



Photo Courtesy of Drew Altizer Photography

The Vines family reunite with Dr. Peggy Knudson at our 2017 Heroes & Hearts luncheon.

Compassionate Emergency Communications

There may be nothing more difficult than to helplessly wait as a loved one, especially a child, undergoes surgery for traumatic injuries. Trauma surgeon Dr. Peggy Knudson takes care to communicate with family members and close friends of her patients as openly as possible. "I try to send word out during surgery whether the prognosis is good or bad. I do that to prepare the family that the outcome may not be good, or to assure them if things are going smoothly," the surgeon says.

Once she meets loved ones in the waiting room after surgery, Dr. Knudson makes a point of:

- › Sitting down with families to assure them she is available to them and won't run away.
- › Establishing that she is the trauma person currently in charge, then describe the injuries.
- › Being very honest about her patient's prognosis.

Hope in the Moment of Crisis

San Francisco's Only Level 1 Trauma Center

Kristin Vines had never given much thought to where her three young boys would receive medical care if ever badly injured. When she got the call last September that her six-year-old son Zachery was being taken by ambulance to the hospital, she headed to the medical center where their family received routine care. It was the wrong destination for the treatment her son needed.

"I was hysterical. I didn't understand what my husband was telling me on the phone. Even had I realized right away that Zachery needed trauma care, I wouldn't have known where to immediately go," Vines says.

Today Kristin takes every opportunity to tell others that Zuckerberg San Francisco General Hospital and Trauma Center is the only Level 1 trauma center for the 1.5 million residents of San Francisco and northern San Mateo County. If seriously injured, the hospital is these residents' single greatest hope for survival.

Dr. Peggy Knudson was the attending surgeon in charge when the trauma team received the highest-level patient status alert for Zachery Vines, on whom a 200-pound wet bar had fallen.

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Advancing Military and Civilian Trauma Readiness

Collaborative Learning Across Institutions Saves Lives



Photos Courtesy of Plus M Productions

Military Technology Stops the Bleeding

In Iraq and Afghanistan, every soldier eventually carried a tourniquet due to the number of dismount injuries from explosive devices that severely injured legs and arms, and the devices are becoming a staple in civilian trauma centers here at home. The Committee on Trauma of the American College of Surgeons is partnering with a large number of groups including the FBI and the Department of Homeland Security to promote the Stop the Bleed Campaign. This campaign focuses on training non-medical personnel to use a Stop the Bleed Kit to help save lives. These kits, which include combat gauze and tourniquets, are being placed in public spaces such as malls and theaters so that the first responder can apply first aid to a bleeding victim prior to the arrival of EMS.

www.dhs.gov/stopthebleed

Trauma surgeon Dr. Peggy Knudson used special combat gauze perfected during wartime to stop internal bleeding from Zachery Vines' injured liver. Late last September, the child was treated at Zuckerberg San Francisco General for severe internal injuries he sustained when a 200-pound wet bar fell on top of him. In saving Zachery's life, the trauma team also used a special ratio of blood products to make sure his blood would clot, modeling their treatment after a technique learned from the U.S. military during current conflicts.

Dr. Knudson explains that in the operating room at ZSFG, "we use a different approach in patients who are unstable. We perform only the amount of surgery needed to stop bleeding and plan to come back when the patient is more stable."

This approach is called "damage control surgery" and was perfected by the U.S. Military during these past 15 years of war.

Dr. Knudson serves as medical director of the Military Health System Strategic Partnership, a collaboration between the American College of Surgeons and the Department of Defense, formally established two-and-a-half years ago.

The partnership gives military surgeons a formal home within the American College of Surgeons for the first time. Its goals include making sure military trauma surgeons are prepared for deployment, establishing trauma systems throughout the United States that include military hospitals, and conducting trauma-related research at civilian trauma centers that is of interest to the military but impossible to investigate in the military setting while war is in progress.

