

# FULFILLING OUR PROMISE

ANNUAL REPORT 2013





SONOMA VALLEY HOSPITAL

## **FULFILLING OUR PROMISE**

2013 ANNUAL REPORT

## SONOMA VALLEY HEALTH CARE DISTRICT

### Board of Directors 2013



Peter Hohorst

Jane Hirsch

Bill Boerum

Sharon Nevins

Kevin Carruth



## LETTER FROM THE CHAIRMAN

# A YEAR OF CHALLENGE AND CHANGE

This year manifested three dynamics: continued dedication to the quality of care by clinical staff, administrative leadership and your Board of Directors; management of new financial challenges; and response to industry-wide changes. The practice of care is about providers, and we receive heartwarming stories every day about the compassion and attentiveness patients receive at Sonoma Valley Hospital. Now, thanks to years of determination by Hospital leadership, and made possible by the community's extraordinary political and financial support, we have our new, completed, Emergency Care and Surgery Center and the state-of-the-art facilities to match our hallmark quality care. The new Sonoma Valley Hospital will stand out as a place of pride for Sonoma Valley.

Health care is the most complex industry in the country and its financial challenges are frankly at times dismaying. Between top line revenue and bottom line net income, factors such as reimbursements from our mix of patients along with our cost structure make for a never-ending struggle – never surprise-free. Ongoing advances in the technology of health care, as well as some of the mandates of the Affordable Care Act, continue to impact inpatient volumes. But we are adapting. Our new facility will attract more surgical volume – our financial life's blood. We are strengthening our outpatient, wellness and rehabilitation services. We already are serving the community with our Skilled Nursing Facility, and we are expanding our Home Health services into the North Bay. We continue to engage regional alliances and, close to home, have enlivened an Integrative Health Network engaging community providers.

We should take to heart the sage advice of an eighteenth century honorary “doctor” renowned for his natural and political science, Benjamin Franklin. On the event of the U.S. Constitution, Doctor Franklin remarked, “We have given you a republic, if you can keep it.” So it may be said: We have given you a new hospital – or more precisely, you have given it to yourselves – now it is up to all of us to keep it by using more of its services.

Bill Boerum, Chairman of the SVHCD Board of Directors



*Bill Boerum*



Electronic Records  
for High Quality  
and Safety

Restoring Health through  
Intensive and  
Acute Inpatient Care

High Level  
Specialty Care  
through Telemedicine

Environmentally  
Conscious

Extended Care  
with Skilled Nursing  
and Home Care

Affiliation with  
Marin General Hospital  
and Other Hospitals

Health Maintenance  
through Occupational Health  
and Outreach

Outpatient  
Rehabilitation  
Therapies

Diagnostics  
and Screening  
for Health Awareness

Healing with  
Integrative Health  
Practitioner Partners

Partnering to Create  
a Healthier  
Community by 2020

Improving Health  
via Women's  
and Senior Wellness

Improving Lifestyles  
with Weight Loss and  
Orthopedic Surgery

Family Centered  
Integrative Birth Place

Excellent Physicians  
Dedicated to Sonoma

Modern, State-of-the-Art  
Emergency  
Department

New Patient Centered  
Surgery Center

## VIEW FROM THE CEO

# FULFILLING OUR PROMISE

This year, we have truly begun to fulfill our promise to the Sonoma Valley. After three years serving as the CEO, I am happy to report that all the pieces are coming together to form a healthy hospital. Our Hospital team and our partnerships with Marin General Hospital, Meritage Medical Network, Prima Medical Foundation, plus health insurers such as Western Health Advantage, are enabling us to create the seamless healing network our mission calls for and our financial success depends on.

The big news, of course, is that our amazing capital campaign leaders inspired our community to help fund the new wing and we are now very close to our \$11 million goal. When we open the doors in November, Sonoma Valley Hospital will be completing its transformation into a place of healing and a hospital in which we can all take pride.

Over this past year, we have focused not only on construction and fundraising – including completing our state-mandated seismic upgrades – but also on planning how best to fulfill our mission. We updated our strategic plan and carefully reassessed our opportunities. For example, we now have a fully staffed Women's Health Program and have recruited the last physician we needed to complete our team of specialists here in Sonoma. In addition, our healing philosophy has really taken off with wellness programs addressing the needs of many in our community.

This year has not been without its financial challenges. We dealt with these by responding rapidly and changing our focus to address the entire continuum of health care, versus the previous focus on inpatient acute care. I have never experienced such a profound change in health care as we experienced in 2013, but I believe SVH is now well positioned for the future. I know I speak for everyone in this Hospital in saying that this is an exciting time for us, and we would not be celebrating if it were not for this extraordinary and giving community. Thank you!

Kelly Mather, President and CEO, Sonoma Valley Hospital



*Kelly Mather*

*Opposite page: CEO Kelly Mather  
with Sonoma Valley Hospital  
Leadership Team*



## TABLE OF CONTENTS

- 5 Letter from SVHCD Board Chair
- 7 Letter from SVH President / CEO
- 8 Table of Contents

### THE COMMUNITY STEPS UP - AGAIN

- 10 The Campaign Cabinet

### CELEBRATING OUR NEW HOSPITAL

- 12 A Story of Creativity, Cooperation and Vision

### OVER 40 YEARS OF DESIGNATED ER SERVICES

- 14 Patient Stories

### HIGH QUALITY CARE - ALWAYS

- 18 Quality 2013

### FINANCIAL HEALTH IN TUMULTUOUS TIMES

- 20 Financial Summary for Fiscal Year 2013

### WOMEN'S HEALTH NOW WHOLE

- 22 A New Physician and Resource for Women

### HEALING HERE AT HOME

- 24 Patient Stories

### SERVING SONOMA BUSINESSES

- 28 Fulfilling the Mission of the Hospital Every Day

### TEAM APPROACH ENHANCES HEALING

- 30 Integrative Health

### CREATING A HEALTHY COMMUNITY

- 32 Reaching Out to All Ages for Lifelong Health

### REFLECTIONS ON CHANGE AND PROGRESS

- 34 Jerome Smith, MD, Chief of Staff

### OVER 60 YEARS OF VOLUNTEERING

- 36 The Sonoma Valley Hospital Auxiliary

### PHILANTHROPISTS OF SONOMA VALLEY

- 38 The Sonoma Valley Hospital Foundation

**OUR**

To res  
and imp  
of everyone

## OUR VISION: S

recognized, comp  
known for excelle  
serve as the guide a  
community mem

INSPIRING SPIRIT  
EMOTIONAL SUPPORT  
MENTAL RELAXATION  
PHYSICAL HEALING



## OUR MISSION:

to store, maintain  
improve the health  
in our community.

SVH will be a nationally  
passionate place of healing  
excellence in clinical quality. We  
and indispensable link in our  
members' health care journey.

