THEN AND NOW

Palomar Health Foundation
Impact Report 2015/2016
Contents

Letter from the Presidents ........................................ 3
Rehabilitation Services ............................................. 4
Emergency Department ............................................ 5
Forensic Health Services .......................................... 6
Nursing .................................................................. 7
Nurses and Physicians of the Year ......................... 8
Palomar Health by the Numbers .............................. 9
Recognizing our Most Generous Supporters ............. 10
Philanthropy Report .................................................. 13
Donor Profile ........................................................... 14
Medical journeys and “the hospital experience” are frequently used words today. Across our nation, access to healthcare, top physicians and premier hospitals or medical centers are prime conversation starters often discussed between family, friends, colleagues and neighbors. Even social media is filled with daily healthcare news and suggestions for healthier living. We are feeling the sea change of finding (or keeping!) the best medical providers to keep us healthy, vital and active.

When a medical situation affects us or loved ones, we want to be cared for with an emotional connection. Whether it’s a routine visit, emergency, trauma, birth, death or an unexpected diagnosis, we want to see, hear and feel that there is a complete readiness to our needs.

Patient First. At Palomar Health, these words guide our daily work. They represent our organizational commitment toward making a profound and important difference at the bedside and beyond. **We believe that by enabling our patients to become active participants in their treatment and by learning about each person’s preferences and choices, we are able to deliver excellence.**

Palomar Health Foundation is a natural partner in this effort. Through the acceptance of philanthropic gifts of all sizes, the funding of innovative programs and services, newer technology and advanced treatment plans can be pursued with rigor. We are touched by the caring compassion shown by all our amazing donors and additionally honored by past patients who have become generous benefactors. As our front line caregivers have made an impact in their lives, they are now ‘paying it forward’ to ensure excellence—a Patient First Experience—is sustained by Palomar Health for days, years and decades to come.

Within the pages of this annual *Impact Report* you will find information about some of our important and historic milestones. We hope you find our ‘Then and Now’ edition informative, inspiring and a poignant reminder of all the lives that have been touched, changed and bettered through more than five decades of Palomar Health’s Patient First focus.

Together, with you, our generous supporters and hospital family, we are making a remarkable and profound difference every day.

**With our most sincere thanks,**

Robert A. Hemker  
President and CEO  
PALOMAR HEALTH

Jean Larsen  
President and Chief Philanthropy Officer  
PALOMAR HEALTH FOUNDATION
Rehabilitation Services

Palomar Health Rehabilitation Services is proud to offer a comprehensive program of diagnostic, preventive and therapeutic services to maximize physical and cognitive functioning and return patients to their physical best following illness, injury or surgery. With nationally recognized programs and a record of success that’s unequaled in North San Diego County, we are dedicated to providing the most complete and effective rehabilitative services available—from the emergency room to home.

Paying it Forward: A Patient’s Story

As the granddaughter of immigrants who escaped the Russian revolution in 1921 and arrived at Ellis Island, by way of Jerusalem, Jacke Goldberg learned from an early age to value a hard work ethic. When she met her husband, Joel “J.” Goldberg, she realized she’d met someone who equally valued the same things and had a strong desire for success.

Both active and in good health, they were taken by surprise when J. suffered from an overactive heartbeat, which caused him to lose his balance. He fainted, striking his head on the pavement and suffering a major cerebral injury. He was taken to Palomar Medical Center where doctors, nurses, specialists and staff reassured Jacke they would take care of her and her husband’s needs despite his grave diagnosis.

Their medical journey took them through J.’s initial life-saving care through to recovery and then rehabilitation.

Five years ago, Jacke worried day and night he might not make it. And then there was all the anxiety, apprehension and stress about how much of his body and mind would recover.

Today, he is able to walk with a cane and drive himself places, living each day thankful for his beautiful and devoted wife, and the excellent care he received at Palomar Health.

What makes Palomar Health’s rehabilitation services unique?

We offer more than one therapy service under one roof, which means patients don’t have to drive to multiple locations. Our comprehensive services include occupational therapy, speech, swallow, hand, lymphedema, incontinence, cardiac, pregnancy/post-partum pain, sexual pain and osteoporosis.

