's Services	16	\$592,375
Behavioral Health Services	31	\$1,154,750
Scholarships	1	\$23,533
Other	11	\$412,164
	<b>100</b>	<b>\$3,745,759</b>



## Mercy Health Foundation Northwest Arkansas Sources of Gifts

Source	%	FY 2015 Total
Planned Giving	5	\$196,655
Grants	34	\$1,260,930
Organizations	49	\$1,827,530
Individuals	12	\$460,644
	<b>100</b>	<b>\$3,745,759</b>



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Left to right: Eric Pianalto, President of Mercy Hospital NWA; Dr. Steve Goss, President of Mercy Clinic NWA; Karen Parker, Senior Manager with the Walmart Foundation; Clark Ellison, Regional Vice President for Mercy Health Foundation; Dr. Nick Ogle, Program Director of Mercy Behavioral Health; Frankie Rankin, Corporate Relations Manager for Mercy Health Foundation Northwest Arkansas.

## Grants Help Expand Mercy Behavioral Health Care

At Mercy, we not only treat the physical health of patients, but we care about their mental well being – and we care with compassion, dignity and respect. It’s through this service commitment, and an important growing local need, that we’ve developed a vision for expanded behavioral health services for the community of Northwest Arkansas.

Our Mercy specialists offer comprehensive community based behavioral health services to children and adults. On average, Mercy psychiatrists receive 50 self-referrals weekly and over 500 internal patient referrals a year. To help fulfill this much-needed service of care, Mercy is working to grow its behavioral health program.

A big part of that growth will come from two grants that Mercy has received. One, a \$693,750 grant from the Walmart

Foundation, will allow the hiring of 12 additional behavioral health providers, including psychiatrists, nurse practitioners, social workers, therapists and psychological examiners.

“The Walmart Foundation grant is significant in helping us move forward to meet this need,” said Dr. Steve Goss, president of Mercy Clinic Northwest Arkansas. “Without a doubt, it is a gaping hole in our community and to address it we have to come together. It’s why we are thankful for the Walmart Foundation’s support as we prepare to turn the tide on mental health needs in our area.”

The hiring of Dr. Nick Ogle as Program Director of Behavioral Health is the first step toward ramping up the program. While the first priority for Dr. Ogle is increasing the breadth of providers at Mercy Clinic Psychiatry Lowell, an outpatient behavioral health

facility, Dr. Ogle is also busy developing a new outpatient model that places therapists throughout NWA in Mercy’s existing clinics.

“From children to adults and senior adults, the need for more behavioral health services shows itself to primary care and specialty physicians each and every day,” Dr. Ogle said. “Physical ailments often walk hand-in-hand with mental ones. To properly treat the patient, we have to be ready to provide both types of care. It allows the doctors to work closely together in a patient’s best interest.”

A great deal of analysis has gone into the development of Mercy’s Behavioral Health initiative and the numbers are telling.

According to Mercy’s community overview, among the adult (18+) population, depression and anxiety presents itself as the eighth most prevalent chronic disease.

Since 2012, Benton County alone has experienced a 9 percent growth rate, and the area anticipates continued growth.

There are 40 psychiatrists per 100,000 people in Pulaski County, home to Arkansas’ largest metropolitan area, Little Rock, versus four psychiatrists per 100,000 people in Benton County.

Clark Ellison, regional vice president of Mercy Health Foundation said, “On behalf of everyone in the foundation and all of Mercy, we want to thank the Walmart Foundation for its generous donation.”

In addition, Endeavor Foundation awarded a \$411,000 planning grant to Mercy Clinic Northwest Arkansas to develop a holistic regional approach to ensuring that the physical health, mental health and basic needs of school-aged children are met. With 23% of children in Northwest Arkansas living below the poverty threshold and more than half of the region’s homeless population under the age of 18, the challenges are daunting.

“It is very difficult to teach a child who is hungry, sick, chronically absent from school, or suffering from ongoing behavioral issues,” stated Dr. Janie Darr, Superintendent of Rogers Public Schools. “This concept holds great promise to help us resolve some of the biggest issues facing kids outside the classroom so that we can refocus our attention on what we do best...teaching them inside

the classroom. By working with Mercy, our school district peers, and other key leaders in the community, we’re confident we can develop a solution that not only supports the whole child, but the whole family unit as well.”

With the shortage of specialists, patients typically have to wait to see a child psychiatrist. Unfortunately, this delay can exacerbate an already difficult situation for a child and a parent or guardian. Having to wait a long period to see a psychiatrist at the onset of an issue – for example, medication dosage problems can result in patient hospitalization because of worsening symptoms. Not only is this costly, but it can mean school absence for the child and time off from work for the parent/guardian. The implications are ongoing; delaying a patient’s treatment may cause family dysfunction and affect the child’s education and self-esteem.

“We at Mercy are thrilled at the chance to bring our resources and expertise to bear on helping our kids become physically and emotionally healthier and more stable so that they can do better in school and have a chance at success in all other aspects of their lives,” said Dr. Steve Goss, president of Mercy Clinic Northwest Arkansas.

