Cheyenne Regional Foundation

# advancement

Advancing Premier Regional Community Healthcare

FALL 2016

# NEW ONCOLOGIST JOINS CANCER CENTER

pg.**12** RAISING READERS GRANT LIFTS SPIRITS

pg.5 GREENHOUSE GRILL: THE COMMUNITY MEETING PLACE



# CHEYENNE WOMEN'S IMAGING PAVILION

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The Cheyenne Regional Foundation is a nonprofit 501(3)(c) organization committed to nurturing and improving the health of individuals and the quality of life for our community. Our mission is to develop and steward resources that support Cheyenne Regional Medical Center in providing access to the best regional healthcare available.

MESSAGE

# Carmalee Rose

**CHEVENNE REGIONAL FOUNDATION CHAIR** 



Reflecting on my two years as Board Chair, a number of thoughts race through my mind. Most importantly, I'm reminded of the tremendous impact made by each of our donors and partners. Without each one of them—each one of you—the Foundation would not be able to provide the support we do to the Cheyenne Regional Health System. From the bottom of my heart, and on behalf of the Board and staff, *thank you very much for your continued and very generous support!* 

I also want to thank everyone who made our Denim 'N Diamonds gala the "wow" event of the season! Thanks to Marcia Graham and her team of board members, event planners, volunteers, & staff! With their effort & the support of our donors, the Cheyenne Regional Clinical Education capabilities will be significantly enhanced!

This year we've also supported other areas as well. Our Endowment Committee continues to make grants to departments across the health system, and in the Spring 2016 cycle alone they approved grants totaling more than \$133,000. Thanks to our amazing donors, we were also able to contribute \$450,000 to Cheyenne Regional as part of our Cancer Center capital campaign!



Finally, I'd ask each of you to please keep Cheyenne Regional and the Foundation in mind as you lay out your end-of-year giving plans.

It has been my pleasure serving you and I look forward to continued success in the future where the Foundation team, including all our donors and community partners, even further enhance the overall quality of life for our community!

Carmalue H Kose

#### LEAVING A LEGACY

If you want to leave a legacy in Cheyenne, you are invited to contact the Foundation to decide if planned giving is the right choice for your gift. Please contact Vicky Fry at (307) 996-4510 for more information.

# Hospital to Celebrate 150 years

Pioneering quality healthcare and a steadfast determination to serve others are qualities that Cheyenne Regional has that date back to its origin in 1867, almost 150 years ago.

"In 2017, CRMC is working on several ways to commemorate 150 years of providing patients with the highest quality healthcare possible," said Wendy Fanning, Director of Annual Giving and Grants at the CRMC Foundation. "The details are under wraps for now."

The hospital has grown in tandem with the Capitol City.

In 1867, the Union Pacific Railroad built a frontier "tent" hospital to treat workers who were injured building the transcontinental railroad. A year later, Cheyenne's founding fathers purchased the tent and all medical supplies for \$125. Over the next several decades, the hospital changed locations, names and even ownership from the city to the county. Today, almost 150 years later, the hospital's dedication to providing quality care remains steadfast and something to celebrate.

It is really hard to believe I've been in this position for over a year already! When I started in September 2015, I knew this was a great organization that directly supported the Chevenne Regional Health System. Today, looking back, I realize that my experiences over the past year have almost entirely changed my perspective. The Foundation is far more than an "organization." First and foremost, it is a passionate, dynamic, dedicated and concerned group of people. Those people fall into a number of groupings: board members and staff, volunteers and sponsors, donors and friends! In fact, most fall into more than one of those groups and every single one of you are really the heart and soul of the "organization" that ensures our community hospital can provide the members of our community the best possible health care!

#### **OUTGOING BOARD MEMBER**

Thank you for your service to the Foundation!



## Scott Fox CHEYENNE REGIONAL FOUNDATION EXECUTIVE DIRECTOR



During this past year, we've seen amazing successes and significant impact in multiple areas. We've reinvigorated our physician engagement program, hosting lunches for their continuing education and facilitating "out of the office" interaction through small group dinners in homes of other physicians! We also brought "Casablanca" to Cheyenne one June evening and 600 members of our community helped us raise funds to support amazing new technology in the area of clinical education and simulation! I could go on and on, but really there is just one thought that needs to follow ...