Outpatient Stats for 2015

- 39,559 visits
- 4,961 new referrals
Emergency Department Atrium

"As we are getting older, we are going to need more care—not less"

Research has confirmed what many people have intuitively known all along: serene light, visual beauty, green plants and comfortable surroundings ALL contribute to the healing process.

The Emergency Department’s interior Atrium Garden has been soothing, nurturing and uplifting to hundreds of individuals on a daily basis since its opening in 2012. The atrium, honoring Dr. Keyvan Esmaeili and Dr. Robert Stein, was named by generous philanthropists, J. and Jacke Goldberg.

In 2012, the Goldbergs were moved to make a gift to the Palomar Health Foundation in gratitude for the care J. received five years earlier. As part of their gift arrangement, the atrium now bears the name of the two physicians who provided excellence in medical care.

“As we are getting older, we are going to need more care—not less,” Jackie said, “and I’ve experienced a lifetime of medical treatment fears. I wanted to give something back to others who may have endured those same apprehensions, which might give them a sense of calm.”

Palomar Health deeply appreciates Jacke and J. for their generosity and foresight of wanting to comfort individuals who arrive at our Emergency Department feeling anxious and distressed.
Forensic Health Services

Forensic Health Services offers a safe place where a victim’s story is first heard and documented. It’s where kind, highly-trained staff handle the delicate task of interviewing children and adults who are often stunned, traumatized and scared.

In 1984, the city of Escondido, professor Dr. Mary Spencer, Palomar Health and the Escondido Police department created a forensics program. Over the years this program has evolved to encompass three critical areas:

1. **Child Abuse Program (CAP).** The CAP team conducts forensic interviews with alleged victims of sexually molested and abused children from birth to 13 years old and developmentally disabled adults of any age. The team also interviews young witnesses to murder or violence.

2. **Sexual Assault Response Team (SART).** This team is made up of specially trained nurses who perform forensic medical examinations at the request of law enforcement on alleged victims 14 years and older under the direction of a nurse supervisor and physician medical director.

3. **Foster child assessments.** A nurse practitioner performs medical evaluations on children prior to placing them in foster homes.

Palomar Health’s Forensic Health Services has not made a profit since its inception 30 years ago. In late 2013, budget cuts at Palomar Health nearly led to its closure. Thanks to an article written by Logan Jenkins for the *San Diego Union-Tribune*, the community rallied and raised the funds to keep these services available.

Today, this program relies on contributions from generous donors in our community. Most recently, the Golden Door Spa and San Diego County donated funds to renovate the building with new paint, carpet, furniture and storage cabinets.

In 2015, Palomar Health’s Forensic Health Services program interviewed 275 abused children, performed medical evaluations on 175 sexually assaulted adults, and provided medical assessments for 438 children who were placed into foster care. Sadly, the full scope of this problem is unknown as many victims of abuse do not come forward.

This picture of a small boy and a fearsome dragon was drawn during a forensic interview. The boy bravely faces down the dragon while the sun shines. It has become a well-known representation of facing fear from abuse—and the abuser.

“Just over thirty years ago, there was a unique convergence of dedicated people, visionary ideas and new opportunities which helped establish a forensics program at Palomar Health. I am proud of how it has become the gold-standard of forensic services in North San Diego County.”

Dr. Mary Spencer
Co-Founder of Forensic Health Services
While technology today has added state-of-the-art equipment and heightened safety procedures, each day nurses are centered on caring for people who are suffering, much as they did in the 19th century. Driving, biking, hiking or household accidents regularly bring trauma to our door. Woodworking accidents, burns from cooking or bodily harm from an innocent gardening tool left lying unattended are all relatively common, while heart attacks, cancer, diabetes, asthma, mental crises, accidental poisonings and snakebites can round out an average day.

No matter the situation, nurses are educated individuals who selflessly dedicate themselves to helping others. They are proud of the work they do, which includes planning your care around your medical condition and coordinating information with your doctor, family and others who are closely involved in your life.

