



SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

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FOUNDATION NEWS

Hearts Grants in Action

Providing seed money for innovation

San Francisco General Hospital Foundation is proud to award Hearts Grants to innovative hospital projects and initiatives that would otherwise go unfunded at San Francisco General Hospital and Trauma Center (The General). The Hearts Grants Program is supported through unrestricted gifts from our generous donors, including gifts to the Hearts Events, as well as our annual fund. Since 2004, the Foundation has awarded 136 grants totaling more than \$3,700,000. Here are just a few examples of how the grants provide seed money to create programs that have the potential to become self-sustaining or improve patient care through the purchase of necessary equipment.

Supporting Neonatal Care

As the first Baby-Friendly hospital in San Francisco certified by the World Health Organization, The General encourages all new mothers to breastfeed and does not accept donations of formula. The benefits of breast milk are well documented and its protective effect is seen in both neurodevelopmental and physical outcomes. Unfortunately, infants in the Neonatal Intensive Care Unit (NICU) who are born with extremely low weight or sick are unable to feed directly from the breast and must start with tube feeding.

In order to ensure these infants still receive nutritionally-rich breast milk that is safe from bacterial contamination, a mother's breast milk is collected and stored in a refrigerator or freezer. When the baby is ready to feed by tube, the milk must be warmed to body temperature. Warming breast milk correctly is a challenge without the right equipment.

It is important to have a gradual and controlled warming of breast milk. If a neonate receives milk at less than body



Ocean Berg, RN with mom and newborn.

temperature, the baby burns calories to warm up their feeding, instead of using those calories to gain needed weight. On the other hand, warming breast milk to a temperature above 40°C diminishes the nutritional and immunological value of the breast milk and increases the risk of chemicals seeping out of the plastic bottles used for breast milk collection.

The previous practice for warming breast milk was insufficient, requiring staff to wait as running sink water warmed, which often took several minutes. A bottle containing the breast milk

(Continued on Page 2)

Welcome Amanda Heier, Executive Director



San Francisco General Hospital Foundation is pleased to announce Amanda Heier as the new Executive Director. Amanda joined the Foundation October 13, 2014, with thirteen years of experience in strategic leadership, managing significant organizational growth within San Francisco not-for-profit agencies that serve vulnerable populations.

"Amanda's experience in fundraising and strategic planning will be beneficial as we move forward in the Foundation's ongoing support of a diverse range of

programs at The General," said Connie Shanahan, President of the Foundation Board of Directors. "This is an exciting time for the Foundation. We look forward to Amanda's direction and fresh ideas as we prepare to open the new hospital in December 2015."

During her nearly four-year tenure at Raphael House, Amanda led a strategic process to significantly increase revenue and position the organization as a model

(Continued on Page 3)



Marlene Rivera with her newborn, Kevin Ramos.

Hearts Grants Recipients

(Continued from Page 1)

would then be submerged into the warm water. Nurses would estimate when the breast milk was at the proper temperature, testing it by putting a few drops on the inside of their wrist, before feeding it to the baby.

The purchase of a Waterless Milk Warmer, made possible from a Hearts Grant in 2013, has improved efficiency and safety by accurately warming milk to the appropriate temperature and preserving its biological and nutritional elements. This helps ensure infants grow healthy and thrive. “Sometimes it’s a relatively small need, but when addressed, can create a pronounced improvement,” shares Shilu Ramchand, RN, MS, CNS, Clinical Nurse Specialist. “We are grateful the Foundation is able to help provide the tools and support to ensure our patients receive the best possible care.”

Teaching Financial Fitness

Patients at The General often suffer from social determinants that negatively impact their health, including financial hardship. Economic barriers such as inability to afford medications or the chronic stress of poverty can directly contribute to suboptimal health. The Financial Fitness Clinic, which received a Hearts Grant in 2012, teaches skills including budgeting, debt management, building credit, tax preparation, and long-term savings. The clinic also provides tailored referrals to community-based resources, along with one-on-one financial health counseling, tailored action plans, and longitudinal care. The program has experienced steady growth. More than 150 patients have created financial action plans tailored to their specific needs

and health goals. Four hundred low- and moderate-income patients have participated in the Free Income Tax Preparation program resulting in refunds of more than \$524,500.

The medical-financial partnership created by the Financial Fitness Clinic is another example of how The General is a leader in integrating health care and community economic investment. A unique part of the hospital’s service repertoire, the clinic’s staff includes physicians trained in financial health, a financial counselor, and volunteers. Referrals to the Financial Fitness Clinic continue to increase. “In addition to providing funding through the Hearts Grant, the Foundation has the expertise in reaching out to donors who would be a good fit for this unique partnership. That allows us to focus our energies on what we do best: recruiting patients and running the financial counseling sessions,” shares Amy Whittle, MD. We are grateful to Bank of America, Comerica Bank, Union Bank, and United Way of the Bay Area for providing support to the Financial Fitness Clinic.