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# Neonatal Intensive Care Unit (NICU) Moves from Level II to Level III

The health and wellness of our children, especially our newborns, remains paramount to the future viability of our community. To better serve the health care needs of Northwest Arkansas, Mercy is committed to expanding its services and making care more convenient for families. Newborn care is the cornerstone of our Mercy mission, so we're taking a step forward in our commitment to our tiniest patients by moving from a **Level II Neonatal Intensive Care Unit (NICU)** to a **Level III NICU**.

In 2013, 102 babies born at Mercy Hospital spent time in the NICU and 17 premature babies were transferred to another hospital because they were born before 32 weeks (or needed a higher level of care). In 2014, we added two Neonatologists, enabling us to serve 180 babies. As a **Level III NICU**, Mercy can care for premature babies beginning at 28 weeks. We are currently on target to serve over 200 babies in 2015, and more in the future, as expansion takes shape.



The expansion will enlarge the triage area and add 10 NICU rooms (eight private and two twin rooms). There will be 18 dedicated delivery rooms and 16 dedicated post-partum rooms. Though those rooms will be housed in separate wings, they will remain on the same floor to allow for continuity of care. The room expansion will allow more babies to remain with their parents.

This past year, nearly \$500,000 has been raised toward the NICU expansion. Part of that money came from a woman with a heart for children: Marjorie Kjelland. Ms. Kjelland retired to Bentonville from Iowa in the early 1980s, and she passed away in April 2010 at the age of 88. She had established a trust that would benefit Mercy Hospital Northwest Arkansas upon her death. Mercy received in excess of \$1.3 million.

"Ms. Kjelland was obviously a very generous woman," said Clark Ellison, regional vice president of Mercy

Health Foundation. "I'm sorry to say that I didn't know her during her lifetime. Mercy would have loved to be able to say thank you for such an incredible gift."

Mercy Health Foundation Northwest Arkansas offers a planned giving program called "Legacy of Friends", created by the Planned Giving Advisory Group, a group of community leaders who are experienced in estate planning. Planned gift donors receive special recognition by having their name permanently placed on the stained-glass donor window, unless anonymity is requested. Amounts or types of gifts are not mentioned. Planned gifts such as a bequest in a will, life insurance, trusts, annuities, life income agreements, charitable remainder trusts, or real estate provide important resources for Mercy.

The Legacy of Friends currently has more than 30 members, and these donors greatly enhance Mercy's ability to provide

the residents of Northwest Arkansas with state-of-the-art health care equipment, services and facilities. We know these individuals donate not to gain recognition, but to ensure a healthy future for many generations to come. Allowing us to thank donors now, and possibly inform others of their generosity, often encourages others to dedicate a portion of their assets to the future health care needs of our community.

Ms. Kjelland's funding allowed us to look at ways to increase services associated with our NICU. Her legacy is helping Mercy advance health care to treat a new generation of Mercy's tiniest patients. We are so appreciative of Ms. Kjelland's generosity. She is a shining example of the incredible impact of a philanthropic heart.

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## Corporate Leaders Understand Gift of Time and Talents

Where you give your time truly shows your priorities. This is something the people of Mercy Health Foundation Northwest Arkansas know well, which makes them all the more grateful for the nine men and women who serve on Mercy's Corporate Partners Council (CPC). The role of the council is to identify and help the foundation build relationships within the community, advancing Mercy's mission of exceptional and compassionate care.

That Mercy care experience has brought many current and past council partners who choose to dedicate their time to the CPC.

Kim Umber is one such example. Umber began serving on the council after an incident in 2011. "I was at work, and all of a sudden felt dizzy and could not stand up without the room spinning," she said. "I was brought to the Mercy emergency department and was immediately taken to a room. My symptoms were not ignored, though they were simple. Thankfully my diagnosis wasn't serious, but when you're brought in, you just never know. Care that's concerned for you feels authentic - that's Mercy, and that's why I choose to network those that I feel can be beneficial to Mercy. In turn, Mercy can benefit from those corporate businesses."

"Being a good listener plays a critical role in Mercy

meeting community needs, and is another reason that the CPC is essential," added Tom Hauge, CPC chair and foundation board member. "My family and I have also benefitted from personal experiences with Mercy. Mercy is our hospital and a vital part of our community. I give my time to help Mercy help others."

Council member Mike Malone has a similar story. "Recently we had a family member with a very serious condition, and we can't say 'thank you' enough to the Mercy doctors and nurses who provided first class services. They saved one person's life, but positively impacted our entire family."

Clark Ellison, regional vice president of Mercy Health Foundation, sees the council as ambassadors of Mercy's mission to increase access to health care 'the Mercy way' - meaning the importance that Mercy places on treating the whole patient, including meeting all physical, emotional and spiritual needs.

Payne Brewer with Arvest Bank is one of those ambassadors. When Brewer began to look for ways to involve himself in Benton County, he quickly discovered that he wanted to be involved with Mercy. He found a way to help on Mercy's Corporate Partners Council.