*Thank you!* I've really been humbled by each and every one of you, no matter your role. The generosity you show is one of the fundamentally great things about our community.

I also want to make sure each of you know that the Foundation staff is here to help you. If you have a question about what we do, please ask. If there's something you'd like to do, let us help you find a way. Maybe most importantly, if you have feedback, please share it with us! Together, I'm confident we can make a difference in the lives of those seeking care at Cheyenne Regional—let's make that difference huge!



# Patrick Madigan

CHEYENNE REGIONAL INTERIM CHIEF EXECUTIVE OFFICER

As the Interim CEO, and based on my observations and experience previously on the Board of Trustees, I'm excited to have this

opportunity to thank all of you who regularly and selflessly support Cheyenne Regional! Your role as a donor and support directly enhance our ability to create and maintain a "culture of excellence"! Thank you!

I'd like to talk about two major undertakings at Cheyenne Regional: our search for a new CEO and our strategic planning review.

First, let me give you a brief overview of the steps we have or will be taking to find our next CEO:

1} The Board CEO Search Committee will send a request for proposal or RFP to find and select a search firm

- 2} The search firm will conduct interviews with the Board, physicians, staff, and community to determine the best qualification for the candidates
- 3) The search firm will identify candidates to be interviewed by the Board
- 4} The Board will make a selection

This process could take 8-9 months; about the same time it took to replace the previous CEO.

Second, the County Commissioners and the Board of Trustees' Strategic Planning Committee are collaborating on one single, comprehensive, strategic planning review. Both qualitative and quantitative data will be used in this review. Together we have chosen Navigant Health as the facilitator for a series of strategic planning discussions and the timeline for this work will be 2 to 3 months. On behalf of the Foundation Board and Staff, we want to thank Margo Karsten for all she's done for Cheyenne Regional and our local community! We wish her all the best in her new undertaking!

## **THANK YOU MARGO!**

The last facilitated process we undertook in 2011 was a great investment in our future. We learned a lot and used the information to develop our current strategic plan. Now is the time to do another deep assessment of our strengths to capitalize on, and the challenges we need to address. The Board, with the Commissioners, is going into this with an open mind. There are no particular preconceptions regarding the outcome of this assessment and both groups are committed to an unbiased, comprehensive, assessment of our strengths, and areas we need to develop further.

Thank you once again for your continued support of the Foundation and Cheyenne Regional! We appreciate your help as we move toward our vision of being the preferred health system that our community chooses for all of their healthcare needs!





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# GREENHOUSE GRILL: THE COMMUNITY MEETING PLACE

A glimpse at how cooks, dieticians, nutritionists and other employees in Food and Nutrition Services work together to create an exceptional experience. f you walk though Greenhouse Grill at Cheyenne Regional it becomes pretty clear this is more than a hospital cafeteria.

## DID YOU KNOW?

#### Area of Greatest Need

Did you know you can designate your gift to the Foundation to support the Area of Greatest Need? When you give a gift like this, you give the Foundation and Cheyenne Regional something special: FLEXIBILITY. Your contributions will be available to support needs from every corner of our health care system. Food and Nutrition for Sodexo, the firm that contracts with CRMC to run foodservice for the hospital. He estimates around 20 percent of the Grill's clientele comes from the neighboring state offices, as well as downtown merchants who come to enjoy a relaxed atmosphere and what has come to be known as a healthy meal and the city's best salad bar.

William Cullen is the Director of

"First the food is fantastic and we have the best salad bar in town," says Sue Howell, who runs one of the cash registers at Greenhouse Grill. "That has gotten out to the public. We get a lot of the mailmen who come in and the state workers. The governor will make an appearance three times a month or more just for that salad bar. It is like the meeting place, the joking place, the laughing place."

Cullen says the Grill averages around 1,100 retail transactions a day and sees its share of regulars, something that isn't typical, based on his experience.