Prescription for Healthy Food

The link between food and health is well established. In terms of economic burden, obesity and diabetes cost the U.S. hundreds of billions a year. Whereas 15% of the U.S. population is food insecure, 47% of inpatients at The General are food insecure. For low-income families, like those served at The General, maintaining a healthy diet is often at odds with economic demands to merely survive and maintain adequate food, clothing, and shelter. Food insecurity is associated with higher rates of hypertension, high cholesterol, and diabetes.

The Therapeutic Food Pantry will address the disproportionately high need for food assistance among The General’s patients with the ultimate goal of improving health outcomes and reducing preventable healthcare utilization. The program received a \$15,000 Hearts Grant to help launch its pilot program in Spring 2015.

As part of their clinical care plan, patients will receive “prescriptions” for healthy food. These prescriptions can be filled at the Food Pantry where patients will receive items such as fresh produce, whole grains, low fat milk, eggs, brown rice, and quinoa. The pantry will be staffed by a nutritionist who will provide on-site nutrition education, resources, and referrals to Wellness Center programs at The General. Patients will receive more than 25 pounds of groceries per visit, which will feed a family of four for around five days. Patients can return every two weeks for as many refills as indicated by their provider.

(Continued on next page)



Chef Catherine McConkie with Wellness Center participant Violette Powell.

The pilot program will include 30-40 pregnant women who have diabetes. In late 2015/early 2016, the program will expand to also include children from the Healthy Lifestyles Clinic who suffer from obesity. When the program is fully operational, it will serve approximately 500 patients with an average household size of four. This means 2,000 people will benefit from the Therapeutic Food Pantry each year.

With this novel and comprehensive food program, The General aims to address core patient and community needs, with the ultimate goal of improving health outcomes and reducing preventable disease.

“The Foundation’s help has been invaluable to us in starting up the Therapeutic Food Pantry; the seed money and staff support allows us to leverage other funding possibilities and makes it possible for us to take the first steps to turning this vision to reality,” shares Rita Nguyen, MD. “We aim to be a leader and model for other health systems to more creatively approach health promotion and disease prevention.”

Diabetes Prevention

It is estimated that 35% of adults in the United States have pre-diabetes, and if current trends continue, 1 in 3 will have diabetes by 2050. The U.S. spends more than \$240 billion annually to treat diabetes. At The General, more than 4,500 patients fit the diagnosis of pre-diabetes by laboratory criteria. This number grows as you consider that anyone who is overweight, has a family history of diabetes or a personal history of gestational diabetes, may also be at high risk. The Foundation has awarded several grants over the years to support diabetes care, prevention and patient education at The General.

The Diabetes Center recently received a Hearts Grant to bring the YMCA’s successful Diabetes Prevention Program to the hospital’s campus. In a study published in 2002 in the New England Journal of Medicine, lifestyle modification with modest weight loss through diet and exercise resulted in a 58% reduction in progression to diabetes (71% risk reduction for those over 60 years old). Since that trial, the program has been implemented through various YMCA sites nationally and early data continues to demonstrate significant weight loss achieved in the “real world” setting. The Foundation is proud to fund partnership efforts that support innovative public health care through programs at The General.

The goals of the year-long program are to reduce body weight by 7% and increase physical activity to 150 minutes per week. Classes, which started in October, are offered in English and Spanish and take place at The General. A published analysis



Diabetes patient Gabriel Vicario Jr. has his blood sugar level tested.

of the Diabetes Prevention Program has demonstrated high cost-effectiveness due to its ability to prevent or delay diabetes. The per-patient program fee is set nationally at \$429, though the YMCA has offered generous financial assistance and payment plan options. Even with these accommodations, the cost could be a barrier for many patients and may keep them from committing to a program that could lead to a healthier future.

“Our work in treating patients to prevent the complications that can arise from poorly controlled diabetes is important, but we can make a greater impact by reaching patients earlier. With this grant we are now able to provide a proven diabetes intervention that targets the problem at the optimal time—before the diabetes ever starts,” states Elizabeth Murphy, MD, DPhil, Division Chief of Endocrinology.❤️

Amanda Heier

(Continued from Page 1)

for ending family homelessness. Prior to Raphael House she was the Executive Director of The Mary Elizabeth Inn, a non-profit organization with a century’s tradition of providing safe housing and supportive services to San Francisco women in need. Before coming to San Francisco to work in non-profit administration, she received a Bachelor of Social Work degree from the University of Texas at Austin. Her combined executive experience has focused on developing effective private fundraising programs, strategic planning, expanding organizational capacity and increasing community impact.

“I am honored to be a part of this incredible organization,” shares Amanda. “I look forward to furthering The Foundation’s efforts that support innovative public health care through programs at The General.”

