

SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

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FOUNDATION NEWS

Preparing, Mobilizing, Responding:

The General's Emergency Response Team at Work

"The General is here for the city and prepared for any emergency that may arise."

t seems as though every time you turn on the news, there is a new disaster. Whether it is a natural disaster like the tornadoes in Oklahoma or a man-made disaster like the recent bombings during the Boston Marathon, no city is immune. Unfortunately, this past July, San Francisco experienced the tragic crash landing of Asiana Airlines Flight 214 at San Francisco International Airport. This disaster hit very close to home and San Francisco General Hospital and Trauma Center (The General) was ready; The General and its staff are always ready.

As the only Level 1 Trauma Center serving San Francisco and northern San Mateo County, The General received 67 of the victims, more than any other hospital. These patients were also the most severely injured, with conditions

ranging from brain and spinal cord injuries to fractures and road rach

to fractures and road rash.

"A Level 1 Trauma Center is a hospital where experts are in place who can treat serious life-threatening injuries 24 hours a day, seven days a week," explains Andre Campbell, MD, a trauma surgeon at The General. By having the expert staff and equipment for immediate care available around the clock instead of "on their way," a patient's chances of survival are increased by 20-25 percent. "Our team was in place when patients started arriving."

When news of the crash became known, a mass casualty alert was issued throughout The General. Hospital staff, including trauma surgeons, orthopaedists, residents, anesthesiologists, nurses and others immediately reported to the emergency

department, ready to receive victims. In other areas of the hospital, staff cleared space by discharging non-emergency patients to make room for the influx of casualties. Many off-duty hospital staff dropped their Saturday afternoon activities upon hearing the news and rushed to The General to help treat patients.

"It was remarkable," says Campbell. "The entire hospital came together in what I would call a Herculean outpouring. Everyone

from the porters who clean the rooms, to radiologists and x-ray technicians, clinicians, surgeons and ICU nurses, even the cafeteria staff worked until three o-clock in the morning, helping to feed victims and their families."

Hospital staff receive ongoing training throughout the year to prepare to function effectively and efficiently during the worst events. Lann Wilder, Emergency Management Coordinator at The General, explains that the key factors in responding to any emergency are preparedness and organization.

"We prepare knowing that we're going to receive the first, the worst and the most patients from any given situation," says Wilder. "As chaotic as an initial event might be, we need to sort out the facts, identify the patients and determine who needs immediate lifesaving intervention."

After the crash at SFO, victims were triaged and brought to The General where radiologists were able to quickly determine the extent of patient injuries upon their arrival. Within 45 minutes of the crash, patients were in surgery.



A patient being admitted into the Emergency Department at The General.

The General is the center of the City's sophisticated emergency response system, which is overseen by the San Francisco Department of Emergency Management and also includes the Department of Public Health, and the Fire, Sheriff and Police Departments. During a crisis situation, the team at The General remains in continuous communication with numerous local agencies to ensure a coordinated citywide response in the event

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Emergency Response Team

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of a disaster. "We're a critical part of the network," says Todd May, MD, Chief Medical Officer at The General. "The General is here for the city and prepared for any emergency that may arise."

In fact, all response agencies in the United States are required to use an Incident Command System that delineates and prescribes standardized emergency response procedures and common terminology. Representatives from every department at The General participate in drills at least twice a year to stay sharp and current about best emergency response practices.

"We'll often stage a scenario about what's likely to have the biggest impact on the city," says Wilder. "We're constantly updating, testing, and learning. After each incident, we file a report that details what worked and what didn't. We're always looking at what we can improve on. This preparation allows the hospital's plans to be both detailed, yet flexible enough to address extreme situations."



"The entire hospital came together in what I would call it a Herculean outpouring."

- Andre Campbell, MD

While The General is a leader in emergency response efforts today (and has a history of more than 140 years of responding to emergencies and epidemics in our community), efforts are underway to ensure the hospital remains here for everyone—all residents, commuters, and visitors—long into the future. A new acute care hospital is currently under construction on The General's campus and is scheduled to open in late 2015. Designed to withstand major earthquakes with the base-isolated foundation, the new hospital will feature great improvements for handling mass casualties. The new emergency room will be enlarged with 60 beds, compared to 27 today, and will be able to surge to 120 beds in a disaster.