"We have a group of gentlemen who come in every day and drink coffee and



At Greenhouse Grill customers can choose between a deli, pizza station, salad bar, burger grill and an entree station that runs on a five-week rotation.

comes to this hospital to eat."

"It is completely different than running a restaurant," Cullen says. "You are here serving patients and making sure there is a great patient experience every time they have a meal and there is the nutrition side of it and team of dietitians and clinical managers who manage that piece of the cafe."

Cullen is in his third year overseeing the food in CRMC. That means



Troy Strand attended the Culinary Institute of America in Hyde Park, as has supervisor Chris Burris. Everyone who works in a kitchen or on the food service platform goes through a ServeSafe certification for food safety training within their first 90 days. Cullen also offers high marks to the administration for working well with Sodexo.

"I have worked at many, many hospitals and the transparency between the C-suite/administration is

"You are here serving patients and making sure there is a great patient experience every time they have a meal."

managing a team of 76, including 16 cooks who prepare food in the main and east hospital campuses; a room service-like menu for patients (roughly 25 meals per setting); as well as food for the PACE senior citizens program; and the Davis Hospice Center.

Cullen understands hospital food in other communities may lead to some non-believers in Cheyenne when it comes to eating at the hospital. To them, he says simply, "Come see it. We are doing a really good job here. I am really proud of how hard everybody works. We are like a family here."

Howell illustrates the family feel better than most as she runs a register in her 36th year at the hospital. Howell started as an assistant dietician at the DePaul Hospital (now CRMC's East Campus) for three years before moving behind the register. She says she could certainly retire at any time, but says she is the only one from the old DePaul kitchen still working at CRMC and the relationships built through the years will keep her behind her register for

the time being.

"I like the people," Howell says. "The doctors keep you here because you get to know them very well. You respect them and they respect you and after a while you become one community. I came up with a lot of the doctors who are here and you follow each other's career."

Just as impressive as Howell's devotion to Cheyenne Regional is the training many of the chefs receive before coming to the hospital. Chef great," he says. "I can walk down there and walk into an office and say, I have an issue and I want to run this by you and that is kind of cool."

The next steps for Sodexo including opening a new Cafe 214 (though perhaps not that same name) at the East Campus of the hospital and continuing to take care of its clients.

Sodexo, along with Cheyenne Regional leadership, continue to look for new opportunities that will provide better service and experience while ensuring their clients enjoy the food and get the nutrition they need."

Tom Lacock is a Wyoming-based freelance writer.

# Thank you for your support!





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## DID YOU KNOW?

#### Endowments

Did you know donations directed to an endowment survive long beyond the lives of their givers and create true legacies? The Foundation invests the donated funds and only the investment's earnings are spent. The gift itself is preserved in perpetuity!





CRMC Foundation Endowments Did you know the CRMC Foundation currently has four endowed funds to which you could contribute? Endowments exist to support the following areas: Davis Hospice Center and Hospice Services, Cancer and Cardiac Services, Nursing Education, and a general endowment that supports the Area of Greatest Need.

DID YOU KNOW?

The 2016 Denim 'N

**Diamonds Fundraiser** 

was a spectacular success.

Guests had a great time

helping the Foundation

raise funds to purchase

simulators for the Clinical

Education Department.

high-fidelity patient



# NEW ONCOLOGIST JOINS CANCER CENTER

#### Subashini Furman, MD does not lack education, confidence, or a willingness to accept a challenge.

When it was first suggested to her that radiation oncology was physics and math-heavy and perhaps not wellsuited for a woman, her response was swift.

"I said, 'Great, I will pick radiation oncology then'," Furman laughs. "I like a bit of a challenge."

Furman's participation in the radiation oncology program at Baylor College of Medicine was the first by a woman in 11 years. Known to her patients and staff as Dr. Su, Furman started at The Cheyenne Regional Cancer Center on April 18 and has been nothing short of impressed with what she has seen so far.

"I was stunned at the equipment we have," Furman says. "This is the same thing I trained on at Texas Medical Center in Houston—the largest medical complex in the world. I can practice here exactly the same way I would in Houston or San Diego."