"The availability of great health care is one of the most important factors in

### 2014/2015 Corporate Partners Council



**Payne Brewer**  
Arvest Bank



**Tom Hauge | Chair**  
Kendal King Group



**Mike Malone**  
TEKsystems



**Randy Potter**  
KPMG



**Al Scheuermann**  
Atlas



**Brandy Tunnell**  
EMC Corporation



**Gretchen Ulery**  
Worldwide Technology



**Kim Umber**  
Centennial Bank



**Mary Zettle**  
General Mills

making a great community," Brewer said. "There needs to be support from the business community for the hospital and in turn, Mercy will give back to the business community by adding to the quality of life for area employees and future employees. Growth is driven by attracting high-quality individuals to come here to work and raise a family. The business community is at the forefront of the effort to recruit these people. Having a great health care system is one of the cornerstones to success."

Malone concurs. "I believe health care is the backbone of any community. People

want to live in a place where they know they can get help when it's needed."

Like many of his fellow council members, Brewer knows the importance of the community having trust in local health care. "I have seen first-hand the strategic path Mercy takes in the way they provide care, and I have a deep appreciation and confidence in it," he said.

The Mercy story is unique in that it's a true partnership between its providers, co-workers and the community it serves. Thank you to the Corporate Partners Council for the time, energy and resources they give to help Mercy and Northwest Arkansas families!



Dr. Steve and Susan Goss, Nancy and Dick Trammel, Dawn and Eric Pianalto.

## O' What a Night...O' What a Cause

In keeping with tradition, the 21st Annual Mercy Health Foundation Northwest Arkansas Charity Ball, O' Night Divine - presented by Walmart/Sam's Club along with Lee and Linda Scott - proved to be a night to remember! Over the past two decades, this signature evening has evolved from a small affair to a premier social event in Northwest Arkansas with more than 1,400 guests in attendance.

The festivities began with a VIP reception where Mercy Health Foundation presented awards of distinction to The Jones Trust, the Soderquist Family and Jodi Lightner. Top country artist Danielle Bradbery, winner of season four of NBC's The Voice,

entertained the crowd, but it was stand-up comedian Ryan Hamilton who truly stole the show with his performance.

Local philanthropist Dick Trammel, along with the entire Dickey Ray Club, raised in excess of \$135,000 for this year's Charity Ball. The Neonatal Intensive Care Unit (NICU) was the featured project at this year's event. With the recruitment of two Neonatologists, Dr. Kimberly Thornton and Dr. Wayne Stillick, Mercy is dedicated to expanding its current NICU. Moving from a Level II to a Level III NICU shows the hospital's commitment to meeting patients where they are while serving the

community's health care needs. Having the necessary equipment to provide expert care is paramount for the health, wellness and survival of Mercy's tiniest patients.

The 2014 Charity Ball included one unexpected surprise - a special tribute to Clark Ellison, Mercy Health Foundation Regional Vice President, who celebrated his 16th year with Mercy in 2014. Reflecting on the foundation's success, he said, "I consider it a privilege to live and work in such a generous community. Thank you to our sponsors, supporters and friends who continue to make Mercy an important giving priority."

O' Night Divine is an event not to be missed. Save the date for the tradition of excellence to continue with the 22nd Annual Charity Ball on December 5, 2015!



Middle above: Eric and Elda Scott. Above: Mike and Susan Duke.



Don and Jo Soderquist and family.

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WWAM Steering Committee (standing in back row): Diane Callahan, Leslie Zanoff and Dawn Pianalto.  
Seated in front row: Margaret Jurgensmeyer, Julie Short, Kasie Yokley, Martha Bergant and Michele O'Brien.  
Not pictured: Sr. Lisa Atkins and Tina Winham.

## Women with a Mission

The Susan Barrett Women with a Mission Giving Society was founded from a simple idea - that working together, individual women could accomplish more.

"There wasn't a giving circle in Northwest Arkansas at that time - we were the first," said Kasie Yokley, one of the founding members.

Today, about 50 women are members of the Society, which is named in honor of Susan Barrett, former president and CEO of Mercy Hospital Northwest Arkansas.

Leslie Zanoff, another founding member, elaborated: "Susan Barrett was really the face of Mercy and health care in Northwest Arkansas for many years, and still is an integral part of our community. We received a large donation in her honor and we decided to name the Society for her as well."

Each member contributes at least \$1,000 a year, and the ladies come together several times a year for events; at least two of which are educational luncheons focusing on women's health care topics.

Annually, members decide which project to support by voting from a list of needs provided by the hospital leadership. "The Society gives women an opportunity to help with something substantial," said founding member Martha Bergant.

Since the Society began in 2009, the members have donated more than \$250,000 and supported the following needs at Mercy:

- A surgical table for a Cesarean delivery operating room, uniquely designed to address surgical needs as well as easy maneuvering for quick setup.

- A BiliChek system for newborns that measures the bilirubin level (through the skin, not a needle stick) in infants and children. BiliChek detects and monitors jaundice in newborns and helps pediatricians with their plans for treatment (whether that be breast feeding and/or formula changes, a BiliLight, or just observation).
- A breast ultrasound system that provides added information to help make a treatment determination following a mammogram.
- Mercy's operational expenses for the Ronald McDonald Family Room. The Ronald McDonald House offers day and overnight services to families of children undergoing treatment at Mercy Hospital Northwest Arkansas and services to high-risk expectant mothers, creating a "home away from home."