Advancing Military and Civilian Trauma Readiness

(Continued from Page 2)

Not everyone is aware that the trauma system in the United States is rather new, and was created out of the military experiences in Korea and Vietnam. War has long driven medical advances. The formal triage system and mass use of penicillin both have roots in treating wounded soldiers during World Wars I and II.

Ongoing conflict in Iraq and Afghanistan have likewise changed civilian trauma care, says Dr. Knudson. “We have learned multiple new ways of treating severe burns from advances in burn care developed for treating wounded soldiers in Iraq,” she says. “The care of major soft tissue injuries induced by IEDs [intermittent explosive devices] greatly advanced wound care in the U.S.”

“We weren’t using tourniquets in our civilian trauma centers until the number of amputee victims in Iraq and Afghanistan increased their use in warzones, and then later here in America.”

Military trauma teams also reap huge benefits from the civilian-military partnership. When the Iraq war began, there was no military trauma care system equivalent to America’s network of domestic trauma centers because years had passed since our military had been engaged in war. Esteemed World War II surgeon Colonel Edward D. Churchill, M.D., who died in 1972, once said, “Surgeons in a current war never begin where the surgeons in the previous war left off; they always go through another long learning period.”

More recently, the results of a survey of active duty surgeons from the Army, Navy, and Air Force who had been deployed at least once between 2001 and 2012 were published in the *Journal of Trauma and Acute Care Surgery*. The surgeons were asked information about cases performed, how they perceived training received prior to deployment, knowledge deficits, and emotional challenges experienced once they returned home.

Nearly half of the surgeons identified knowledge or practice gaps in pre-deployment vascular training. Twenty nine percent of respondents reported gaps in neurosurgical training, and 28.5 percent felt their orthopedic training could have been better.

This reality is nothing new, according to Dr. Knudson. “Once war is over, military surgeons who go back to working within their military are rarely continuously exposed to trauma situations like civilian trauma surgeons,” says Knudson. That means military trauma surgeons and staff were often showing up to battlefields at the start of wars in Iraq and Afghanistan without the latest knowledge and skills, or even the best equipment.

A primary initiative for the partnership is working to make sure that military trauma care providers remain trauma-ready, even in the absence of war. The collaborators

are defining and developing special training for military surgical personnel, and looking at ways to keep the military trauma system intact to the degree possible during peacetime.

The surgeons are currently busy identifying what successful military trauma surgeons need to know. They are developing a curriculum around this information base and a test to evaluate a surgeon’s knowledge and skill set prior to deployment. Knudson calls this progress historic and essential to changing the paradigm surrounding our country’s history of forgetting lessons learned in war in between conflicts.

Some military surgeons even have the chance to serve trauma patients in person, right here at home. President Obama signed the National Defense Authorization Act authorizing the military to allow their military trauma centers, such as Tripler Army Medical Center in Honolulu, to serve civilians so they can keep their teams trauma-ready.

Fifty years after America’s trauma system emerged, gaps remain in the level and quality of care available. Studies have shown that as much as 30 percent of Americans (an estimated 45 million) lack access to a Level I or Level II (providing total or near-total care for all injuries) trauma center located within one hour of injury. The parents of six-year-old Zachery Vines, whose life was saved last year by Zuckerberg San Francisco General’s trauma team, know it’s very likely the outcome for Zachery would have been different had they lived in a more remote area without access to a Level I trauma center.

Surgeons like Dr. Knudson believe in the power of the Military Health System Strategic Partnership to help make sure trauma surgery staff—whether military or civilian—are ready for anything, wherever they may be. ❤️



Advanced Care in the New ZSFG Trauma Center

New Facilities Improve Health Care for All



Photos Courtesy of Drew Altzer Photography

Cutting-edge technology and brand-new facilities do not a Level 1 trauma center make. But they can bring a great deal of efficiency to the process of delivering sensational, compassionate care to patients and loved ones living out their worst nightmares.

Zuckerberg San Francisco General opened the doors of its new, nine-story, seismically safe building in 2016. Trauma surgeon Dr. Peggy Knudson and surgical nurse Ana Claudia Pereira have served the most seriously injured patients of San Francisco and northern San Mateo County for 28 and 10 years, respectively, from the hospital's emergency department. They agree that the new facility has made a world of difference to their work caring for some of the region's most vulnerable patients.