Furman and her husband, Dr. Felix Furman, have been on the search for a small community with outdoor opportunities and lower humidity than they found in the Midwest since leaving medical school. Dr. Furman grew up in Sri Lanka and Nigeria while Felix is a native of Russia.

"We love to be outdoors," Furman says. "I love Wyoming. There is something I find spiritual about the landscape here. When I come here and go on hikes I find a sense of peace and calm."

Now, her job becomes spreading the word of the talent and technology available at Cheyenne Regional's Cancer Center. Furman says common cancers are treated the same regardless of setting and with the linear accelerators available in Cheyenne, treatment is the same as a patient would expect anywhere around the country.

"I believe that when someone makes the decision to live in a smaller town, that is because they see value in small community living. They should not have access to anything less than the best in terms of education or healthcare." \* "When someone makes the decision to live in a smaller town... They should not have access to anything less than the best in terms of education or healthcare."

#### Tax-Free IRA Gifts

Did you know if you are 70 ½ years of age or older, you have an opportunity to make direct charitable contribution from your Individual Retirement Account? These tax-free gifts even count towards your required minimum distribution and reduce your taxable income even if you don't itemize!

Wyoming Institute of Population Health

Sustained Innovation In Telebealth Utilization

Cheyenne Regional Behavioral Health Services

Healthcare Innovation Award

2012 - 2015

# Telehealth Helps Wyomingites Dealing with Behavioral Health Issues

According to the National Alliance on Mental Illness, nearly 20,000 Wyoming adults and 5,000 Wyoming children live with a serious mental illness.

Remote locations, small communities, and lack of quality psychiatric care contribute to residents not receiving help.

Telehealth bridges the gap by providing access to psychiatric services.

"It's hard to drive five hours for an appointment. If you have to work or you have a family, it's too much to ask," said Sharon Pendlebury, Administrator of Behavior Health Services at Cheyenne Regional. "Telehealth means we are able to use our resources more effectively and reach people living in smaller communities."

CRMC obtained a multi-million dollar grant in 2012 for this technological system that "enables patients who otherwise wouldn't be able to see a psychiatrist to see a psychiatrist regularly and to stay well," she said.

The telehealth program annually assists 500 patients, and CRMC

specialists are committed to the program, Pendlebury said.

KNOW?

"Wyoming has one of highest suicide rates in the nation. Having access to quality care is an essential component of changing that. As an organization, we're very committed to changing that."

With a shortage of psychiatrists in the state, CRMC saw a need and a way to meet it.

"We have huge amounts of technical support within our hospital system; we feel we are able to provide that service and it's absolutely dependable," Pendlebury said. "So, if a site calls and says, 'We've lost our psychiatrist, we're trying to recruit a new one. We really need your help,' we can ask our telehealth team, and they will go up and install the equipment for free. They'll support the equipment and they'll be available for every appointment so if there is any type of technical challenge, it can be solved in the moment for the patient and provider."

She added, "Without this, there are communities in the state that would not have access to psychiatry, and that is huge in terms of being able to manage your illness and stay well and stay at home." \*



Going to the doctor can be scary for a young child. Things adults take for granted—like being weighed or having your eyes and ears checked—seem alien to a toddler. You add in a few shots, and suddenly pain and a rush of tears combine to form a terrible memory for a place that's meant to keep children happy and healthy.

But thanks to a \$10,000 grant from the Cheyenne Regional Medical Center Foundation that was matched equally by Drs. Prentice and Surbrugg, going to the doctor just got a little more pleasant for some kids. Now, children ages 2-months to 5-years old will receive a free book at the end of each well child visit at the Cheyenne Children's Clinic.

"The books (available in English or Spanish) are matched to the growth and development of the child," Foundation Director of Annual Giving and Grants Wendy Fanning said. "That helps parents to know what level of books they should be reading to their kiddos."

Rather than giving kids candy or a toy to ease the pain of a vaccination, "these books encourage family interaction," Fanning said. "The children are excited to get them, and the parents are too." \*



# BLADDER SCANNER GRANT IMPROVES PATIENT EXPERIENCE

Let's face it: No one wants to get a urinary catheter. The mere thought of it can send chills up a person's spine.