ACUTE CARE  
PATIENT WELLNESS  
HEALTHY COMMUNITY

## FOUR LEVELS of HEALING

SONOMA VALLEY HOSPITAL

## OUR VALUES: C.R.E.A.T.I.N.G

### Compassion:

We show consideration of the  
feelings of others at all times.

### Respect:

We honor and acknowledge the  
value of the people, places and  
resources in providing care.

### Excellence:

We strive to exceed the  
expectations of the people  
we serve.

### Accountability:

We are reliable, self-responsible  
owners of the outcomes of  
our organization.

### Teamwork:

We are productive and  
participative staff members  
who energize others.

### Innovation:

We seek new and creative solutions  
to deliver quality healthcare.

### Nurturing:

We cultivate, develop and educate  
those with whom we work to  
achieve their highest potential.

### Guidance:

We direct and lead our community  
members through their health care  
journey and in health improvement.

*Healing Here  
at Home*







# THE COMMUNITY STEPS UP - AGAIN

## THE CAMPAIGN CABINET

When strategist Simon Blattner asked organizer David Good to join him in helping SVH's Capital Campaign to finish the new Emergency Room and Surgical Center, the cause caught his attention. Urged by Gary Nelson, who, with his wife Marcia, had already ignited the Campaign with their \$3 million gift, inspired by the leadership of CEO Kelly Mather, and aligned with Blattner's own passion to make sure everyone in the community has access to emergency healthcare, Good joined Blattner as co-chair of what they called the Campaign Cabinet. "The people we turned to," says Good, "were proven community advocates, busy and already committed to other causes. From the beginning, their dedication and teamwork have been exceptional." Mather met routinely with the group and was active in the campaign, living her philosophy of "health care for all Sonomans, one patient at a time".

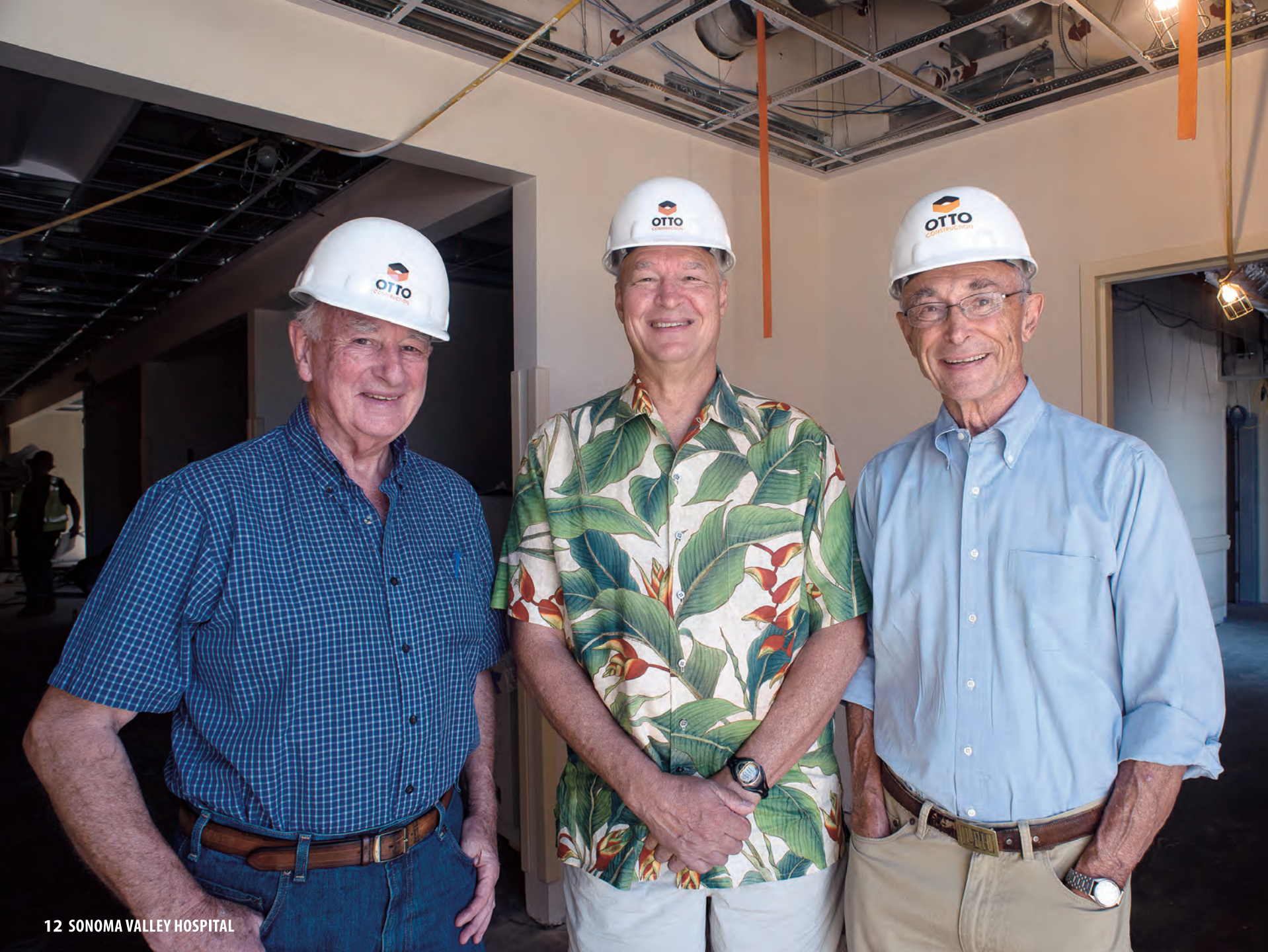
Just as the Cabinet was getting under way, well-known Sonoma philanthropists Les and Judy Vadasz announced a \$2 million challenge to the community, and the community began stepping up. The Vadasz challenge was met by the end of July, and right on the heels of that came another challenge from Arline and Buddy Pepp, who proposed a \$250,000 matching challenge. As of this printing, the end of the campaign is in sight. For Blattner and Good, this brings a deep sense of gratitude to the Cabinet and the community.

*"We're not part of the community unless we're helping everybody have access to the same level of service," says Blattner. "We are investing in Sonoma," says Good, "and leaving a lasting legacy for future generations."*

*Campaign Cabinet and Advisory Council members pictured opposite (L-R): John Gurney, David Good, Tom Culligan, Bill Lynch, Simon Blattner, Bill Brinton, Rose Mary Schmidt, Gerry Brinton, Karen Collins, Diana Tolpegin, Randy Derwingson and Joe Aaron.*



*Campaign Steering Committee members (L-R):  
Harmony Plenty, David Good, Gary Nelson,  
Simon Blattner and Kelly Mather.  
Not pictured: Darius Anderson*





# CELEBRATING OUR NEW HOSPITAL

## A STORY OF CREATIVITY, COOPERATION AND VISION

Almost five years to the day that Measure P was passed, the new wing will be completed, licensed and opened to the public to provide the high quality medical care our community expects. While the process was complex and time consuming, the outcome is superlative.