- Mercy's Reach Out and Read Literacy Program, which provides books at well visits for children six months to five years of age and helps create a home library of books for children before they start Kindergarten.
- Bedded Warmers with an integrated scale, which provide newborns with a radiant, warm welcome into the world. The warmers support developmental care, minimize stimulation and maintain warmth for the infant during nurse/physician care.
- Neopuffs that provide clinicians with precise, controlled pressure for resuscitation. The ability to control the pressure mechanically helps to prevent human error and reduce possible complications from resuscitative measures.
- Oxygen/Air Blenders, which provide a precise oxygen concentration at any rate of gas flow. By monitoring

oxygen concentrations in the infant's blood and using blended oxygen, detriments to the child's health can be virtually eliminated.

- An iSTAT that enables bedside blood testing, allowing clinicians to make treatment decisions sooner, enhancing quality and improving efficiency.
- Twelve new mattresses that offer mothers in labor and post-partum better rest and relaxation on a more comfortable bed.

"This is incredible, that a rather small group of women can come together and make a huge impact at a big hospital," Yokley said. "To me, being able to say 'I helped provide this for Mercy' is amazing."

Zanoff added, "I feel that it's important to be involved with my local faith-based hospital, and the Society allows me to give back on a larger level than I could personally. You feel like you're really making a difference for a great cause."



At the Bentonville Film Festival Luncheon: Kasie Yokley, Martha Bergant, Leslie Zanoff and Susan Barrett.

## Women with a Mission Members FY2015

Cyndy Albaugh	Debi Havner	Linda Scott
Sr. Lisa Atkins	Karen Inlow	Julie Short
Susan Barrett	Margaret	Nicki Sidani
Martha Bergant	Jurgensmeyer	Kim Simpson
Cindy Blair	Marylou Kilgore	Marie Simpson
Diane Callahan	Helen Lampkin	Serena Smith
Jo Chastain	Sara Leonard	Bette Stamper
Yvonne Chauvin	Karen Leach	Joi Swanson-Knight
Missy Clifton	Alison Levin	Nancy Trammel
Susan Duke	Ellen Martinez	Darlene Tuohy
Nadia Durasamy	Michele O'Brien	Becky Umbarger
Karen Ellison	Dr. Becky Paneitz	Angela Warnock
Laura Farar	Linda Phillips	Tina Winham
Suzy Fehlig	Dawn Pianalto	Kasie Yokley
Cheryl Fulton	Martine Pollard	Leslie Zanoff
Susan Goss	Charlotte Rankin	Mary Zettle
Vanessa Harper	Melissa Reagan	
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Clark Ellison  
Dr. Steve Goss  
John Halstead  
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Benny Stover  
Andy Thompson

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For a complete list of  
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Mercy Clinic Downtown Rogers.

## New Clinic at an Old Busy Intersection

Last November, Mercy Clinic Downtown Rogers opened its doors to new and existing patients (from Mercy Clinic West Elm), thanks to generous donations from community members like Dick and Nancy Trammel.

Maintaining Mercy's downtown presence is a commitment that has strengthened with the new clinic, which is located at one of the town's welcoming intersections: 2nd St. and Hwy. 112.

"That's old Rogers there, and that spot has been vacant for a long time. I've turned at that corner every day for the last forty years," says local businessman and philanthropist Dick Trammel, a self-described 'Mercy fan.' Dick served on the Board

of Directors for Mercy Health Systems of Northwest Arkansas and currently serves on both the foundation and hospital board of directors. His wife Nancy has served on the Women with a Mission steering committee.

The 7,500-square-foot clinic houses radiology and laboratory services in addition to primary care provided by Dr. Garrett, Dr. Potts, Dr. Wink, and Kelly Pruett, APRN.

"When patients see us, the goal is to be able to meet all of their needs right there," says Dr. Steve Goss, Mercy Clinic president. "If they need a lab drawn or an x-ray taken, being able to say, 'step right into this room,' versus drive five miles across town, is a good thing.



Dick and Nancy Trammel at the Downtown Rogers Clinic opening.

To keep our community healthy, we must make health care as convenient as it can possibly be."

"I can't say enough good things about Mercy and the people who work there. They're determined to give the best care possible to their patients, and not every hospital can say that. They're very dedicated - and we're blessed to have Mercy," adds Nancy.

The lobby of the Downtown Rogers facility is named for the Trammels, who donated \$50,000 toward

the facility's construction.

"When they wanted to build a downtown clinic, we saw an opportunity to make a contribution. We're glad that we have a charitable trust and can donate through planned giving," Dick says. "But philanthropy is more than just giving away money. The greatest thing you can do is help people."

# Mercy Health Foundation Fort Smith

## Dear Friends of Mercy

Dear Friends and Supporters,

We are continually amazed at your outpouring of support for Mercy's health care ministry here in the River Valley. Your gifts are important and your partnership is valued. Donors like you have made a lasting and meaningful impact on our community's health.

Throughout the 13 counties we serve in Arkansas and Oklahoma, our purpose is clear and steadfast - we are committed to building a healthier community. Beyond treating illness, we strive to help you live a better life. With your help, we've increased access to care, introduced greater technology and started new health programs.