Dr. Knudson says that this was never more evident than when the trauma team first encountered young Zachery Vines last September, five months after the new facility opened. Once the surgeon made the instant decision to operate on Zachery, he was taken to the major trauma operating room, which is kept empty, equipped, and always ready for use as needed for major trauma patients.

Everything necessary to giving that patient excellent care is in extreme proximity, however. "Our interventional radiology suite is now situated right next door to our major trauma operating room. That allowed us to wheel Zachery in one door and out the other while still under anesthesia and with the entire operating team in attendance. In essence, it is now an extension of the operating room," Dr. Knudson says. "When surgery was finished, I headed right out of the other side of the trauma room to the surgical waiting room where his parents were waiting to learn his condition."

The new emergency department features imaging equipment in every trauma room and identical room layouts to reduce medical errors. It has tripled in size and doubled in capacity. The new facility has three more trauma rooms and 32 additional beds, up from 58 to 116.

ZSFG is Gold LEED-certified (the first trauma center in California) for green-design elements such as the recycled materials used in its construction, water- and energy-conservation features, expanded bicycle parking, and a rooftop garden. The new hospital's wide, rounded hallways make it easier to navigate hallways with large equipment. Rooms are 90 percent private, allowing patients to recover in solitude.

Pereira finds it comforting even to walk into the entry area of the new facility. "Entering the trauma center is now so calm and peaceful. These public areas feel more isolated and quiet than before," she says.

Zachery Vines' mother Kristin says a comfortable space helped make a difference when she faced the unimaginable prospect of losing her young son. During the month Zachery stayed in the hospital, so did Kristin. "I would not, could not leave the hospital," Vines says. "Zachery's patient room was large enough that I could stay there comfortably, right there with him in his room."

Kristin and Jason were thankful their son could recover in a quiet, private space and benefit from the newest technology and advances in trauma patient care. All this gave them confidence he was receiving the absolute best care possible.

Confidence is what Kristin Vines says parents of children who've had traumatic injuries need most. "If someone whose child was a new victim of a traumatic injury were to ask me for advice, I'd say: All you need to have is confidence that you are in the right care."

At ZSFG, I never doubted for a second that Zachery was getting the best care possible. You hear people questioning health care and hospitals, or wondering about second opinions," says Vines. "During the month my son spent at ZSFG, I always had confidence in his physician and every other person there." ❤️

A Message from Dr. Susan Ehrlich, ZSFG CEO



Photo Courtesy of Kevin Meynell Photography

While there is uncertainty as to where health care reforms may lead, I want to share with you my belief that the Affordable Care Act can only be improved. The ACA has had a huge impact on all San Franciscans. Today only 4.8% of San Franciscans are uninsured, compared to 9% in the U.S. 93,000 additional people received assistance through the Medicaid coverage expansion and another 40,000 newly enrolled in insurance through Covered California. These individuals now are more likely to have better health, and less likely to suffer devastating financial crises as a result of medical bills.

Further, the ACA has had an enormous impact on ZSFG at a time when imperatives for the way we provide care have fundamentally changed. This is best characterized by the earth-changing move from a pay-for-volume to a pay-for-value paradigm, value being defined as the highest quality care and the best patient experience at the lowest possible cost.

The ACA especially works for the most vulnerable among us. Through all the political discourse, I hope we remember the ACA has had tremendous beneficial impacts not only on essential community institutions, like ZSFG, but on the individuals it serves.

Sincerely,
Susan Ehrlich, MD, MPP

Read Dr. Ehrlich's *Huffington Post* column here:
<http://bit.ly/2uXD6xL>.

Hope in the Moment of Crisis

(Continued from Page 1)

She took one look at Zachery, noted that he was unresponsive, and immediately directed the trauma team to prepare for emergency surgery.