But there are times when healthcare professionals need to know whether there's residual urine in the bladder of a patient.

Fortunately there's a non-invasive way to take the measurement. It's a form of ultrasound called a bladder scanner, and because it reduces the chance of infection and is much more comfortable for the patient, it's become a popular technology.

"We received requests from three departments that wanted these scanners, and we knew another department needed one, too," said Foundation Director of Annual Giving and Grants Wendy Fanning. "So, we wondered if we approached the company to ask if we ordered four, if we can get them for a lower price."

The manufacturer agreed. Four portable BladderScan BVI 9400 units are on their way to improving patient care at CRMC. The units will be used in the ICU, transitional care, telehealth and Medical 7-2 West units of the hospital.

"In addition to helping healthcare providers determine appropriate care, it saves and reduces costs because no sonographer is needed and nursing staff can perform the scan at the bedside," said hospital Clinical Director Carol Rieser. \*

# <image>

# DONOR APPRECIATION DINNER PLANNED

To show appreciation for their ongoing generosity, the Cheyenne Regional Foundation holds an annual dinner to thank donors, as well as to gather their feedback.

"Before dinner, we're having cocktails and conversation to encourage an exchange of ideas with our donors," said Wendy Fanning, Director of Annual Giving and Grants for the Foundation. "We are so very grateful for their donations, but we are also looking to them as an incredibly valuable source of ideas and input."

"Overall by holding this dinner, we want to show donors how they are making quite a difference," Fanning said, pointing out that the Denim 'N Diamonds gala alone has raised more than \$5 million to date for the hospital. \* This year's donor dinner will be held at the Kiwanis Community House on October 11.

In addition to a live chamber ensemble playing, the evening's festivities include cocktails, dinner and a little presentation update by the Foundation.

### DID YOU KNOW?

#### **Matching Gifts**

Did you know that some corporations match the charitable gifts of their employees? Many even match charitable contributions made by retirees or directors. Check with your HR department to see if your company has a matching program. It can be as simple as sending in your gift with the form from your company—then they will contribute toward the area or program of your choice too! DAVIS HOSPICE CENTER the comfort of home...





What does the Foundation do? The Foundation's mission is to inform, develop and steward resources to enable the Cheyenne Regional Health System to provide the best possible health care. Cheyenne Regional Foundation will send mailers with doves to past donors around Thanksgiving. Others interested in participating can pick up a dove at Frontier Mall or contact the Foundation. Chaplain David Stratton has seen thousands of doves placed upon the Tree of Remembrance, a seasonal memorial and fundraiser for Cheyenne Regional's Davis Hospice Center over the past 20 Christmas seasons. However, one donation and dove sets fresh in his mind.

"I was sitting at the tree and a little girl—she was probably in about third grade—writes 'Papa' in crayon," Stratton says. "You can see the girl really thinking about her relationship with her grandfather. You see a tear of sadness and then moment of joy that someone wanted to learn about her Papa. Then, her face lights up and she pulls 19 cents of out her pocket and says, 'Would this help?' I said, yes it would."

This year the tree will go up in the courtyard near Dillard's West on Dec. 3 following a short ceremony. Around 1,200 doves will be placed on the tree. \*

In Loving Memory of Mary MCGlee From Her Family and Friends What does the Foundation believe? The Foundation believes that through philanthropic support of and advocacy for the Cheyenne Regional Health System, the health of individuals and the overall quality of life for our community will be enhanced.

DID YOU KNOW?

In Loving Memory of Cindy Holmes Love, Her Family

When a donation is made, 100 percent goes to the Davis Hospice Center to provide exceptional, compassionate care to terminally ill patients.

# Donor Wall at Davis Hospice Helps Families Heal

Impressed by the care she received, Cindy Holmes recently asked her family to donate part of her estate to the Davis Hospice Center to help other patients and their families. She wanted her name on the Donor Wall.

"My mom was treated at Hospice with 100 percent utmost respect," said her son, William Holmes. "They treated her like she was their mom and us like family. It's just unbelievable the amount of attention they give you."