For more than 18 months the Design-Build Team of Otto Construction, Nacht & Lewis Architects and Carl Gerlach's Facility Advisory Committee worked to design and cost estimate our project. Their collaboration was creative, morphing a new central utility plant and a plan to renovate the central wing per the Bond Measure into a totally new Emergency Department and a state-of-the-art Surgical Suite.

Norman Gilroy's contributions were invaluable: forays into the archives in Sacramento to unearth old drawings and documents and innovative ideas drawn from his considerable experience in hospital architecture and design. A major cost saving was achieved with the help of Jim Willburn, retired Chief Engineer, by developing a phased replacement plan for the central utility plant equipment instead of housing it in a new building. The decision to add a second floor to the Emergency Department to accommodate the new Surgical Suite was made early in the process, though it meant additional funds would be required to complete the project. The reasoning was simple: surgical suites are the financial engines of a hospital. A first-class Surgical Suite would position Sonoma Valley Hospital to attract doctors from the surrounding area to perform surgery on Valley residents in our Hospital rather than elsewhere.

The Emergency Department is a gem! Its design is the work product of the Nacht & Lewis design team and Dr. Robbie Cohen, the Hospital's Chief Medical Officer and long-time ER doctor. A separate triage room for evaluation and eight treatment beds (vs. five now) translate to less patient wait time. All rooms are screened by glass partitions, providing for greater patient privacy while maintaining visual access from the nurse's station. The second floor west tower upgrades include a Surgical Suite waiting room and renovated patient rooms complete with Wi-Fi. Add in a staff dedicated to patient centered care, and it should not be a surprise to find "there's a new hospital in town!"

Peter Hohorst, Board member, Sonoma Valley Health Care District

*Opposite (L-R): Norman Gilroy, Carl Gerlach, Peter Hohorst.*

# OVER 40 YEARS OF DESIGNATED EMERGENCY SERVICES

## A BIKE RIDE AWAY FROM HELP

On a sunny Memorial Day bike ride, 9 year old Sergio Hernandez leaned down to scratch his leg – and began a summer- long drama to save the tip of his middle finger, which got caught and severed, in his bike chain. “I started screaming,” he says, “and called my mom and said, ‘My finger’s chopped off!’” Mireya Hernandez called her husband and they each raced to the bike path by Sebastiani Winery. Mireya gathered up Sergio and drove to the hospital and Sergio Sr. stayed to look for the finger. “It took just a few minutes to get to the hospital,” says Mireya, “but we called us in and called California Pacific Medical Center right away.” The middle finger on Sergio’s right hand was severed just below the fingernail, and for there to be a chance of making it whole, he would require microsurgery – and the missing tip.

Sergio’s dad, meanwhile, had found the tip, wrapped it in a towel, and was on his bike, racing to the ER. “I’ve never ridden a bike that fast across the roads without stopping.” When he got there, they were ready for him. “They opened the door and they were like, ‘Do you have the finger?’ And I go, ‘It’s right here!’” they grabbed it and put it on ice.” The boy was in surgery for about three hours at CPMC and even so, the doctors gave the finger a 50/50 chance. “But it worked like a miracle,” says Sergio Sr. “You’re never prepared for freak accidents like that. They can catch you by surprise. Just when you think you’re going to have a normal day, one moment, gone the next!” He laughs and says he is glad the Hospital of Sonoma Valley, where Sergio’s sister, says, “It was scary.”

*Right (L-R): Mireya and Sergio Hernandez and Hennessy  
Opposite (L-R): Shane Saxton, RN, Leslie Wren, RN, Nawaar, RN,  
Jared Hubbell, MD, Director of Sonoma Valley Hospital Emergency Department,  
Linda Downey, RN, Mary Ann Downey, RN, and Sergio Hernandez*







**EMERGENCY**

**ic Emergency Medical Service  
Physician on Duty**







# OVER 40 YEARS OF DESIGNATED ER SERVICES

## WHEN EVERY SECOND COUNTS

It was a pleasant afternoon last year in May. Mollie Collins was at home at her desk and her husband, Dennis, had gone out to the bank. “I was typing a happy birthday note to my grandson and all of a sudden, I couldn’t type. These last two fingers wouldn’t work. And I thought, That’s strange. Maybe I should lie down.”

She got up to go into the bedroom to lie down, not knowing that her whole right side “was gone.” She lurched forward into the hallway, where she realized that if she couldn’t catch herself, she would tumble down the stairs onto the stone floor below. “Somehow I caught myself as I was about to go over.” She says. “But I didn’t panic. I just thought, This is strange.” When Dennis came home, she called out, “You’d better come upstairs, something is wrong.”

Mollie had had a small stroke a number of years before, and when Dennis appeared, he already had the phone in his hand and was entering 911. She heard him say, “My wife’s had a stroke!”

Paramedics arrived, got her to Sonoma Valley Hospital, gave her a CAT scan and within minutes she was being examined and diagnosed by the stroke specialist at California Pacific Medical Center – in real time, right in the ER, through the SVH telemedicine capability. The CPMC specialist diagnosed her as having a hemorrhagic stroke (which is a bleed, as opposed to an ischemic stroke, which is a clot, and requires the very opposite stabilization intervention) and told the ER doctors what they needed to do. Without the proper diagnosis, she could have died. She is grateful and amazed by the capability of the Hospital. “What an incredible resource they have here!”

*“It’s one thing to go into the ER with a broken arm or bee sting, but it’s another kettle of fish to know that you can go there when your life is in the balance. Again, it’s being able to get to the right people at the right time, so they can start the treatment.” Mollie Collins*

*Opposite page: Mollie Collins at home*

# HIGH QUALITY CARE - ALWAYS

## QUALITY 2013

It takes a community of skilled, compassionate and dedicated team members to provide the high quality patient care delivered daily at Sonoma Valley Hospital. Year after year, this team provides the community of Sonoma with safe, quality patient care that meets or exceeds national benchmarks. Our physicians, staff and leadership continually focus on how we can provide a safer environment through our "Culture of Safety" Program that encourages proactive identification and correction of unsafe situations for our patients as well as the team. We actively seek out new medical and surgical best practices to ensure that community members have state-of-the-art care and the best outcomes possible. We work to provide a care environment that always places the needs and concerns of patients and their families at the forefront. Consequently, our nationally benchmarked quality outcomes demonstrate the effectiveness of the care we provide and our patient satisfaction is very high. We are particularly proud to say that:

- Our Hospital Acquired Infection rate is lower than national benchmarks;
- Our Heart Care Quality Outcome Measures place us in the top 10% of all hospitals;
- Our Surgical Care Quality Outcomes meet and exceed national benchmarks;
- Our Total Joint Program has not identified any surgical site infections for two years;
- Our Patient Satisfaction Surveys demonstrate high community satisfaction with the ED care received as outpatients and inpatients;
- Our Home Care Program is among the top 25% in the nation for quality of care;
- We received a very prestigious award for quality of care in our Skilled Nursing Facility; and
- We were recognized by the Johns Hopkins Institute for Patient Safety & Quality as being 4th in the nation, for small community hospitals, for providing excellent after-hospital care instructions and education.