"When bleeding, children respond very differently to injury than adults. For most adults who are bleeding, our blood pressure will gradually decrease while the heart rate gradually increases," says Dr. Knudson.

"Kids however can hold on to their blood pressure for a long time, even as they lose a lot of blood, and then suddenly their blood pressure will crash," she explains. "There's a very narrow chance of getting them back once that happens."

Zachery underwent surgery to his liver for one-and-a-half hours. When she went to meet Zachery's father, Jason, and Kristin, Dr. Knudson found them with their close friend Ana Claudia Pereira, RN, one of the trauma center's operating room surgical nurses. She'd come in on her day off to support the family when Kristin called her with the news. The two had become friends five years ago when they met through their older sons' baseball club.

Pereira thanks Dr. Knudson for saving her friends' son by acting so quickly. "I think Zachery was already in surgery just about an hour after he got injured. One hour is crucial with injuries this severe. He was fortunate to be in surgery in less than an hour thanks to Dr. Knudson," she says.

The nurse has cared for many seriously injured children for years, but found it extra difficult to see a child and family she knows in such a traumatic situation.

She and colleagues who had mourned the loss of other pediatric patients celebrated when Zachery pulled through. Pereira says, "When we have kid patients, it's sad. When we lose them, it's heartbreaking. With Zachery, it was so great to have a miracle! We all celebrated that one!"

Kristin Vines wonders if Zachery would have survived had they lived in an area where such excellent trauma care wasn't available. "Everyone took such amazing care of him, and of me and Zachery's brothers and dad," says Kristin Vines. "That's how they treat everyone. I didn't see the staff treat anyone else any other way. It's a very special place, and people need to know that." ❤️

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A Letter from the Foundation

Dear Friends,

A core value of Zuckerberg San Francisco General is this: care is available to anyone. In this time of uncertainty, the San Francisco Health Network, of which ZSFG is a critical and core institution, has reasserted its commitment to care for all, regardless of circumstance or background. ZSFG CEO Susan Ehrlich contributed a column to Huffington Post in August (see page 5) to demonstrate how current healthcare laws have “had tremendous beneficial impacts not only on essential community institutions, like ZSFG, but on the individuals it serves.”

Our Foundation will always be here to ensure ZSFG can maintain its commitment to health care for all. And we understand well that when public dollars and private philanthropy work together, the impact can be powerful. Everyday we witness the power of philanthropy to make public dollars go further, which is why we are grateful for your continued support and need it now more than ever.

To celebrate that philanthropic spirit, we are proud to announce that our 13th annual Heroes & Hearts luncheon will return to AT&T Park on February 15, 2018. We hope you can join us in celebrating care for all and to be inspired by new hero honorees. In this newsletter you can read three different features about the remarkable story of Dr. Peggy Knudson, who was honored in 2017 for her quick and expert actions to save young Zachery Vines' life. You can also visit our website to watch three short films about last year's heroes, who embody the “go above and beyond” spirit of ZSFG.

With gratitude,



John H. Bell
President,
Board of Directors



Amanda Heier
Chief Executive Officer,
SFGH Foundation

News from the Foundation's Board of Directors

The Foundation welcomes a new Board President



Congratulations to new Board President **John H. Bell**. John, a Principal with Mercer (US) Inc., has served our Board with distinction since 2012.

A grateful and heartfelt *Thank You* to **Connie Shanahan**, our outgoing Board President, for her visionary Board leadership since 2014 and for the Foundation's unprecedented growth during her tenure.



Please join us in welcoming our new Board members:



Michael MacBryde is an Assurance Partner with PricewaterhouseCoopers LLP and a Certified Public Accountant. He has over 28 years of experience providing auditing and business advisory services to a variety of organizations, including large academic medical centers, integrated delivery systems

(including captive insurance companies), managed care payers, large foundations with significant investments, and other not-for-profit organizations. Mike was an Administrator and Director of Business Services for a primary care physician group practice and management services organization, where he developed and implemented corporate restructuring that included a new physician compensation model. As the Foundation's Board Treasurer, Mike also serves as the Chair of the Finance Committee.