In 2014, we built and opened three state-of-the-art Mercy facilities in Fort Smith - two primary care clinics and the orthopedic hospital. Mercy Hospital Fort Smith was named the River Valley's top hospital for the 11th year in a row by National Research Corporation, earned The Joint Commission's Primary Stroke Center certification and was named a Center of Excellence for Metabolic and Bariatric Surgery by the Surgical Review Corporation.

Mercy Clinic also added 26 new providers last year - 20 physicians and six advanced practitioner nurses. These additions brought the number of Mercy Clinic providers to 150, offering primary and specialty care in Booneville, Cedarville, Charleston, Magazine, Mansfield, Ozark, Paris, Sallisaw, Van Buren and Waldron, as well as Fort Smith.

Of course, we didn't do it alone. Last year, you and other local donors gave more than \$1.2 million to support projects such as the expansion of Mercy's Breast Center and Sleep Center, and the creation of Arkansas' first STAR Program (Survivorship Training and Rehabilitation), which offers recovery rehabilitation to cancer survivors. You helped us provide prescriptions, medical tests, doctor visits and procedures to ensure the dignity and well-being of our most vulnerable neighbors. You gave support to families who faced financial hardship due to a medical emergency, and your gifts even helped purchase life-saving equipment to better serve the community in our hospitals and clinics.

Philanthropy is as integral to Mercy's ideals as our highly skilled providers and cutting-edge technology. And, as friends of Mercy Health Foundation, your input and guidance will be extremely important this year as we embark on a new campaign to expand the hospital chapel, completely renovate the emergency department and upgrade our inpatient rooms in Fort Smith.

We are grateful for your continued support. Thank you for helping us fulfill our mission of bringing to life the healing ministry of Jesus through our compassionate care and exceptional service.

Sincerely,



**Ryan Gehrig,**  
FACHE  
President, Mercy  
Hospital Fort Smith



**Cole Goodman,**  
MD, FACS  
President, Mercy Clinic  
Fort Smith



**John Davis, CFRE**  
Executive Director,  
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**Jim Bruning**  
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### A Special Thanks to Our FY 2015 Donors

Mercy Health Foundation Fort Smith is grateful for the support of the following individuals, organizations and corporations for their generous gifts of \$100 or more received July 1, 2014 - June 30, 2015.

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Hands for Mercy

#### \$50,000 - \$99,999

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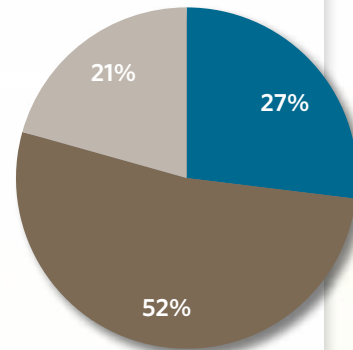
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## Mercy Health Foundation Fort Smith Sources of Gifts

Source	%	FY 2015 Total
■ Mercy Way	27	\$332,529
■ Organizations	52	\$646,822
■ Individuals	21	\$254,799
	<b>100</b>	<b>\$1,234,150</b>



## Your Dollars Providing Care

Your gifts to Mercy Health Foundation Fort Smith helped build world-class health centers, bought cutting-edge equipment and extended healing health services to our most vulnerable River Valley neighbors. Below is a measure of the impressive impact donors made last year.

### Mercy Fort Smith Sleep Center **\$1,200,000**

Expand the Mercy Fort Smith Sleep Medicine program into a new and larger state-of-the-art, hotel-like sleep center, elevating Mercy to the leading provider of sleep medicine in the River Valley.

### Mercy Fort Smith Breast Center **\$816,260**

Expand and renovate the Mercy Fort Smith Breast Center. Since completion, we are helping 30% more patients with access to annual testing, and have reduced the average wait time from initial detection to further testing and results by 15 days.

### Mercy Hospital Ozark **\$99,928**

Purchase and install state-of-the-art cardiac monitoring equipment in the Ozark campus to better serve patients of that community presenting with cardiac issues, and avoid the need to transfer them to the Fort Smith campus.

### Breast Cancer Awareness and Screening Services **\$77,095**

Increase awareness and breast screening among underserved populations and provide direct assistance for mammography and diagnostics.

### Women in Philanthropy **\$61,551**

Improve and expand a number of service lines with the purchase of a pneumatic tube system, a special blanket warmer to maintain patient body heat, bili blankets and special infant scales to help our youngest patients, and a complete renovation of the Labor and Delivery waiting area.

### Assistance for the Poor **\$49,471**

Help families and individuals who faced unexpected or overwhelming financial hardship due to their medical condition, with support such as utility, food, transportation or rental assistance.

### Pediatric Unit **\$30,151**

Replace and add new furniture to the Pediatric Unit, including fold out beds for parents to stay with their sick children.

### STAR Program **\$25,230**

Help cancer survivors regain their previous health through rehabilitation and other restorative therapy.

### Music Therapy Program **\$20,650**

Tend to the healing needs of the whole person with therapeutic, in-room music.