The Quality Committee of the Board has developed a Board quality dashboard, a quality report card and started an effort to make our quality data more interesting and meaningful for our community. These reports and other quality information will be available on our website.

*The Quality Committee, pictured opposite: Left to right: Howard Eisenstark, MD, Robert Cohen, MD, Jane Hirsch, RN, Sharon Nevins, Leslie Lovejoy, RN, PhD, John Perez and Susan Idell*





# FINANCIAL HEALTH IN TUMULTUOUS TIMES

## FINANCIAL SUMMARY FOR FISCAL YEAR 2013

Fiscal year 2012/2013 was a year of ups and downs financially for SVH and the hospital industry. On the upside, outpatient volumes continue to grow as technology continues to improve. The downside of this is fewer inpatient stays as the insurance companies require outpatient services without admission to the hospital. This includes Medicare, SVH's largest payer. Our experience with this shift in patient care services is consistent with all hospitals across the United States.

A Federal Government program, The Recovery Audit Contractors (known as RAC), was instituted nationwide during this year. The purpose of this program is to review the documentation in the medical records for Medicare patients and determine if it properly supports the medical necessity of an inpatient stay. At SVH in 2013, the RAC auditors reviewed many records from 2010 through 2013 and charged back \$1.1 million dollars of reviewed claims. This expense is reflected in our financial performance for FY 2013. Management has implemented appropriate changes to insure that the medical records support the level of services provided to the patient.

A very positive event in 2013 was the successful implementation of the Electronic Health Record that complies with the requirements of the Federal Government. Again, this requirement is being implemented in almost every hospital in the United States, resulting in the creation of an electronic record that will be portable, safer and can be transferred electronically to other patient care sites. The downside is that these systems are costly, both for implementation (one-time costs) and ongoing maintenance.

Another upside and downside that affected our financial statements occurred in 2012. An outstanding Medicare skilled nursing cost report appeal was settled in our favor for \$1.2 million dollars. This very positive prior year event in 2012 distorts the comparison of operating revenues between 2012 and 2013.



The following is a comparative summary Statement of Revenues and Expenses for FY 2013 and FY 2012.

	2013	2012
Operating Revenues	\$ 47,007,060	\$ 47,178,367
Operating Expenses	\$ 52,815,585	\$ 51,851,271
Operating Margin	\$ (5,808,525)	\$ (4,672,904)
Total Non-Operating Revenues / Expenses	\$ 3,888,785	\$ 4,037,988
Capital Campaign Contribution	\$ 3,744,393	\$ 2,043,087
Restricted Foundation Contributions	\$ 114,334	\$ -
Increase in Net Assets	\$ 1,938,987	\$ 1,408,171

After adjusting for the non-recurring charges and costs, including the RAC expenses and the 2012 cost report settlement, the Operating Margin for 2013 and 2012 would be \$(4,099,150) and \$(6,083,442), respectively, or an improvement of \$1,984,292 in 2013 operating performance.

SVH's revenue includes patient care services for inpatient and outpatient hospital care, emergency services, skilled nursing services and home health care services. The following chart displays the net revenue percentages by payer mix over the period 2011 - 2013. As the chart shows, the percentage of government program revenue has been increasing and commercial insurance revenue has been decreasing. In general, government programs do not cover the costs of providing patient care services and hospitals must rely on other sources of revenue to cover the total costs of the hospital programs.

Insurance Type	2013	2012	2011
Medicare and Medicare HMOs	51.9%	45.8%	37.9%
Medi-Cal and Medi-Cal HMOs	11.4%	13.2%	12.1%
<b>Government Programs Subtotal</b>	<b>63.3%</b>	<b>59.0%</b>	<b>50.0%</b>
Commercial Insurance	32.5%	36.2%	39.9%
Uninsured	4.2%	4.7%	10.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

# WOMEN'S HEALTH NOW WHOLE

## A NEW PHYSICIAN AND RESOURCE FOR WOMEN

This year, Sonoma Valley Hospital has rounded out its women's health staff and consolidated the key services for women's health and wellness into the Sonoma Valley Hospital Women's Health Center, located on Perkins Street. Here, under the management of Jackie Lyons, RT, the Women's Program staff, including Sonoma's longtime OB, Dominic P. Amara, MD, mammography specialist and radiologist Vida Campbell, MD, together with Medical Director Diwata Bose (pronounced "BoZAY"), MD, form a now complete team to care for the needs of women of all ages.

The Center offers state-of-the-art digital mammography and bone density testing capabilities, along with the gynecology practice of Dr. Bose and a new Women's Health Resource Center, which is scheduled to open in late 2013, made possible thanks to a \$20,000 Impact 100 grant received this year. The Resource Center as it develops, will be offering bio-feedback, online health assessments, resources for educational events and a health information lending library. The Women's Health Program will continue the highly successful Project Pink, a Foundation-sponsored program offering no-cost mammograms to uninsured / under-insured women each May and October. The Program offered a successful Women's Health Fair this past summer and, with Dr. Bose's passion for health advocacy for women, will be reaching out even more into the community in the coming year.