Lionel C. Johnson is president of the Pacific Pension & Investment Institute and serves on the RAND Corporation's Board of Trustees. During his career he has led in international business, public policy, and economic

development. He has served as senior vice president of the Initiative for Global Development, as a vice president with the Chamber of Commerce of the United States, as senior vice president of Public Affairs at Fleishman-Hillard, as vice president and director of International Government Affairs at Citigroup, and in various Treasury and State Department roles within several presidential administrations.



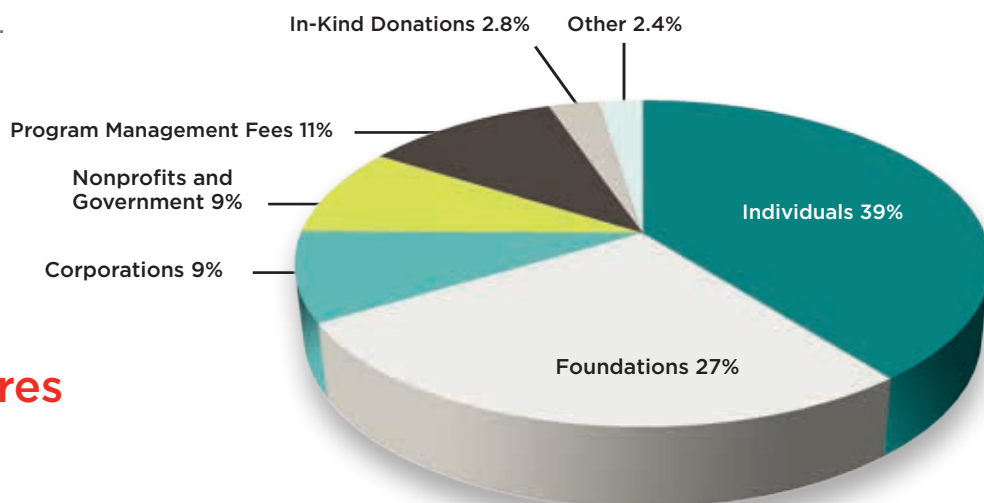
Alex Fisher knew from an early age that he wanted to follow in his father's, grandfather's, and great-grandfather's footsteps and become a builder. He has served in multiple roles at Fisher Development: after a decade as a project manager, he managed key accounts, which led to a prominent business development role. He now leads the company for the next generation, fulfilling Fisher's vision of building complex urban core projects in his native San Francisco. Alex is interested in philanthropy focused on helping people in need.

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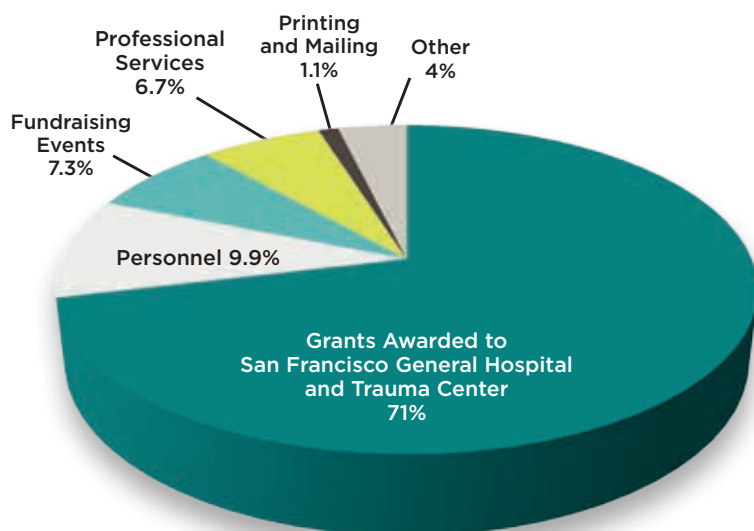
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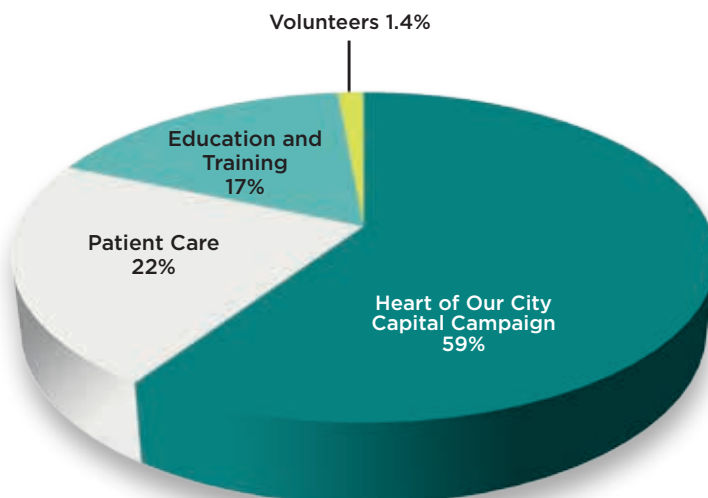
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For a complete listing of all donors at all levels, please visit SFGHF.org/AnnualReports.

