

# San Francisco General Hospital Foundation News

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## Leading the Way in Treating Traumatic Brain Injuries: Brain and Spinal Injury Center at The General

*“Our research and our clinical work is transforming the field. You’re seeing things here that might not be done elsewhere for another five or ten years.”*

**T**ry to guess the leading cause of disability for Americans under 45, and you might be surprised to learn that that unfortunate distinction belongs to traumatic brain injury (TBI). For decades, doctors and staff at San Francisco General Hospital and Trauma Center (The General), have been treating the often devastating consequences of TBI. True to The General’s mission of providing quality health care and trauma services, they have placed themselves squarely at the forefront of TBI care.

Their efforts have not gone unnoticed. In 2011, The General became the first acute care hospital in the country to be certified for Traumatic Brain Injury by The Joint Commission, an independent organization whose certification recognizes the highest standard of health care nationwide.

“The Joint Commission sees that brain injury is a huge public health issue,” explains Dr. Geoff Manley, Chief of Neurosurgery. “This designation not only helps raise awareness of TBI, it enables us to raise the bar in our ability to treat patients across the country.”

The bar has been steadily rising since Manley and Drs. J. Claude Hemphill and Michael Beattie established the Brain and Spinal Injury Center (BASIC) a decade ago. A joint operation of The General and the University of California, San Francisco (UCSF), BASIC improves the understanding and treatment of traumatic brain and spinal cord injuries by fostering the best possible collaboration between clinicians and scientists.

“In one space, we have researchers working next to doctors, sharing the same water cooler,” says Manley. “Working with our clinicians helps researchers do better science. And our clinicians are acquiring better and better evidence to help treat patients. This collaboration continually takes the quality of care we provide to the next level.”

As with so many of The General’s successful endeavors, BASIC employs a multidisciplinary approach in working with patients with traumatic brain injuries. Center staff help coordinate teams that manage Emergency Department care, intra-operative care,

Intensive Care Unit and restorative care for severely injured patients at The General. BASIC faculty also reach out to the greater community to educate medical workers, scientists and laypeople about the effects of and most current treatments for neurotrauma.

The consequences and costs, both human and financial, of traumatic brain injury can be devastating. Nearly two million Americans sustain a TBI each year, and over five million have chronic disabilities due to their injuries. Financial costs are staggering, with billions of dollars spent each year on treatment and loss of productivity.

The good news is that medical centers with specialized head trauma units can do much to reduce death rates and prevent disability, especially if care is administered soon after an injury.



Dr. Geoff Manley, Chief of Neurosurgery, attends to a patient.

Such was the case in 2011 when Arizona Congresswoman Gabrielle Giffords was rushed to the University Medical Center of Tucson after being shot in the head at point-blank range. Later transferred to the renowned Memorial Hermann Medical Center in Houston, she made a remarkable recovery. Giffords has not regained all her ability however, and her injuries essentially forced her to resign from Congress last January.

Closer to home, San Francisco Giants fan Brian Stow suffered a severe traumatic brain injury after being brutally beaten in Los Angeles. Stow was moved to The General, where his treatment

(continued on next page)



## Brain and Spinal Injury Center at SFGH

(continued)

was spearheaded by Manley. Giffords' and Stow's injuries have done much to raise national awareness of the devastation traumatic brain injuries can cause.

"Ten years ago, Giffords and Stow probably would not have survived," says Manley. "But in that time, there have been major improvements made in a few pockets of medical excellence. Places with good trauma centers are pushing the envelope of what can be done. San Francisco General is one of those good trauma centers.

"Our research and our clinical work is transforming the field. We're taking a more aggressive surgical approach now, developing new modalities to treat an injured brain. You're seeing things here that might not be done elsewhere for another five or ten years," says Manley.

In fact, it was scientists at the Brain and Spinal Cord Injury Center who developed critical new tools and techniques for monitoring the brain. Explains Manley, "Ten years ago we were one of only two places that could monitor brain tissue oxygen and cerebral blood flow using this technology. Today there are hundreds, based on the research we've proven. This is just the beginning," he adds. "Now we know there's a possibility of survival and improved outcome."