### Hospice and Palliative Care **\$19,850**

Ease the transition of patients and family with end-of-life care needs such as burial assistance.

### Medical Staff Education **\$16,858**

Educate and maintain a first-class staff of health care providers and administrators.

### Prescription Assistance **\$13,309**

Assist patients with life-saving medications.

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## Women in Philanthropy Make an Impact

Women in Philanthropy (WIP) are women leaders and philanthropists who advocate on behalf of, and give generously to, Mercy in Fort Smith. Since 2008, they have given over \$200,000 to support critical needs in the Hospital.

In 2014, 40 WIP members, each of whom support Mercy with a minimum \$1,000 annual gift, generously funded a pediatric pneumatic tube system, blanket warmer and transport cart, an infant scale for the emergency room, four bili blankets and a child's sand table and chairs.

"Mercy has a longtime tradition of helping people in need, and Women in Philanthropy help with that in a small but necessary way," said Sandy Dixon, a member for the past three years. "Sometimes it's the little unexpected things that make a difference, and the women's support helps to fill in those gaps."

These women leaders continue to make a significant impact on the health of our River Valley community - and for that, we are all extremely grateful.

### 2015 Women in Philanthropy Members

Shera Bean	Susan Fiori	Abby Novak
Leslie Borengasser	Robin Flippin	Cathie Porter
Margaret Brandebura	Sally Frick	Marianne Rataj
Ann Bruning	Kristen Gehrig	Sharen Reeder
Michelle Butler	Staci Goodman	Kathy Remerscheid
Leisha Callan	Elizabeth Hauptert	Mary Riche'
Sondi Catsavis	Michelle Hood	Romona Roberts
Lucy Coleman	Hillary Hubbard	Maude Jeter-Rogers
Sandy Dixon	Deanna Infield	Linda Spradlin
Delilah Easom, MD	Laura Keep	Jennifer Thomas
Ann Echols	Joan McCoy	Linda Udouj
Michaela Files	Judy McGruder	Melissa Udouj
Rachel Fiori, MD	Tracy Moore	Kelly Underwood
	Carrie Nash	

# Corporate Partnerships are Important: Gerdau Patient Resource Library Complete

The Gerdau Patient Resource Library was unveiled August 13, 2014. First National Bank, The Hennessy Foundation and Gerdau Special Steel supported the funding and renovation to the Hembree Cancer Center. This was the first renovation to the facility since its opening in 1994, and the Patient Resource Library was the final addition to the project. Mercy Health Foundation raised more than \$700,000 to help support this project.

The Gerdau Patient Resource Library features educational materials, medical information and a computer with internet access. In the library is a work of art by Little Rock artist, Guy Bell, titled "First Light."



Tom Taborek, Jennifer Pogue and Darrell Moore of Gerdau attend the library dedication ceremony.

According to Traci Webb, director of oncology services, the inclusion of the art is intended to be inspirational for patients experiencing exceptionally difficult challenges as they fight cancer. "There are analogies that compare a cancer patient's journey to the path of the sun," she said. "Before diagnosis, the patient typically starts

their cancer battle doing okay, the sun's still out and things seem somewhat optimistic. As the sun goes down and night falls, much like the time of diagnosis and throughout care, things become darker and more difficult. The sunrise in the morning symbolizes the ending of the cancer patient's treatment. As the sun rises, there is renewed hope and motivation to continue on."

Gerdau's partnership is a shining example of for-profit and not-for-profit organizations merging to build stronger medical services here in the River Valley. We are so grateful to Gerdau for their generous support of Mercy!

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# STAR Program Leads State in Cancer Survivor Rehabilitation Care

Your gifts through the 2014 Mercy Health Foundation Fort Smith Golf Invitational, funded the start-up of the STAR (Survivorship Training and Rehabilitation) program. First of its kind in the state of Arkansas, STAR is a rehab-focused survivorship program for oncology patients.