Congratulations to our 2017 Hearts Grants Recipients



Photos Courtesy of Irja Elias Photography

2017 Hearts Grants Recipients

Through the Hearts Grants Program, the Foundation seeds innovative hospital projects and initiatives that might otherwise go unfunded at Zuckerberg San Francisco General. Since 2004, with support from the Foundation's Annual Fund and Heroes & Hearts luncheon, the Hearts Grants Program has funded nearly 500 grants totaling more than \$12 million. Join us in congratulating this year's recipients:

- ♥ Cancer Care Program (\$25,000)
- ♥ Cardiac Recovery Through Dietary Support (\$7,130)
- ♥ Care Coordination Leadership Training (\$18,500)
- ♥ Charge Nurse Development and Education (\$25,000)
- ♥ Children's Immigrant & Refugee Health Program (\$21,452)
- ♥ Clinical Laboratory General Operating (\$4,600)
- ♥ Cutting Edge Technology to Enhance Difficult Airway Response (\$15,377)
- ♥ Early Mobility Safe Patient Handling (\$7,143)
- ♥ Electronic Fetal Monitoring Training (\$30,000)
- ♥ Financial Fitness Clinic (\$15,000)
- ♥ Financial Fitness Clinic (\$5,000)
- ♥ Fine Needle Aspiration Ultrasound Machine (\$57,593)
- ♥ Forgetful but not Forgotten (\$6,060)
- ♥ Functional Limb Service (\$10,000)
- ♥ The GOOD NIGHT Group Medical Visit (\$5,000)
- ♥ Health Education Program Restoration (\$8,000)
- ♥ HIVE Pro Men Project (\$20,000)
- ♥ LGBTQ Patient Quality Care (\$52,150)
- ♥ Mission Protocol for Expedited Acute Stroke Care (\$12,281)
- ♥ Mobile Comfort Care Services (\$13,340)
- ♥ Neuroendoscopy (\$38,666)
- ♥ Orthopedic Trauma Institute Junior Academy (\$50,000)
- ♥ Patient-Centered Reproductive Care with Ultrasound (\$45,774)



Board Member Schuyler Hudak presents a check to Heather Harris, MD, Anne Kinderman, MD, Naomi Thomas, MSW and Jennifer McGaugh, RN for the Mobile Comfort Care Services Grant (\$13,340).



Board Vice President Lisa Hauswirth presents a check to Heather Biscoe, MD for the Children's Immigrant & Refugee Health Program Grant (\$21,452).



Hearts Grants Ceremony Keynote Speaker Chris Perkins with his family Janet Perkins, Rebecca Perkins and ZSFG CEO Susan Ehrlich, MD, MPP



Board Member Alice Chen, MD, MPH presents a check to Jenny Chacon, MPH and Julie Graham for the LGBTQ Patient Quality Care Grant (\$52,150).