Manley likens the state of TBI research to that of cancer and heart disease decades ago.

"Around the time of the Nixon administration, those diseases received major attention—and treating them became a priority in U.S. health policy," he says. "With greater funding, research expanded and improved and cancer and cardiac diseases became more treatable. Today there are cancer centers in more than half of the United States."

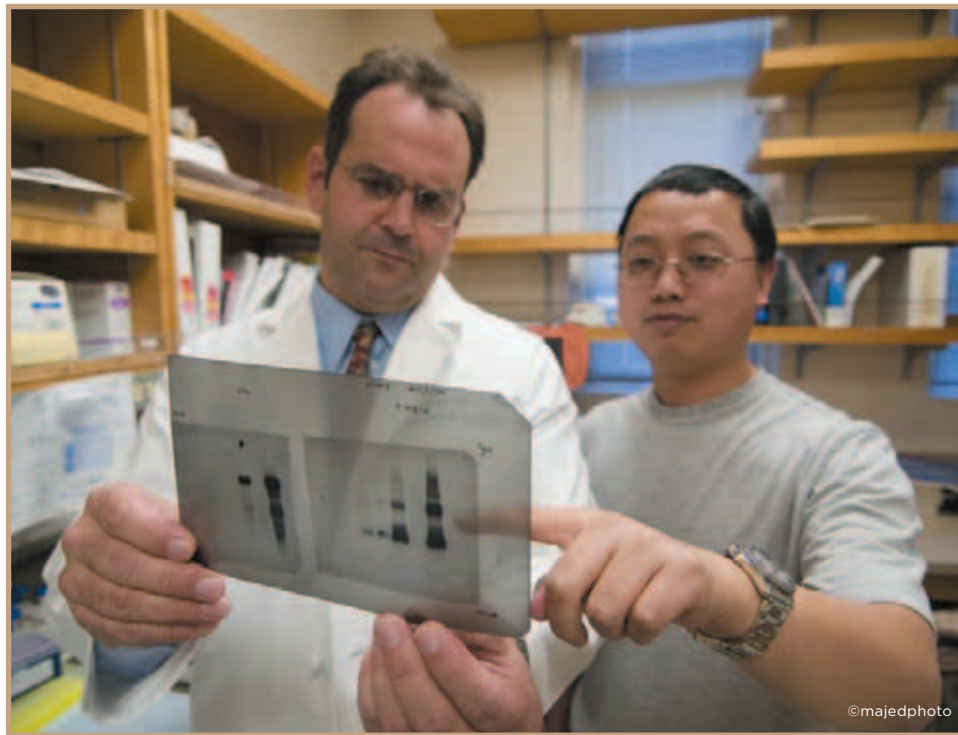
Compared to billions of dollars spent on fighting cancer and heart disease, the National Institutes of Health (NIH) budget for TBI this year is just \$84 million.

"While we've been able to make some advances with traumatic brain injury, the pace is hampered by lack of funding. Brian Stow's treatment has cost millions of dollars so far," says Manley. "This mismatch between research investment and cost is unacceptable."

Of course, The General is not just for the Brian Stows of the world. And while it is the safety net for thousands of underserved people who have nowhere else to go for health care, it is much more than that. The General is the only Level One Trauma Center (a designation assigned to only the most comprehensive treatment facilities) for San Francisco and northern San Mateo County.

"You never know when you might have an accident. Anytime you're in the city or the northern peninsula and you have a serious emergency, you will be brought to The General. We could be your doctors," says Manley. "And what happens when there's a major earthquake? In the event of a natural disaster or personal injury, this is where you want to go."

He adds that, "When you start looking at trauma centers nationwide, the ones that are the movers and shakers are affiliated with universities. One of the world's best medical schools, UCSF, is right here in our city. Their research elevates San Francisco General to more than just a hospital with good doctors; it's a world leader, thanks to the extraordinary collaboration between researchers and practitioners.