A 50,000-gallon water tank will keep the hospital supplied if water mains are severed. In case of a power outage, state-of-the-

art generators will ensure that energy is supplied at The General beyond the current capabilities. The new hospital will also have a built-in exterior large decontamination shower area that can accommodate a large number of people, as well as a secure area that can be used for more frequent types of cases, such as patients covered with gasoline or diesel fuel from a motor vehicle accident, or those contaminated with pesticides or other household or garden chemicals from a spill.

"The new hospital will help us realize our potential in treating both emergency and non-emergency patients. Quick response saved lives after the Asiana crash," says Campbell. "Today we provide a high level of care, but the potential to do more is enormous. With the new hospital, we'll be even more equipped to save lives."

First Things First:

How You Can Prepare for a Major Emergency

hile it's great to be able to count on San Francisco General Hospital and Trauma Center in case of emergency, Chief Medical Officer Todd May, MD adds that it's not just the professionals who need to prepare.

"Get your family ready for a potential event. Make plans about where you'll meet. Keep standard provisions in your home and car or office," he advises. "This information has been really well mapped out on www.72hours.org. It's a matter of taking the steps to do it."

Why the 72hours.org website? Because after a major disaster, it is unlikely that emergency response services will be able to immediately respond to everyone's needs. The San Francisco Department of Emergency Management advises residents to plan to be on their own for the first 72 hours following an emergency.

The website offers valuable information about creating a plan for you and your family to follow in event of an emergency, how to build an earthquake kit and what to include in it, and ways to become involved in community relief efforts.

"This is where we start with our own staff," says Lann Wilder, Emergency Management Coordinator. "In order to be able to stay at work or come in to work, they need to plan ahead with their families. We should all be prepared to manage our own survival for the first few days after a major event."

Welcome New Board Members

Charles Charnas



Charles Charnas is a corporate attorney and has spent the last several years putting out a new CD called "Tall Drink of Water." Charles performs in front of a great group of San Francisco Bay Area jazz musicians. He also

received his Master's Certificate in Jazz Guitar online at Berklee School of Music in Massachusetts.

After graduating from Stanford, Charles went to Boalt Hall for his law degree. He then practiced at Pillsbury in San Francisco; Cooley Godward in Palo Alto; Hewlett-Packard in Palo Alto, where he served as Acting General Counsel; and Apple in Cupertino, where he worked closely with Steve Jobs. Charles left in 2009 to make a jazz CD, then suffered a traumatic brain injury. He has thankfully recovered sufficiently to finish the CD and the Master's degree. After focusing on music for the last several years, he hopes to be back to practicing corporate law again soon.

Charles' recovery from his traumatic brain injury was aided by the excellent care he received from San Francisco General Hospital and Trauma Center. He decided he could give back by serving on the Foundation's Board. Charles also sits on the Board of Congregation Emanu-el in San Francisco, SFJAZZ and the Jazzschool in Berkeley.

Dr. Geoffrey T. Manley, PhD, MD



Dr. Geoffrey T. Manley, PhD, MD, a trauma neurosurgeon and an internationally recognized expert in neurotrauma, specializes in brain and spinal cord injury and neurocritical care. He is a leader in the rapidly

growing field of advanced neuromonitoring and clinical informatics for critical care.

Geoff is a graduate of the Medical Scientist Training Program at Cornell University Medical College, where he earned a medical degree and doctorate in neuroscience. He completed a residency in neurosurgery and a postdoctoral fellowship in molecular biophysics at UCSF. Geoff is a member of the California Institute for Quantitative Biosciences and the UCSF Center for Clinical and Translational Informatics. He has published over 120 manuscripts that reflect a wide range of research interests from molecular aspects of brain injury to the clinical care of head trauma patients. He has helped to define new molecular mechanisms of injury to the nervous system that may lead to new treatments for these devastating injuries. His many honors include the General Motors Trauma Research Award and Trauma Research Award from the American College of Surgeons. He has served as a consultant for the Prehospital Guidelines Committee for the World Health Organization and on a number of committees for the National Institutes of Health. Geoff is Chief of Neurosurgery at San Francisco General Hospital and Trauma Center and a professor of neurosurgery at UCSF.

Ellen Magnin Newman



Ellen Magnin Newman, founder of Ellen Newman Associates, has developed products and marketing strategies for such diverse clients as: Dole Corporation, McKesson Corporation, Neiman Marcus, Lord & Taylor and Max Mara.

She has served on the Board of Directors at Wells Fargo Bank and Wells Fargo Company, the American Express Mutual Funds, Kaiser Aluminum & Chemical Corporation, AMFAC Inc. of Hawaii and Macy's California. Ellen currently serves as a consultant to Wells Fargo Bank.