- ♥ Patient Comfort Dialysis Treatment (\$6,551)
- ♥ Patient Family Conference Room (\$31,770)
- ♥ Patient Self-Management (\$3,050)
- ♥ Pharmacy Leadership Development (\$11,700)
- ♥ Potrero del Sol Park FAMILIA Mural (\$18,874)
- ♥ Risk & Safety Management Operations (\$20,000)
- ♥ Transesophageal Echocardiography Simulator (\$98,156)
- ♥ Uniting for Children and Families (\$23,060)
- ♥ Video Laryngoscopy for Neonatal Intubation (\$35,590)
- ♥ Virtual Reality Training Program to Improve Trauma Care (\$49,450)
- ♥ Vocational Rehabilitation (\$15,000)
- ♥ Weight Management Program (\$7,881)



ZSFG CEO Susan Ehrlich, MD, MPP presents a check on behalf of Genentech to Mykel Jensen-Vallar, Riley Knox and Robert Rhee for the OTI Junior Academy Grant (\$50,000).

Special thanks to our many generous donors, including Bank of the West, First Republic Bank, Genentech USA Inc., Macy's, McKesson Corporation, and Union Bank.

Donor Spotlight: Why I Give



From left to right: Jenny, Judy (mom), Tommy, and Susana

“To this day, my family and I are truly grateful for the doctors, nurses and trauma ICU team at Zuckerberg San Francisco General. They are the ones who saved our mom’s life when she was severely injured after being hit by a speeding car while crossing the street 6 years ago. She would not be here with us today if not for the hospital’s quick, attentive, and aggressive treatment and care.

We want to give back to the hospital so it can do more for those in our community in the event that something unfortunate like this happens again. That is why I have become a monthly donor and have added ZSFG into my estate planning.”

Jenny Yu, Yu Family

In the News:

Trauma Recovery Center

Launched in 2001 with support from Foundation donors, the Trauma Recovery Center is designed to provide comprehensive mental health, case management, and psychosocial services to survivors of violent crime.

In May, Patricia Leigh Brown wrote in the *New York Times*, that the Trauma Recovery Center’s “all-encompassing approach to trauma recovery and prevention — for survivors of gun violence, sexual assault, hate crimes and other violent offenses — has become a national model.”

We celebrate the path-breaking achievements of the Trauma Recovery Center, now a model for statewide programs here in California, and in Ohio and Illinois, and drawing interest from other states.

Read Brown’s article here: <https://nyti.ms/2slq2QN>.

SAVE THE DATE

February 15, 2018
Luncheon - 11:00am



Tented Event at AT&T Park ♥ San Francisco

SFGHF.org/Heroes&Hearts

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Did you know?

Zuckerberg San Francisco General established the Mission Protocol, the first-ever Emergency Department procedure that prioritizes stroke patients.

Gifts for today and gifts for tomorrow:

Put your retirement funds and other investments to work helping those in need!

If you look around our community you will see many who need your help. Here are two ideas that help you give today, and could provide you with a way to leave a legacy to provide care for someone else in the future.

Help someone today

- ♥ You have carefully saved for retirement. If you are age 70.5 or older, you can use your retirement savings to make a gift, right now. It's a tax-savvy way to give in your retirement!
- ♥ You made a great investment decision, now you can make a great charitable gift decision. Giving appreciated assets, such as stock or real estate, gives you a double benefit: You avoid capital gains tax on the increased value, and get an income tax deduction. A smart way to give!



Help future generations

- ♥ **Retirement Funds:** Do you know what will happen to your unused funds that are left over in your account? Gift them to the SFGH Foundation by naming the Foundation as a beneficiary.
- ♥ **Other assets:** Unused funds that are left over in your brokerage or bank account can also become an amazing gift to the SFGH Foundation if you name the Foundation as a beneficiary.



Contact **Jeremy Benjamin** at jbenjamin@sfgfh.org to learn more about how you can help today and in the future.

Stay Connected!

Please contact us with any questions, comments,
or to share your story.

We ♥ to hear from you!

628.206.4478 or info@sfgfh.org



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