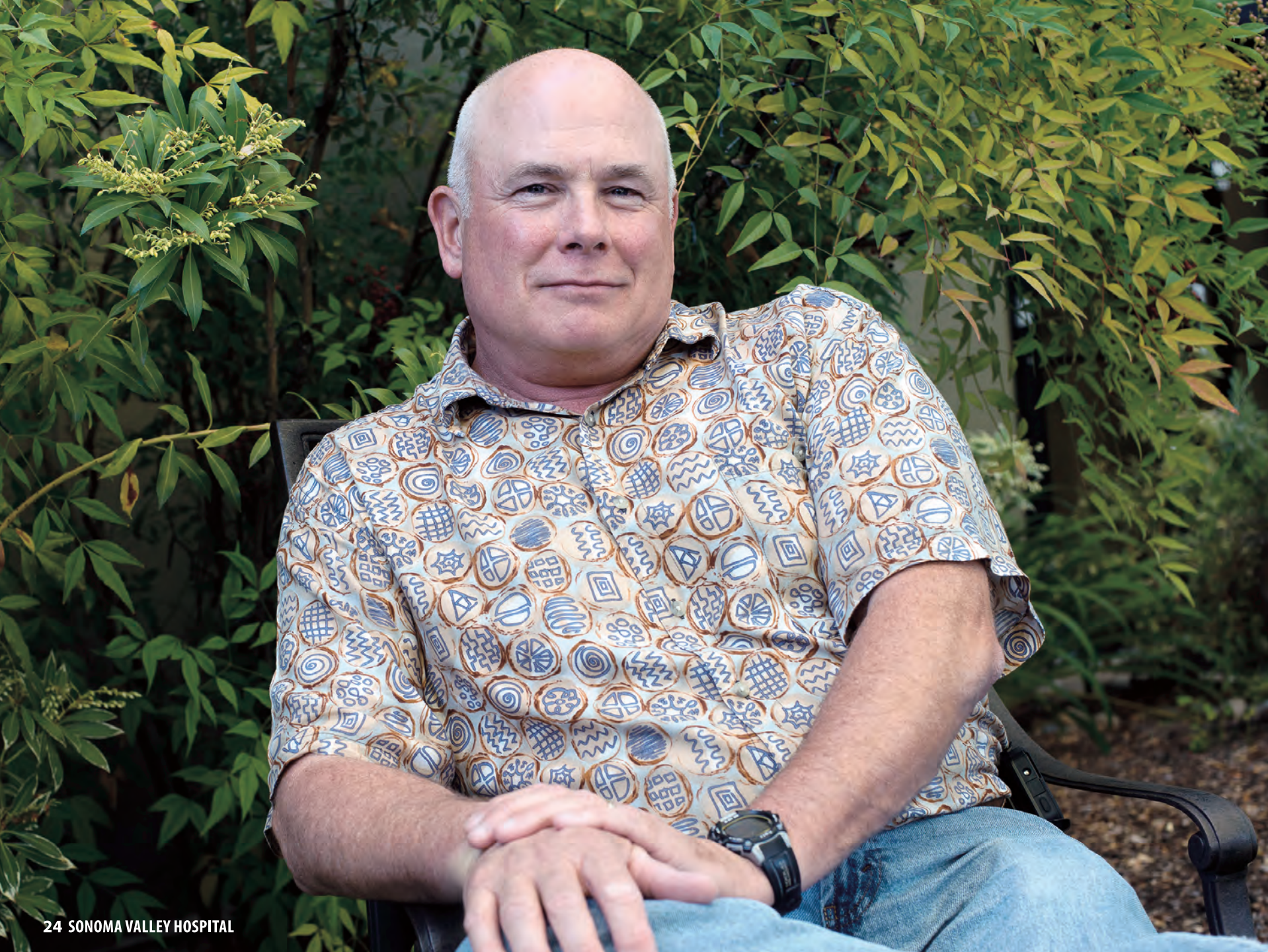
"We want to reach out to teen-age girls," says Jackie Lyons. "We want to reach out to the Hispanic community. We feel that they are women who just have never really put themselves first in terms of their own health." One significant benefit of the Women's Health Center is that it is located on Perkins Street, right in Sonoma, with guidance and information women can get in a drop-in visit. "So women don't have to travel out of Sonoma to get excellent gynecological care," says Dr. Bose. "Now, everything is here, from the equipment to the operative capabilities."

*Opposite page: (L-R) Dr. Diwata Bose, Jennifer Lopes (mammographer), Jackie Lyons, RT (Director of Imaging & Women's Health), Veronica Loza (receptionist and scheduler at Womens Center), Cindy Oranje (mammographer), Dr. Vida Campbell (radiologist and mammography specialist)*











# HEALING HERE AT HOME

## FUNDRAISER TURNS PATIENT, TURNS PASSIONATE SUPPORTER

When former police chief and long-time Sonoma resident John Gurney joined the Capital Campaign to help raise money for the new Emergency Department, he had little idea that he would experience first hand exactly why, and how badly, the community needs one.

“Ironically,” he says, “I got to experience lying on the gurney, in the hallway, as the ER examination rooms were full. I was well attended to, but it put into stark personal perspective how really deficient the Emergency Department is – and how important this new ED and Surgical Center really are for the community.”

Although his wife, Phyllis, credits the Hospital with saving her life 10 years ago, Gurney himself had never been hospitalized until his experience earlier this year. “I ended up in the ER with mysterious symptoms from what was later diagnosed as a blood infection,” he says. “That experience made me realize – personally and to the core – how important this Hospital is to me and the community. I can’t imagine having to drive to Santa Rosa, Napa, Novato or Petaluma for emergency care.

“The remarkable part of my illness and recovery was the quality of care by the nurses, doctors and supporting staff. As a patient entering the ER, they immediately found space for me on a gurney. I was assessed by the medical team who soon engaged a communicable diseases expert associated with UC Davis. Ultimately, I met with the doctor through telemedicine technology. Using cameras and interactive video, I was examined, literally, from afar. It is comforting to know those relationships and resources are available in a small community like Sonoma. Add to this a high level of care with a new state-of-the-art Emergency Department and Surgical Center, and we will have a full service community hospital well into the future.”

*“As the former Sonoma Police Chief, I view the ED and Surgery Center as part of the public safety critical infrastructure and this why we all need to support this hospital and capital campaign.” John Gurney*

*Opposite page: John Gurney*

# HEALING HERE AT HOME

## PART OF THE TREATMENT IS HOW WELL YOU ARE TREATED

"I had three different experiences at Sonoma Valley Hospital, and they were all incredible," says Sonoma resident Marcelo Defreitas. "The treatment you get here is just amazing. It's the way they care for people. Even in the billing department, they're really nice. You get to know these people on a name basis. The lab, too, is fast and very efficient. When you get there to do blood work, there are three or four people on the reception desk, helping you register. So you come in and you're out in just a few minutes. They're considerate. They will call and discuss the payments. It's fast and efficient and friendly.

"I love that the Hospital is right here. This is one of the things we're all fighting for. Some people may not care if the Hospital is here or not, but when I had to go to the Emergency Room I needed care immediately, and I appreciate that we have an ER right here.

"I want a hospital to be a place you come in and feel safe, and feel you're being taken care of. One of the things I like about this hospital is when you go in for surgery, which I did three times, the people make you feel so at home that you actually are not scared of anything. It's the way they care. I love that.

"After you have surgery, you're inundated with calls. The nurses will call. The doctor's office will call. They all want to make sure you're doing OK. That's very reassuring. They always say, 'Anything you feel you need to talk about, we're here.' And I've called Dr. Brown a few times after my arthroscopic knee surgery. He's always right there."

*"If I had to do another surgery, I wouldn't even think about it. I'd go to Sonoma Valley Hospital. I appreciate that I live in a community that I trust. I love being here, and I trust the Hospital. I feel very comfortable going to them." Marcelo Defreitas*

*Opposite page: Marcelo Defreitas*









# SERVING SONOMA BUSINESSES

## FULFILLING THE MISSION OF THE HOSPITAL EVERY DAY

When Ninfa Aguilar, a gardener at Cline Cellars, accidentally crushed her thumb on the job, her employers rushed her to Sonoma Valley Hospital's Occupational Health Department where the team treated her for an open fracture. Dawn Kuwahara, RN, Director of Professional Services, pictured below with Ninfa, was impressed at how it seemed the whole Hospital came forward to help. "Physician Assistant Patricia Stillman took x-rays and started her on antibiotics, and then wanted an orthopedist to take a look at it. Orthopedic Surgeon Dr. Robert Harf was finishing up a long day in surgery. But when I called him, he said, 'Sure.' Dr. Harf is someone I can always count on," says Kuwahara. "He's always there for our patients."