Ellen is Co-Founder and past Chairman Emerita of the University of California San Francisco Foundation. She is also the past Chair of the Architecture and Design Forum at the San Francisco Museum of Modern Art.

Ellen has served on the board of the San Francisco Symphony since 1970, the Municipal Fiscal Advisory Committee to the Mayor, and on the Board of Directors of the San Francisco Chapter of the American Institute of Architects. She is Co-Founder and past Director of the Advisory Council at the University of Santa Clara Retail Management Institute. Ellen is also Founding Member and Past President of the University Art Museum at the University of California Berkeley and a past member of the Advisory Council at Stanford University's Graduate School of Business.

Her late husband, Walter S. Newman, also served on the San Francisco General Hospital Foundation's Board of Directors from 2010-2012.

Ann Paras



Ann Paras is an educator by profession and retired from teaching children with learning disabilities in Marin County—the Reed Union School District. Married to James Paras, a retired partner at Morrison and Foerster, Ann has two children and three grandchildren all living in the Bay Area. Since retiring from teaching, Ann has

been active in various non-profit organizations, currently serves on The Board of the San Francisco Symphony and The Mount Tamalpais School Board. Ann has also served on the Merola Opera Board, the Board of The San Francisco Conservatory of Music, The C.G Jung Institute in San Francisco and The Archive for Archetypal Research in New York City. For six years, Ann was chairman of The Planned Giving Committee of the Symphony, and during her tenure as Chairman increased the Planned Giving membership to over 500. The Symphony now has the largest legacy membership of any like organization in The United States.

Patrick T. Smith



Patrick T. Smith began his career at Macy's in 1978 and now oversees Special Events in the Northwest. Patrick has been involved with Macy's Passport Presents Glamorama since the first show 30 years ago, when he volunteered to be an usher. He soon became an integral part of the annual HIV/AIDS fashion show fundraiser

and worked closely with founding chair, legendary actress, and AIDS activist Dame Elizabeth Taylor to help bring awareness of the cause and event to new levels.

Patrick is actively involved in the community, and serves on several city community boards. Patrick was a member of the steering committee for the 2004 Hearts in San Francisco project and co-chaired the Heroes & Hearts luncheon in 2010 and 2011.

Patrick divides his time between San Francisco and Palm Springs with his partner of 34 years.

Donor Spotlight

oe lacocca's brother, Ricki, passed away from AIDS in 1994. Joe was at his brother's bedside when he passed, at San Francisco General Hospital and Trauma Center's Ward 89. "Everyone was so comforting and loving at The General. The kindness has left a lasting impression on me." After nearly 17 years of grieving silently for fear of being judged, Joe decided it was time to publicly honor Ricki's memory. By combining his passion for running with his love for his brother, Joe could keep his Ricki's spirit alive and give back to The General. "I'm so grateful for all that San Francisco General Hospital has done to fight HIV/AIDS and continue to close in on a cure, and for everything the staff did for my brother." Over the last three years, running over 30 ultra-marathons, marathons and halfmarathons, Joe has raised not only awareness, but nearly \$2,000 in support of the HIV/AIDS work taking place at The General. We are incredibly grateful for Joe's efforts.♥



Joe during a run with his youngest daughter, Giavanna.

Top right photo: Ricki with Joe's oldest daughter, Amber. Bottom right photo: Joe and Ricki enjoying the beach.





Loretta Keller placed the final touches on the evening's meal







Sue Currin, CEO, SFGH, and Stepanie R. M. Bray

Celebrating Our Hearts Circle Donors

e are so thankful for our generous Hearts Circle Donors and were delighted to spend an evening with them this past May at the new Exploratorium's restaurant, Seaglass. The evening featured a presentation from the Community Wellness Program at The General. This program promotes wellness practices for patients, staff, and the community, and supports a holistic view in which physical, emotional, mental, social, and spiritual health are interconnected and considered essential in achieving improved health and wellness. Guests were also treated to exquisitely prepared local and seasonal foods by Chef Loretta Keller and her expert team—all generously underwritten—by our friends at Bon Appetit Management Company.

We invite you to consider becoming a donor of the Hearts Circle by making an annual philanthropic commitment to the Foundation of \$1,000 or more.♥

There are many ways to give a gift to support The Heart of Our City. For more information on making a gift, or to share your story on what The General means to you or your loved ones, please contact Leah Wagner-Edelstein at 415.206.3132 or lwagner@sfghf.net.