Amanda will lead the planning and implementation of a comprehensive fundraising program to benefit The General, the City’s only trauma center and the Heart of Our City.

“Amanda shares The General’s compassion and commitment to vulnerable populations. The General has a rich history in The City, and we are excited to work with Amanda and the Foundation as we look to the future with the new hospital,” said The General’s CEO, Sue Currin RN, MSN.❤️

Save the Date!

Thursday, February 12, 2015
AT&T Park, San Francisco



HEROES & HEARTS™

BENEFITING SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

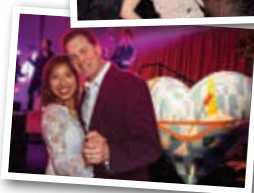
Luncheon, 11:30 a.m. – 1:30 p.m.
Tickets: \$300
Sponsorship: \$5,000+



HEARTS After Dark™

BENEFITING SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

Evening Party, 8:00 p.m. – 11:00 p.m.
Tickets: \$100+
Sponsorship: \$5,000+



Tented Events on the Field

♥ The 2015 Hearts in San Francisco “heartworks” will be available for auction on eBay beginning Feb. 3rd. ♥

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For more info or to sponsor, please contact Katie Moe at 415.206.5928 or kmoe@sfgfhf.org.

Sponsors as of 10.28.14



Funds raised by the Hearts events are used to support the Foundation's Hearts Grants Program.
Hearts Grants are awarded to hospital programs and initiatives that would not otherwise receive funding.
Since 2004, the Foundation has awarded 136 grants totaling more than \$3,700,000.

Educational Literature from Alcoholics Anonymous
PALS Certified Staff
Laptops for Hospitalized Pediatric Patients
Promote Better Food Choices
Warm Hearts: Leadership Training
Discharge Health & Wellness Gift Bags
Wellness Integration Initiative
mySFhealth Volunteer Support
Diabetes Prevention Program
Expand EEG Capacity

Accelerometer System
NeoBlue Photo Therapy Blanket
Healthy Baby Bags
Assessment Video Equipment
Transthoracic Echo Probe
Case Management & Behavioral Health Team
Improvement Plan
Therapeutic Food Pantry
Multicultural Health and Wellness Murals

Historical Archives
Pharmacy & Sterile Compounding Excellence
Wellness Works!
Women's Clinic Hysteroscope Purchase
Patient Experience
LEAN Nursing Visits
Functional Limb Service
Weapons in Minors Possession Program
Intensive Care Nursery Ultrasound
Quality, Leadership & Lean Management

For more information about any of the programs listed, please contact Patrick Heryford,
Development Officer, Corporate & Foundation Relations, 415.206.5803 or pheryford@sfgfhf.org.

Helping Hearts Give Back

30/30 Run

Antonio’s life nearly ended on August 11, 2010 when he was in a severe bicycle accident that caused him to fly through the back windshield of a parked car, slicing his neck open. Antonio was brought to The General, where he received a series of life-saving operations. Doctors initially warned Antonio that he might not ever walk again, and would likely never ride a bicycle. But Antonio, who was training for an Ironman triathlon at the time of the accident, became determined to regain his active life. Despite suffering a stroke on the operating table the day after the accident, Antonio was conscious and talking roughly 48 hours after his injury. Within four days, he was walking around the intensive care unit; after six days, he was discharged; and six weeks later, he was back to work. With the help of intense physical therapy four times a week, Antonio was ready to get back on a bike by spring 2011.

In September 2014, Antonio turned thirty and wanted to mark the occasion by giving back to the hospital. His brainchild became the 30/30 Run—a 30-kilometer footrace around San Francisco. In addition to sharing his story and raising awareness, Antonio raised nearly \$15,000 to support the Foundation.

“You learn to appreciate every day of your life after something like this,” says Antonio.❤️



MERCER Cares

Wine Tasting

Mercer employees hosted a wine tasting in August, featuring varietals from Schlein Vineyard, Dry Creek Vineyard, Blanchard Family Winery, and Roadhouse Winery. MERCER Cares is a “grass-roots” network created by Mercer colleagues to serve as an extension of Mercer’s Corporate Social Responsibility Program by helping to promote employee volunteerism under the philosophy “think globally, act locally.”

“We partnered with San Francisco General Hospital Foundation to help make a positive difference in our community by establishing a close relationship with an organization whose mission and values strongly align with our own,” explains Elise Boivin, Principal, Mercer. The event raised over \$1,000 to support the Foundation!❤️



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Do your shopping on www.smile.amazon.com and 0.5% of your purchase total will be donated to the Foundation. The products and prices are all the same as traditional Amazon, and so is your shopping cart, wish list, wedding or baby registry, and other account settings. It does not cost you a penny. We're receiving quarterly donations from the program and, with your help, look forward to those amounts increasing. Thank you to everyone who has been shopping at AmazonSmile on our behalf—and to all those who will start!