Dr. Harf has been there for Sonoma Valley Hospital for over 25 years. "We're perfectly capable of doing anything from a fingernail injury to a complex anterior and posterior spinal surgery," he says. "A crushed finger is delicate, and it's painful, and it should be given just as much thought and concern as a complex hip operation." He treated Aguilar, who followed up with several office visits, and now the thumb is well on the way to being healed.

"Everyone was wonderful," says Kuwahara. "While Ninfa waited for Dr. Harf, Jorge Leyva, in the kitchen, made her lunch; Monica Armstrong, from Information Systems, came in and translated for her; I drove her to the bus stop to get her home and I had another staff member call her in the morning to make arrangements to get her to Dr. Harf's office. Our staff went above and beyond – as they do every day – and we had a good outcome." Occupational Health currently serves 250 employers in Sonoma County providing injury and illness management and a full complement of services customized to meet their needs.



*"Caring for people who ordinarily may not get the best care is part of the Hospital's mission and part of my mission. We're supporters of the Hospital and this community, and Ninfa Aguilar is part of that." Robert Harf, MD*

*Opposite: Ninfa Aguilar, whose thumb now is "much better." Above: Dawn Kuwahara, Director of Professional Services and Ninfa Aguilar*

# TEAM APPROACH ENHANCES HEALING

## INTEGRATIVE HEALTH

The mission of Sonoma Valley Hospital, to improve, restore and maintain the health of the community, is one CEO Kelly Mather takes to heart. Under her leadership, the Hospital's philosophy of healing is that the patient leads their healing and works to maintain health at all four levels – physical, mental, emotional and spiritual. Working in harmony with healers from all specialties, we can improve the overall health of patients and our community.

The Integrative Health Network, led by a Steering Committee consisting of psychotherapist Patricia Brooks, PhD, family medicine physician Suzannah Bozzone, MD, naturopathic doctor Marcus Porrino, ND, and the SVH Wellness Coordinator and Yoga teacher, Steven Lewis, is a way for the Hospital to foster a comprehensive approach to healing in the community. Integrative Medicine begins with communication. "So many patients don't mention to their doctor their other health care treatments, such as acupuncture or chiropractic," says Dr. Bozzone, "because they assume that you, as a Western, primary care provider, will not approve. That doesn't serve the patient well."

According to Dr. Porrino, Integrative Medicine means that health practitioners are able to access the whole network's knowledge and strength for the betterment of the patient. "We're open to what each and every modality has to offer," he says, "and when we integrate everyone's skills into patient care, the patient can ultimately reach optimal health."

"We're actually addressing all the human aspects as part of our functional medicine," says Dr. Brooks. "If something happens to you emotionally, it impacts you physically and spiritually. If you have a spiritual crisis, it affects your health in other ways. If you break an ankle and have to walk on crutches, that limits your mobility and you can get depressed. We don't exist in separate pieces. This community is incredibly rich in resources with a plethora of different providers." The Network is a way to bring the professional expertise of those many providers together for maximum benefit to the patient.

*Opposite (L-R): Dr. Porrino, Dr. Brooks, Steven Lewis and Dr. Bozzone lead a seminar with local licensed practitioners to share knowledge, experience and ideas on how to enhance community health.*











# CREATING A HEALTHY COMMUNITY

## REACHING OUT TO ALL AGES FOR LIFELONG HEALTH

Sonoma has all the elements needed to be nationally recognized as a healthy community and SVH aims to lead us to that goal. The Hospital offers all four levels of healing – acute care, wellness, supporting patients to lead their own healing, and community health maintenance. This four-level philosophy permeates all services from Orthopedic Surgery and Senior Wellness to Physical Therapy and Home Care.

For example, our Active Aging classes on balance, diabetes and yoga have taken off this year. Physical therapist, Marek Grzybowski, is always a hit as he inspires people to stretch, breathe, strengthen and balance to live optimally at any age. Allison Evanson not only teaches classes, but offers nutrition counseling at the Hospital with a focus on secondary prevention of illness for people with chronic diseases. Our Senior Wellness Program offers a medically-oriented gym whereby medical personnel are on site during exercise to help inspire movement and make sure everyone is safe and getting the most from their efforts.

Al Adams, age 80, says he comes every morning since his heart attack 20 years ago. “I come early in the morning, and I work the treadmill for up to a half hour, and then I work out with weights,” he says. “I do 450 lifts on 5 lb weights in each hand.” He says the hardest thing is getting going, but the comradeship helps. “If one of us is sick, with even a cold, we always call in so the rest of us don’t worry. So it’s a friendly thing, a comradeship, it’s important.” He says a while ago, he had a stiff neck and couldn’t reach behind his head. “Now, with Roberta King’s help, and the stretching, I can do it!”

*Opposite: Senior Wellness Coordinator Roberta King works with Al Adams to maintain flexibility and strength through regular workouts in the new gym. Right: Wellness Coordinator Steven Lewis leads Active Aging Yoga class.*



# REFLECTIONS ON CHANGE AND PROGRESS

## **JEROME SMITH, MD, CHIEF OF STAFF**

Serving as the President of the Medical Staff has been a great learning experience providing an overall view of the complexities of how all the health care pieces fit together and affect each other in a period of arguably the most change in recent years.

At the local level, I have seen almost every position in the Administration change during my four-year tenure as President and President-Elect from CEO to CFO, and from Director of Nursing to Nutritional Services. In the last four years, the Board has almost completely turned over, and in my opinion become stronger, more knowledgeable, and more committed to the Hospital's and Health Care District's success than ever.

I have welcomed several new members to our now 12-person Medical Executive Committee and many more physicians new to our general medical staff. I have seen a new Hospital wing break ground, rising up from what was once a parking lot, and with it a Capital Campaign and reinvigorated community support. We now have a cost accounting system to truly inform us on how what we do as physicians impacts the Hospital's financial stability (and vice versa). Together with our patients, we've survived the transition to an Electronic Medical Record. With our partners in Hospital Administration, we've discussed the larger changes to health care and how to address them. At the regional level, that includes regional partnerships with other hospital systems. At the Federal level, it means strategizing to weather the impacts of changes to Medicare and various elements of the Affordable Care Act while continuing to provide quality care and an outstanding patient experience. Within the Hospital, we've made quite a shift, not only in our focus and our philosophy – we've always had a good medical staff and a good Hospital staff – but in the focused attention to regaining the community's trust and setting up a culture that fosters that sense of healing and wellness.