Dr. Manley reviews an x-ray with Xioming Yao, MD, PhD, BASIC researcher.

"You've got to have a well-oiled machine to achieve what we have. All disciplines have to function at their highest," he continues. "Here at The General, the cutting edge comes from research; and quality care comes from what we call 'boots on the ground'—the excellent physicians, ICU staff and nurse practitioners who

work directly with our patients. Most other places don't have the dedicated support staff we do for traumatic brain injury."

Now Manley and BASIC faculty are leading national efforts to help other institutions provide the same high level of neurotrauma care as

The General. To that end,

Manley is working with The Joint Commission to set the highest standards for accreditation and with the National Institutes of Health, the Department of Defense and the Department of Veterans Affairs to enact those standards.

"This is a unique time in the life of San Francisco General and in neurotrauma. We're continuing to develop world-class care here and are in a position to optimize treatment for brain and spinal injuries worldwide," Manley concludes. "Making sure we have an advanced neurotrauma center is in everyone's interest, not just from a personal and local perspective, but as part of our worldwide community." ♥

## AVON Mobile Mammography Gets a Face Lift



On February 7, 2012, San Francisco General Hospital and Trauma Center's AVON Digital Mobile Mammography Van made its way up the hill to a regular scheduled mobile mammography screening day hosted at Potrero Hill Health Center (PHHC). This time it had the faces of the community imprinted right on the van for all to be reminded of the importance of an annual screening mammogram.

The new and improved design on the "Mammovan" shined bright with beautiful full size images of diverse multi-generational women, the colorful hearts of the Foundation's "Hearts in San Francisco" project, and an array of logos representing the Mammovan's longtime supporters. The new exterior design and installation of a new generator along with much-needed upgrades and maintenance to the vehicle were generously provided by Cummins West, Inc. through their sponsorship of the 2012 Heroes & Hearts event. This partnership could not have been more perfect as Cummins West, Inc. also happens to be the world's largest independent provider of power generation systems.

The new design drew many community residents and patients to the van as it delivered critical screening services to women, right in their own communities. Both staff and patients at PHHC had positive things to say about the new look. Office Manager, Cheryl Denson, who recently lost her 46 year-old sister to breast cancer, was hopeful. "The Mammovan was always good, but now it looks more familiar, family oriented, warm and inviting. Hopefully it will be a magnet for other women who thought about getting their mammogram but for fear or other reasons didn't want to go to their doctor." Marian Newhouse was the first patient to check out the new digs. "It's convenient and I found it to be quick and comfortable. I was in and out of there in 15 minutes. When it comes to a mammogram, women are usually hesitant—so maybe next year you'll remember that experience and be ready to do it again—and on time!"



Photos courtesy of Brian Shanahan

The Mammovan has been in place since 2005, and is an integral part of The General's comprehensive breast care program. With these improvements we anticipate an increase in outreach visits and look forward to bringing new community screening partners into our rotating calendar of Mammovan events. The Mammovan will be making rounds to partner community clinics around San Francisco in the coming months bringing free screening mammograms to hundreds of women annually. ♥

We are thankful for the generosity of



## Spotlight on Innovative Approaches

The Vocational Rehabilitation Program at The General provides opportunities for individuals recovering from psychiatric disabilities to re-enter the workforce. Work experience in catering, baking, hospital support services (books and clothing donation center), sewing (quilts and sensory modification vests), coffee and snack cart sales associates, and the administrative assistant training program are offered. The Volunteer Services Hot Dog Cart is the program's newest social enterprise offering a variety of healthy options. Open since November 2011, the cart is in front of the main hospital. ♥





# Be Our Hero...

Philanthropic gifts to the Foundation provide resources to help The General meet the needs of thousands of patients and families every year. Whether you make a pledge to be paid out at once or over a period of time, there are several ways to give:

**Gifts of any size are welcome.** Outright gifts of cash and stock are the most common methods and offer the distinct advantage of being immediately available to assist hospital programs.