There are just two quick steps to getting started:

1. Go to www.smile.amazon.com and create an Amazon account if you don't already have one.
2. Select **San Francisco General Hospital Foundation** as your charitable organization.

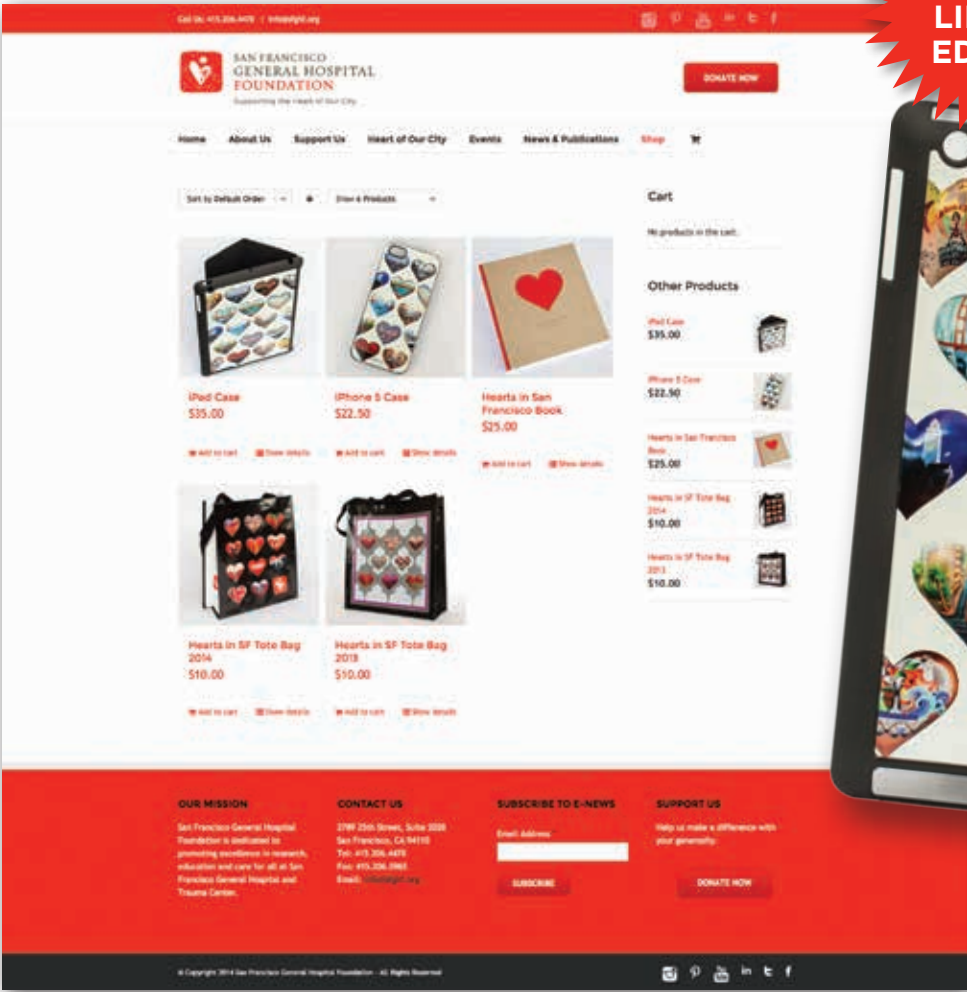
Time to shop!♥



New Hearts Merchandise

Protect your iPad with this limited edition case and show your support for San Francisco General Hospital and Trauma Center – The Heart of Our City. The case features images of some of the most iconic Hearts in San Francisco sculptures featuring images from around the City.

Only \$35 available at our online store: <http://sfghf.org/shop/>



The Heart of Our City

Construction for the new, seismically-safe, state-of-the-art acute care hospital is on budget and on schedule to open December 2015.



As one of the nation's finest public hospitals, San Francisco General Hospital and Trauma Center, is many things to many people.

- ♥ A lifeline in an emergency as the only trauma center (Level 1) serving San Francisco and Northern San Mateo counties and the hub of crisis response in a major disaster.
- ♥ A safety net for people in need, with 70% of inpatients uninsured or underinsured.
- ♥ An innovator in medical science and home to over \$140 million in research grants per year.
- ♥ An educator for the next generation that conducts 32% of all UCSF resident training.
- ♥ An expert medical provider offering exceptional comprehensive care to 100,000 people every year with the expertise of UCSF faculty who serve as physicians at The General.
- ♥ A strong partner to UCSF for more than 130 years, working together to best serve San Franciscans.



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Did you know?

The General was recently named the safest hospital in California in which to have a baby. Over 1,200 babies are born at The General each year.

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