I believe that our role as medical staff is not only to provide medical care of the highest quality, both on Hospital grounds and in our offices, but also to take part in this sea change confronting all of us by providing the input, the pushback, and the pull forward that tempers and enriches, and informs the decisions facing our community-elected Board and the Hospital Administration. As physicians, we have a duty to the community to steer the Hospital in the direction that will best serve our patients and the Sonoma community at large. It's been a pleasure to help the community in this way.

Jerome C. Smith, MD, MPH, President of the Medical Staff, Sonoma Valley Hospital, July 2011-June 2013





PRIMA  
MEDICAL  
Jerome Smith, MD  
Pediatrics

# OVER 60 YEARS OF VOLUNTEERING

## THE SONOMA VALLEY HOSPITAL AUXILIARY

Since 1956, the Sonoma Valley Hospital Auxiliary volunteers have been welcoming and guiding patients and visitors through the Hospital and performing countless unsung services throughout their busy days. This year, with the construction coming to

a head, their friendliness and warmth has been particularly helpful to staff and visitors alike. Their fundraising activities are traditional holiday events in the Hospital, and the money they raise goes for medical equipment, education and other projects.



Current Auxiliary President Sharon Cornelius looks back on the year with satisfaction. "I have enjoyed my two years as President and still feel that one of the best days in my week is the one I spend as a volunteer. It has been great to work with all of the volunteers in the Auxiliary. Their can-do attitude makes what might be a less than pleasant experience much easier for patients. I applaud the community for its support and am looking forward to the opening of the new wing of the Hospital and the added benefits to our patients and the Hospital staff."

Jon Derby, who will be President of the Auxiliary next year, says that this year's fundraisers have been very successful. "All the bake sales sold out and we're looking forward to a good year in '13-'14." Past President Marie Davis says, "This year has been very positive, even with all the construction and changes. Everybody is very congenial."

*Above: Sharon Cornelius, President of the Sonoma Valley Hospital Auxiliary. Opposite: Mary Lou Dunlap, Marie Davis, Verna Lantz, Sharon Cornelius, Jon Derby, Marie Martini, Jane Moehrke and Alice Friesen.*





## TREASURER'S REPORT JULY 2013

<b>Treasurer's Balance as of 6/28/2013</b>	<b>\$ 4,605.05</b>
June Interest	\$ .11
Adjustment to June Balance	\$ 194.00
Bank Balance June 30, 2013	\$ 4,799.16
Checking account	\$ 2,859.97
Memorial Fund	\$ 1,939.19
<b>Dues</b>	<b>\$ 180.00</b>
Gift Shop	\$ 846.95
Sales Tax	\$ 129.97
Return of balance of Pres. Fund	\$ 73.23
Interest- July	\$ .05

<b>Disbursements</b>	<b>(\$ -2,708.43)</b>
Annual Meeting Expense	\$ 86.43
Life Line	\$ 2,400.00
Board of Equalization	\$ 222.00
<b>Ending Balance 6/31/13</b>	<b>\$ 1,381.74</b>
Memorial Fund	\$ 1,939.19
<b>Total Funds in Checking Account 6/31/13</b>	<b>\$ 3,320.93</b>
Gift Shop Revolving Account	\$ 4,000.00
LAIF Fund	\$ 30,391.43
Ways and Means Revolving Account	\$ 200.00
<b>Total SVH Auxiliary Funds 6/31/13</b>	<b>\$ 37,912.36</b>
<b>Bank Balance 7/31/13</b>	<b>\$ 37,912.36</b>







# PHILANTHROPISTS OF SONOMA VALLEY

## THE SONOMA VALLEY HOSPITAL FOUNDATION

Thanks to the generosity of the community, Sonoma Valley Hospital has a new state-of-the-art Emergency Department and Surgery Center! This new wing is a tangible and very visible example of the important role philanthropy plays in health care. It would not be here without the \$11 million being raised in the Capital Campaign. The effects of philanthropic support are felt in each department of the Hospital and by every patient who comes through our doors. Ongoing support by the community enables us to provide new equipment, facility improvements, upgraded technology and life-saving programs. Since 1982, the Foundation has been raising funds to help the Hospital provide the best health care possible. We are only able to do this because the Sonoma Valley community has generously supported our fundraising events, responded to mail appeals, named the Foundation in their wills, made gifts in honor of our wonderful doctors and nurses, awarded us grants, and remembered departed loved ones with donations in their memory. No matter how you give or how much you give, your contributions to the Foundation enable us to assist the Hospital in its mission to maintain, improve and restore the health of our community. The community's generous support continued in 2013 and we are grateful for each and every gift. Here are a few highlights from the year, as of September:

- We are the proud recipients of a \$20,000 grant from Impact 100 Sonoma. The donation will be used to create a Women's Health Resource Center.
- Sonoma Wine Country Weekend provided a \$10,000 grant for Project Pink, which funds mammograms for uninsured and underinsured women in our community each May and October.
- Jean's Pajama Party raised \$21,000 for SVH women's health programs, including over \$7,500 specifically for Project Pink.



*Opposite page: Sonoma Valley Hospital Foundation Board members (L-R): Jerome Smith, Madolyn Agrimonti, Nancy Lilly, Sharon Nevins, Tamara Ferguson, David Good and Sharon Cornelius. Not pictured: Jim Lamb and Kelly Mather. Above: Jean Arnold Group Foundation Board members presenting check to Sonoma Valley Hospital.*

- We are honored to be the beneficiary of a \$180,000 bequest from a longtime Sonoma resident. This generous legacy gift will enable the Foundation to do even more for the Hospital.

Thanks to these gifts and the support of hundreds of other donors, this year we have been able to fund equipment and programs that help improve patient care throughout the Hospital, including:

- GynoCart for the Emergency Department, which will allow all treatment rooms to be utilized for OB/GYN patients rather than having one room dedicated for this use. Since OB/GYN emergency patients no longer need to wait for the dedicated room, unnecessary delays in treatment are eliminated.
- State-of-the-art VGo Telemedicine unit which enables SVH to provide advanced specialty care from leading medical centers and specialists without the patient ever leaving Sonoma.
- Wound Care Nurse advanced education to expand skills and improve patient outcomes.
- High Flow oxygen delivery system for the Emergency Department, which significantly improves oxygenation and minimizes infection concerns.
- No-cost mammograms for 45 women during May's Project Pink. We expect to serve even more during Breast Cancer Awareness Month in October.

We are incredibly grateful to the community for your generous and ongoing support. Your gifts truly make a difference to our patients, nurses, physicians and caregivers. On behalf of the entire Sonoma Valley Hospital family, thank you.