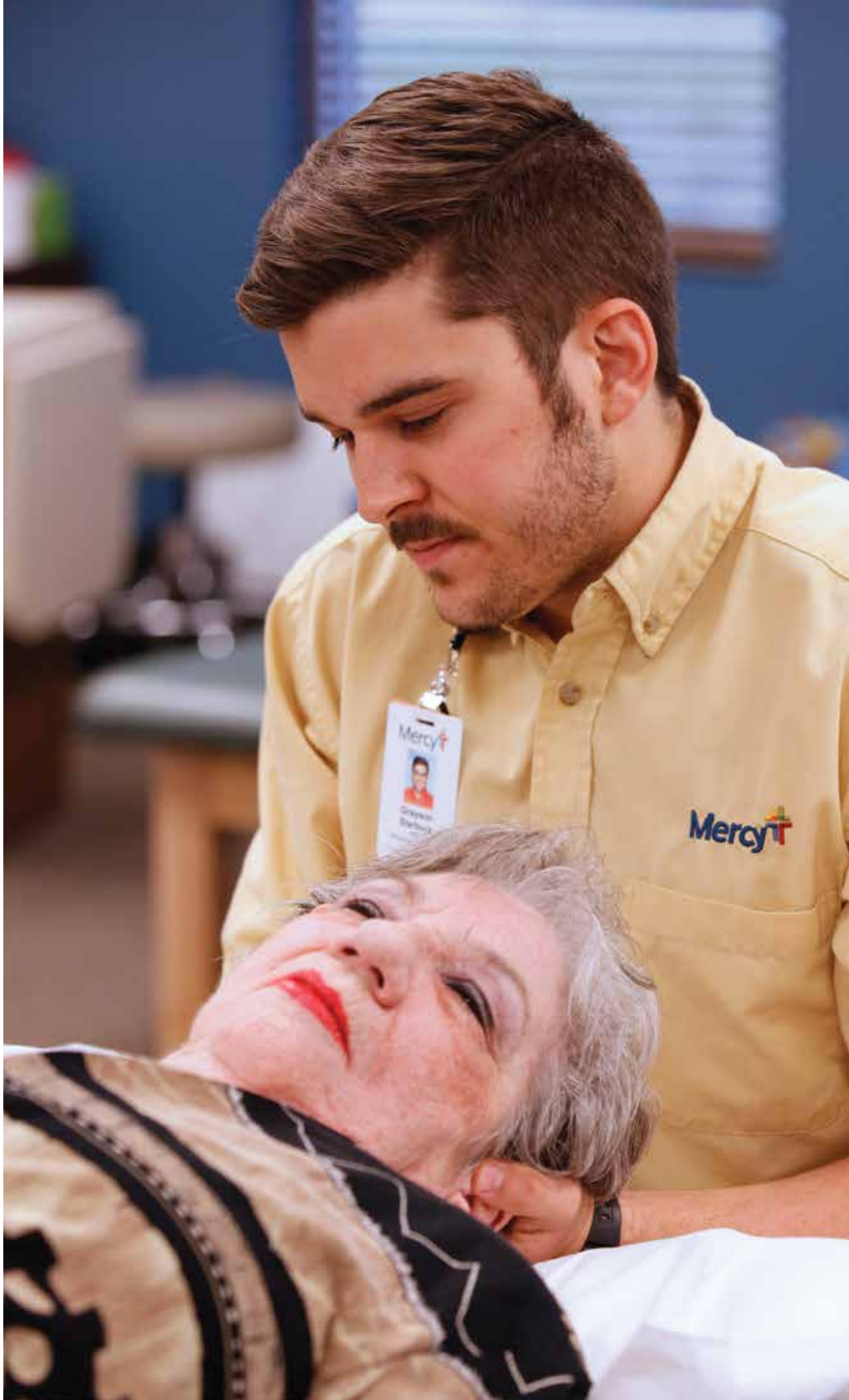
Mercy Rehab and Oncology Rehab Partners teamed up to provide rehabilitation in every oncology patient's treatment plan. This helps the patient gain increased range of motion, improves lymphedema, increases strength and energy and even helps to alleviate pain.

The goal is to help patients regain as much pre-diagnosis functionality as possible... and it's working!

Conventional treatment may focus solely on a regimen of chemotherapy or radiation. The STAR program is comprehensive and holistic, taking into consideration all health issues the patient may be facing - like pain, stress and fatigue," said Nick Virden, PT, DPT, the Mercy Oncology Rehabilitation STAR Program Coordinator. "Those symptoms decrease with this program, and we've seen a lot of gratitude from our patients."

The program also points patients to other opportunities they can utilize in their recovery - the Mercy Fitness Center, Mercy Pastoral Care and even partner agencies such as the Donald W. Reynolds Cancer Support House.

Your gifts have made an impact! Studies suggest that up to 68% of all oncology patients need rehabilitation health services, but often are not aware of how to access them. Before STAR, only 1% of our oncology patients were seeking rehabilitation as part of their overall treatment and recovery management. In less than a year, we now reach more than 16% of our cancer patients with needed rehabilitation - a number that continues to grow.



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## Mercy Fort Smith Leads the Ministry in Co-Worker Giving Participation

The greatest part of living is giving. Mercy Way is a co-worker giving campaign where co-workers elect to donate money from their paycheck to help underserved patients, communities and even other co-workers.

Over 55% of Mercy Fort Smith's co-workers participated in the 2014-2015 campaign, for a combined total of \$401,000!

What if... your friend couldn't afford to pay for their mother's funeral and received assistance?

What if... a patient's newborn needed intensive care and could receive it here at home in Fort Smith?

What if... medical-related lost income left you behind on bills and you were able to receive help?

What if... your friend could receive bedside therapeutic

music while at Mercy Hospital Fort Smith?

Co-worker contributions through Mercy Way ensure these and many more needs of the most vulnerable are met each day.

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Left to right: Lauren Mays, Marie Holland and Natalie Hedrick join the festivities at the White Christmas Charity Ball.

## Mercy's White Christmas Charity Ball

Building on 46 years of success, Mercy Health Foundation Fort Smith's 2014 White Christmas Charity Ball broke attendance and fundraising records - more than doubling those totals from any of the previous years! Approximately 730 attendees helped raise \$230,000 in support of Mercy's medical ministry in Fort Smith and the River Valley.