His mother wanted to contribute after learning how important donations are to the center, Holmes explained. The family donated \$5,000 from her estate, and her friends and other family members gave several thousand dollars more. When a donation is made, 100 percent of the money goes to the Davis Hospice Center to provide exceptional, compassionate care to terminally ill patients. Donations from \$5,000 to over \$1 million are recognized on the wall. Glass plaques are engraved as a lasting tribute with the name of the donors choosing, remembering a loved one, a family or even an organization.

To date, the Cheyenne Regional Foundation has raised approximately \$12 million for the Davis Hospice Center.

"The end of a loved one's life, however long and well lived, is a sad and challenging time for many people," said Victoria Fry, Director of Major Gifts and Planned Giving. "But many people find it healing to keep the loved one's memory alive by creating a positive lasting legacy for others to remember and see. Davis Hospice Center patients seem to be comforted knowing that their donation will help spread some good in this world after their passing. They know the donations will go to help other Hospice patients and their families which seems to help provide them peace."

Holmes highly recommends Davis Hospice Center. "The whole staff is just an amazing group of people from the cleaning staff who would hang up my kids' pictures they drew for my mom to the nurses who would talk with her when I was out working." \*

# Hospital Volunteers Make a Difference



When a traveler found herself at Cheyenne Regional Medical Center suddenly widowed, a volunteer working in the gift shop became the lady's anchoring angel. The two women had something in common: the volunteer had lost her husband one year to the date.

"The volunteer sat with her, visited with her, took care of her, made sure she was comfortable until her family could get here," explained volunteer coordinator Arlene Flood. "The volunteer expressed how much that helped her get through the day because she had almost not come in."

Compassion is the cornerstone of the hospital's volunteer program.

More than 150 people volunteer, last year giving 29,245 hours and contributing \$287,000 to the hospital, Flood said. These volunteers serve in many areas, including the information desks in the main lobby, same day surgery area, and ICU; in the gift shop; at Home Away; and at the Cancer Center. They sew pillows for the rooms and serve tea to patients.

"They provide some amazing and much needed services," said Scott Fox, executive director of Cheyenne Regional Medical Center Foundation. "The volunteers have direct patient and family interaction every day. They are genuinely part of the patient experience," Fox said.

Pam Winter joined the organization nearly 15 years ago.

"It's really fun to be involved in projects that I think really make a difference in this community and in the hospital," she said.





The volunteers have direct patient and family interaction every day. They are genuinely part of the patient experience.

> She and Peggy Leland serve as the group's co-presidents. The latest project involves establishing a garden near the hospital's entrance.

"It provides opportunity for people to get out of the hospital," Leland said. "Families need to have a peaceful place, to get out of that building and get some fresh air."

A former teacher, Leland finds purpose volunteering at the hospital.

"I really enjoy helping people when they need help," she said.

"We all do it because we want to, not because we have to," Winter added. Interested in lending a helping hand and touching lives? For information on volunteering at Cheyenne Regional Medical Center, contact Arlene Flood at 307-633-7513.

> The group also donates health scholarships for LCCC students and grants funds to hospital departments for needs unmet by the facility's budget. Money raised through the volunteers' endeavors "has really had an impact on the Foundation because they turn that into donations that go back to the hospital," Fox said.

> In 2012 the volunteer organization pledged \$500,000 to the capital campaign for a new cancer center, paying off the five-year pledge off in three years.

> "We're putting a lot of money back into the hospital and community," Leland stated.

Whether they're pricing in the gift shop, smiling at an information center, or wrapping presents at Frontier Mall in December, Cheyenne Regional Medical Center's volunteers are vibrant and vital to the hospital, the patients, their families, and the community.

"It's a very successful organization. I think we really make a difference," Winter said. \*

#### CONTRIBUTIONS

#### JANUARY 1 - JUNE 30, 2016

#### AREA OF GREATEST NEED

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#### IN HONOR OF

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- Robert and Anne Coletti Dr. Kenneth Kranz
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- Anonymous

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## Tamara Dereemer

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