**Harmony Plenty, Executive Director**

*"VGo allows Infectious Disease Specialist, Dr. Javeed Siddiqui, Chief Medical Officer at TeleMed2U, to see patients at their bedside and closely monitor them on a daily basis. This access to specialty care supports the SVH team in providing excellent care close to home. We are grateful to the Foundation for funding this important tool." Courtney McMahon, Infection Control Coordinator*





# FOUNDATION DONORS

July 1, 2012 - June 30, 2013

**We gratefully recognize the following donors for their gifts to the SVH Foundation. This includes event support, grants and outright gifts from individuals, business and foundations.**

## TRIBUTE GIFTS

### In honor of Harriet Derwingson

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Alan Wilkie

### In memory of Sam Ling Wong

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### In memory of Don Woodward

Lynne Woodward

## GRATEFUL PATIENT GIFTS

We are proud to have received donations from grateful patients and their families in honor of the following physicians and employees.

Dr. Clinton Lane  
Dr. Yong Qing Liu  
Christine Power  
Susan Rolling  
Dr. Brian Sebastian

## GIFTS OF CASH

### \$10,000+

Tom and Julie Atwood  
Jean Arnold Group Foundation  
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Sonoma Wine Country Weekend

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# PHILANTHROPISTS OF SONOMA VALLEY

## THE VADASZ CHALLENGE

When Les and Judy Vadasz issued their \$2 million matching Challenge Grant, it brought the Hospital's Capital Campaign to the doorstep of the community as a personal challenge to those who, like them, want to have a hospital in the community. Their decision to offer the challenge had a number of facets.

"We are getting older," says Judy Vadasz, "and we want to have the comfort of a functioning hospital and emergency room that you have confidence in." They saw the construction as a positive step in that direction that should create a powerful synergy – good hospital rooms, good doctors and more patients - leading to financial health. "You have to progress with the times, otherwise you'll become irrelevant," she says. As for the timing, they saw the Hospital already moving in a positive direction. "Kelly came, making a positive difference, then the Nelson grant was given, and the Capital Campaign was formed and we saw an opportunity to help."

They chose the challenge as an effective way to maximize their support and also engage the community. "The number one issue was we wanted to make sure the Hospital can continue to function," says Les Vadasz. "And second, since this is a community resource, we wanted everybody to pull together. So this is why we structured our investment in a way that would result in much broader participation. We set forth the challenge and the Campaign Cabinet got together and did the rest."

Both Les and Judy Vadasz see this as an ongoing commitment. "We, as a community, are not done," says Les. "Community participation will likely be needed over and over again if we want something valuable in our community, like this Hospital."

*"The Hospital will be here for us," says Judy, "if we are here for it."*



*Above: Les and Judy Vadasz*

# THE CAPITAL CAMPAIGN FOR EMERGENCY CARE

Less than two years ago, we launched the Capital Campaign with an ambitious goal of \$11 million to complete the Emergency Department and Surgery Center at Sonoma Valley Hospital. As of this printing, the incredibly generous Sonoma Valley community has contributed \$10.4 million to the Campaign! With just \$600,000 remaining, we are rapidly approaching what once seemed a nearly insurmountable goal. This incredibly generous support demonstrates what is possible when the community comes together. Thanks to every person who has given, we are just weeks away from completing the new wing construction. Each contribution, no matter how small or how large, has enabled us to reach this point and we are incredibly grateful. It is because of this community support that Sonoma Valley Hospital will soon have a new state-of-the art Emergency Department and Surgery Center.

This year has been filled with heartwarming and historic generosity. Here are some Campaign highlights from 2013:

- In February, the Sonoma Valley Hospital Leadership Team achieved 100% participation in the Employee Campaign.
- Donors celebrated the Topping Out of the steel frame with a beam signing ceremony in March.
- The community met Judy and Les Vadasz's challenge to raise \$2 million well before the September 30 deadline resulting in a \$2 million gift from the Vadasz Family Fund, an advised fund of the Silicon Valley Community Foundation.
- Sonoma Valley Newcomers Club raised over \$8,000 for the Campaign at their May fundraiser.
- In April, a Campaign Cabinet of community volunteers was formed to raise the funds to complete the Vadasz Match. Co-chaired by David Good and Simon Blattner, the committee includes Joe Aaron, Bill Brinton, Gerry Brinton, Mollie Collins, Tom Culligan, Randy Derwingson, John Gurney, Bob Kweiler, Bill Lynch, Valerie Pistole and Rose Mary Schmidt. By September, the group had raised over \$1.2 million, surpassing their goal of \$1 million.
- An Advisory Council was formed to assist the Campaign Cabinet in community outreach. Council members include Mike Benziger, Bill Blum, Karen Collins, Tamara Ferguson, James Hahn, Lorrie Hohorst, Manuel Merjil, Vickie Mulas, Paul Rozanski, Joshua Rymer, Diana Tolpegin and Jennifer Yankovich. Their efforts helped raise both community awareness and funds for the Campaign.
- In August, the Rotary Club of Sonoma Valley announced a \$50,000 gift in support of the Campaign.
- Sonoma residents Arline and Buddy Pepp offered a new challenge grant of \$250,000. Thanks to the generous response of the community, we are just a few gifts away from meeting that challenge.



- In October, the Campaign received a \$1 million gift from the Weill Family Foundation, bringing the total raised to date (including the Pepp challenge grant) to \$10.4 million.

We are confident that the community will contribute the final dollars to get us to our goal of \$11 million. If everyone contributes what they can, we will reach our goal before the doors open. We look forward to celebrating our new Emergency Department and Surgery Center and everyone who made it possible in November. Thank you, Sonoma!

## CAMPAIGN LEADERSHIP

### Campaign Co-Chairs

Marcia and Gary Nelson

### Campaign Steering Committee

Darius Anderson, Campaign CEO

Kelly Mather, SVH President and Chief Executive Officer

Simon Blattner

David Good

### Campaign Cabinet Co-Chairs

Simon Blattner and David Good

### Medical Staff Campaign Co-Chairs

Jerome C. Smith, MD and Paul Wasserstein, MD

### Employee Campaign Co-Chairs

Jean Holmes and Tyler Sugrue

### Campaign Staff

Harmony Plenty, Campaign Director

Angela Beran, Development Assistant

Gina Jacquez, Database Administrator

*Donors put their  
names on the building  
at 'Topping Out Party'*



# CAMPAIGN DONORS

Through October 11, 2013

We gratefully recognize the following donors for their gifts and pledges to the Capital Campaign for Emergency Care.

## VISIONARY

\$3,000,000+

Marcia and Gary Nelson

## CHAMPION

\$1,000,000– 2,999,999

The McQuown Family  
Judy and Les Vadasz  
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## AMBASSADOR

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We regret any errors or  
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**The Sonoma Valley Hospital Annual Report for 2013**

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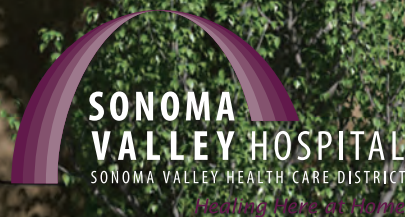
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