The evening kicked off with a VIP reception and cocktail hour, followed by a special presentation during dinner by Ryan Gehrig, President

of Mercy Hospital Fort Smith; a festive fundraising appeal led by Bennie Westphal and special guest, Dick Trammel; and a live auction hosted by Paul Rainwater.

Danny Gokey, hit BMG recording artist and top three finalist of American Idol, season eight, headlined the event with an electrifying performance of Christmas favorites, familiar covers and selections from his current Christian chart-topping album, Hope in Front of Me. The crowd gave him a standing ovation and VIP guests posed for photos with Gokey after his performance.



Hit BMG recording artist Danny Gokey wowed the crowd with his mix of holiday and pop music.

Proceeds from the event provide assistance to children, families and seniors who find it difficult to access the medical care they need. A special focus for funds raised is a new ministry called Mercy's Non-Emergency Patient Transport Program. This service ensures patients have reliable transportation to and from their treatments and doctor appointments.

A big thank you goes out to our gracious sponsors, Mercy co-workers and volunteers who made the 2014 White Christmas Charity Ball one for the ages!



Left to right: Sr. Lisa Atkins, Sr. Sarto Gaffney, Sr. Dorothy Calhoun and Brent Hubbard enjoy the VIP reception.



Above: Mercy Directors and Administration gather for the Blessing and Dedication Ceremony of the Foundation-funded Mercy Fort Smith Sleep Center.



Above: Tom and Roberta Moss embrace.

## Planned Giving: Moss Family Legacy Lives On in New Mercy Sleep Center

Thomas and Roberta Moss lived simply and gave modestly in their later years. They made plans, though... plans to leave an impactful legacy beyond their years here on earth. Now their thoughtfulness and generosity has provided yet another Mercy facility for the Fort Smith community.

Already, the Thomas and Roberta Moss bequest has renovated the Mercy Hospital Fort Smith cafeteria (a place where they enjoyed dining) and expanded the Mercy Breast Center to provide cutting-edge women's health services to 30% more patients annually.

Their gift now grows with a new home for our sleep medicine program at the Mercy Fort Smith Sleep Center. Access to sleep medicine in the River Valley is in critically short supply. With the Moss family's help, the new "hotel-like" Center will increase sleep study capacity by almost



500 patients annually – effectively reducing wait time from months to a few weeks.

Thousands of our River Valley neighbors suffer from sleep disorders. Insufficient sleep is linked to the onset of chronic diseases and conditions such as diabetes, cardiovascular disease, obesity and depression. With 90% of sleep-related disorders going undiagnosed, the results can be life threatening.

Through the thoughtful planning of their estate,

Mr. and Mrs. Moss were able to touch the lives of thousands in our cafeteria and Breast Center. Thanks to their dedication to Mercy and its mission, patients dreaming of better health will soon utilize the Mercy Fort Smith Sleep Center. What an amazing testimony to the power of planned giving from one local couple – and an incredible legacy of love.

For more information about planned giving, go to [mercy.net/fortsmithar/giving](http://mercy.net/fortsmithar/giving).

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Baby Deidre didn't breathe or have a heart beat for the first 12 minutes of her life.

## Birdies Fore Babies Golf Tournament Saves Infant Lives

### First baby to use critical cooling system funded by golf outing

Deidre Emma had a challenging start to her life, but luckily Mercy Hospital Fort Smith's Level III Neonatal Intensive Care Unit (NICU) had equipment that could help... right here at home.

"My daughter delivered at another hospital in town," said Shawn Rogers. "The baby came out pulseless, and they performed CPR for twelve minutes."

Rogers, who is a paramedic with 24 years experience, knew that his granddaughter was in serious trouble. "I told everyone that they'd take the baby to Children's Hospital in Little Rock, but then they said they were transferring her to Mercy. I didn't know what to think...but man,

the care she received blew me away."

Little Deidre was affected by hypoxic ischemic encephalopathy (HIE), which is a complication from a reduced level of oxygen to a baby's brain or body. She was the first infant to use the Mercy NICU's critical cooling system, which uses a water-filled cooling mattress to reduce body temperature to 92° for three days – long enough to interrupt brain injury.

This life-saving system was purchased with direct proceeds from Mercy Health Foundation Fort Smith's annual Birdies Fore Babies Golf Classic.



John Davis, Ryan Gehrig, Dr. David Hunton and John Hunton tee it up at Hardscrabble Country Club for 2015 Birdies Fore Babies Golf Classic.

Rogers noted that when the doctors first did an electroencephalogram, or EEG – a test that detects electrical activity in the brain – it indicated that his granddaughter had severe brain damage. After the three days, there was a follow-up MRI and then another EEG, which showed normal results. A six-month follow-up

was normal as well; Deidre has made a 100% recovery. "I can't say enough great things about Dr. Coloso and the staff. We'd see Dr. Coloso holding Deidre

when we'd come to visit – he's a great man. And gosh, it's so nice to have this facility right here in our town. I'm forever in debt to Mercy's NICU."



Shawn Rogers (grandfather) holds baby Deidre close.



Thanks to the NICU team, equipment purchased from Birdies Fore Babies Golf Tournament and the blessing of a miracle from above, today Deidre shows no sign of permanent damage.

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