Nominate your community Hero today and they could be recognized in front of 1,000 guests at the 9th annual Heroes & Hearts luncheon at AT&T Park in February 2014. There are many unsung heroes who quietly make the world a better place. We would love to hear their stories.

Guidelines for Nominations:

- Nominees must reside and/or work in the Bay Area.
- Nominees must have provided noteworthy service to an individual or the community as a whole (through direct action such as saving a life, or through a creative idea that has extraordinary benefits).
- Nominations must be received by Friday, November 1, 2013.
- For additional information, please contact Elaine Leong at eleong@sfghf.net or 415.206.5959.

Download a nomination form at sfghf.net

Walgreens AT THE CORNER OF HAPPY & HEALTHY® Charity Choice

uring the entire month of September, 67 local Walgreens will be collecting donations at the store registers and pharmacy to support San Francisco General Hospital Foundation. Walgreens and the Foundation have an ongoing partnership, working to achieve the shared goals of increased access, outreach and education geared towards health and wellness. As you complete your household shopping throughout the month, or visit the pharmacy at Walgreens, please consider making a donation to support the Foundation. It's quick and easy, and 100% of every dollar will be used to support the Foundation's mission to promote excellence in research, education and care for all at San Francisco General Hospital and Trauma Center. For a list of the participating Walgreens store locations, please visit sfghf.net.

Small Items Make Big Impacts

Wish list for long term patients

nce patients are stabilized after an injury or illness, they are transferred to the Skilled Nursing and Rehabilitation unit as they regain their health and transition back into their everyday life. The average patient stay in this unit is 45-days.

The goal of the activity program is to improve patients' quality of life by addressing their psychosocial needs. By participating in meaningful activities and having access to resources and basic supplies, patients feel a sense of comfort and safety during their stay.

The activity program runs solely on donations and grants. If you are able to donate any of the following items, patients will benefit greatly from your generosity.









000000000000000 Wish List

- igcpi Nail clippers, new pairs, large clippers preferred (quantity: 25-50)
- C Instant coffee, new jars/cans (quantity: 5-10)
- Notebooks 8x10, new (quantity: 25-50)
- Bingo prizes, new functional items like hats, shirts, sunglasses, shampoos & body wash preferred (quantity: 50-100)
- Reading glasses, new or used, all diopters needed (quantity: 75-100)
- Portable radios/CD players, new or used
- CDs, new or used (quantity: 25-75)
- Clothing, new or used outfits, all sizes, mostly men's shirts, jeans, sweatpants, socks, underwear—new—needed (quantity: 25-50)
- C Arts & crafts supplies, new or used (markers, colored pencils, paint, sketchpads, jewelry making supplies, year, crochet/knitting needles, etc.)
- C Books and magazines in foreign languages, new or used, Spanish and Chinese preferred (quantity: 25-50)
- igcup C DVDs, new or used, appropriate for adults 18+, comedy & action preferred (quantity: 25-75)
- CPuzzles & games, new or used (quantity: 25-75)

Please contact Katie Moe at 415.206.5928 or kmoe@sfghf.net for more information on how you can help.



e are proud to announce that Kirsten Bibbins-Domingo, MD PhD MAS, a member of the Foundation's Board of Directors, has been appointed the next Chair of the US Preventive Services Task Force (USPSTF). The USPSTF is "an independent panel of experts in primary care and prevention that systematically reviews the evidence of effectiveness and develops recommendations for clinical preventive services." The task force is funded, staffed, and appointed by the U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality. She will serve as one of two vice chairs in 2014 and 2015, and will then assume the position of chair in 2016. Kirsten has been an active and vocal member of the Task Force for the past three years, and currently chairs the Methods workgroup and the Sub-populations workgroup.

Congratulations Kirsten!

HEARTS IN SAN FRANCISCO TH ANNIVERSARY



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BENEFITING SAN FRANCISCO GENERAL HOSPITAL FOUNDATION



THURSDAY FEBRUARY 13, 2014

AT&T PARK
SAN FRANCISCO



Proceeds from Heroes & Hearts raise vital funds for the Hearts Grants program. These grants are awarded annually to innovative programs and initiatives at The General. In 2012, over 62 grants were awarded. The 2013 awardees will be announced on Wednesday, September 18th.

For sponsorship information, please contact Katie Moe at 415.206.5928 or kmoe@sfghf.net



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Our Mission: San Francisco General Hospital Foundation is dedicated to promoting excellence IN RESEARCH, EDUCATION AND CARE FOR ALL AT SAN FRANCISCO GENERAL HOSPITAL AND TRAUMA CENTER.