Annual Fund “unrestricted” gifts ensure the greatest flexibility to help where the needs are greatest and contribute significantly to the Foundation’s ability to support the hospital. Alternately, if you have a hospital program or area of healthcare you are passionate about, you can designate your gift as “restricted” to support that particular program. Examples of programs to support can be found on our website.

**Consider joining the Hearts Circle.** Donors who make a gift of \$1,000 or more on an annual basis are invited to be part of the Hearts Circle which recognizes individuals who have made extraordinary annual gifts at the following levels:

- ♥ Silver Heart Circle (Gifts of \$1,000 to \$4,999)
- ♥ Gold Heart Circle (Gifts of \$5,000 to \$24,999)
- ♥ Platinum Heart Circle (Gifts of \$25,000 or more)

**Ask your employer to match your gift.** You may be able to double or even triple the amount of your gift through your employer’s matching gift program. Request a Matching Gift form via your company or access their on-line matching gift request form.



## Planned Gifts

Simply stated, planned gifts are those that are made today to be received by the Foundation in the future. Types of planned gifts include designating the Foundation in a will or bequest, charitable remainder trust, IRA or life insurance policy. *Each type of planned giving vehicle offers a distinct set of advantages and as such you are encouraged to discuss these options with your financial advisor or estate attorney.*

Contact Sara Haynes at (415) 206-5926 or shaynes@sfgfh.net for more information on annual, planned or major gift opportunities. ♥



Want to learn more about the innovative, life-saving care and research taking place at The General?

**You are invited** to tour and see first-hand the many ways your support strengthens The Heart of Our City. To schedule a tour, please contact Sara Haynes at (415) 206-5926 or shaynes@sfgfh.net. ♥

Make a secure online gift today:

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## Save The Date

**Date** FRIDAY, SEPTEMBER 14, 2012

**Time** 7:00PM-11:00PM

**Location** INTERCONTINENTAL SAN FRANCISCO  
888 HOWARD STREET

In 2003, the Dorothy Washington Nursing Education Fund was established to provide scholarships for nurses at San Francisco General Hospital and Trauma Center who are advancing their academic goals in baccalaureate and graduate nursing programs. Since its establishment, more than \$60,000 in scholarships have been awarded to 26 deserving nurses. The scholarship recipients are announced at the bi-annual gala. We look forward to awarding four more scholarships this year!

The scholarship fund was named in honor of Dorothy Washington, RN, BSN who worked at The General for 35 years. She provided outstanding leadership and support for the nursing staff in her role as Night Shift Nursing Supervisor. Dorothy touched the professional and personal lives of every staff member she met, viewing individuals as whole people in whose lives she participated. Dorothy was a mentor and advocate for nurses interested in further developing clinical nursing and leadership skills through education.

The goals of the Dorothy Washington Nursing Education Fund are:

- To support nursing staff in pursuit of advanced nursing education
- To promote the development of nurse leaders
- To promote the cultural diversity of nursing leaders to reflect the client/patient population

We invite you to join us in supporting the nurses of The General!

**For more information, please contact Elaine Lan at 415.206.5959 or email [elan@sfgfh.net](mailto:elan@sfgfh.net). ♥**

## Rebuild Report

**A**fter months of digging and underground work, it is exciting to see the Rebuild moving upwards! Steel construction began in late December 2011 and is nearly completed, several months ahead of schedule. Over 11,000 beams will be bolted and welded into place to form the nine-story hospital. We hope you can join us as we celebrate an exciting moment in San Francisco’s history and an important milestone in the Rebuild. ♥



### You're Invited

- **BEAM SIGNING**  
Monday, June 4th from 3:00-7:00pm
- **TOPPING OUT CEREMONY**  
Tuesday, June 5th at 10:30am





# THANK YOU

TO ALL WHO ATTENDED AND SUPPORTED

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## HEARTS After Dark™

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WITH YOUR HELP, WE RAISED OVER \$1,700,000 TO PROMOTE EXCELLENCE IN RESEARCH, EDUCATION AND CARE FOR ALL AT SAN FRANCISCO GENERAL HOSPITAL AND TRAUMA CENTER

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