He or she will see you in the most difficult and undignified of circumstances and will become as familiar with your body as you are. They will know what medicine you need, how you are responding to treatment and every piece of equipment, tube, needle or button you require and how it is used.

They will give you personal space, hold your hand, see to it that you’re eating, rub your shoulder, invite the Palomar Paws dog team to visit or bring in the whole team of medical professionals if something goes “bump in the night.” They live and breathe the stuff heroes are made of 365 days a year.

We tip our hats to our Palomar Health nurses for their commitment to education, certification and the pursuit of knowledge, and combining it with comfort and caring hands to give everyone a “patient-first” experience.

Florence Nightingale. Her name immediately brings to mind an iconic image of a nurse. It was 156 years ago when Nightingale laid the foundation of the nursing profession by establishing a nursing school at St. Thomas’ Hospital in London. In recognition of her pioneering work, the Nightingale Pledge—updated into a modern version called the Practical Nurse Pledge—is still taken by new nurses today.
Nurses and Physicians of the Year

In honor of the hard work and dedication of all healthcare workers, Palomar Health is pleased to recognize our 2016 nurses and physicians of the year.

**NURSES OF THE YEAR**
Selected by the nursing staff

Debra Roman, RN
Birth Center, Pomerado Hospital

Marilou Acheff, RN
Neurological Unit, Palomar Medical Center

Ruth Parker, RN
Acute Rehabilitation, Palomar Health Downtown Campus

This recognition was made possible by The Roz and Len Kolins Endowed Nurse of the Year Award.

**PHYSICIANS OF THE YEAR**
Selected by the Chief of Staff

Ashish Wadhwa, MD
Otolaryngologist, Pomerado Hospital

Michael Burke, MD
Radiology, Palomar Medical Center

**PHYSICIANS OF THE YEAR**
Selected by the nursing staff

Badalin Helvind, MD
Behavioral Health, Pomerado Hospital

David Cloyd, MD
General Surgery, Palomar Medical Center

Keyvan Esmaeili, MD
Acute Rehabilitation, Palomar Health Downtown Campus
## Palomar Health by the Numbers 2015-2016

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 largest public healthcare district in California</td>
<td>16,500 surgeries</td>
</tr>
<tr>
<td>Beds at Palomar Medical Center</td>
<td>288</td>
</tr>
<tr>
<td>Beds at Pomerado Hospital</td>
<td>107</td>
</tr>
<tr>
<td>Beds at Villa Pomerado Skilled Nursing Facility</td>
<td>129</td>
</tr>
<tr>
<td>Expresscare Clinics</td>
<td>3</td>
</tr>
<tr>
<td>Physicians</td>
<td>900</td>
</tr>
<tr>
<td>Employees</td>
<td>4,200</td>
</tr>
<tr>
<td>Inpatient Discharges</td>
<td>31,000</td>
</tr>
<tr>
<td>Outpatient Visits</td>
<td>175,000</td>
</tr>
<tr>
<td>Births</td>
<td>4,000</td>
</tr>
<tr>
<td>ED Visits</td>
<td>140,000</td>
</tr>
<tr>
<td>Health Classes</td>
<td>347</td>
</tr>
<tr>
<td>Support Group Meetings</td>
<td>216</td>
</tr>
<tr>
<td>Pathmaker Interns</td>
<td>876</td>
</tr>
<tr>
<td>HDS Serves approx.</td>
<td>1,500</td>
</tr>
<tr>
<td>FHS had approx.</td>
<td>450</td>
</tr>
<tr>
<td>Senior Care Grant Program serves approx.</td>
<td>160</td>
</tr>
<tr>
<td>Palomar Paws teams do an average of</td>
<td>9,900</td>
</tr>
<tr>
<td>The Jean McLaughlin Women’s Center performs approx.</td>
<td>6,000</td>
</tr>
<tr>
<td>Volunteers</td>
<td>615</td>
</tr>
<tr>
<td>Volunteer hours of service</td>
<td>116,200</td>
</tr>
</tbody>
</table>
Recognizing our Most Generous Supporters

As we celebrate the exceptional healthcare delivery provided by Palomar Health, our thanks is given to the individuals, employees, volunteers, service groups, granting organizations and corporations who generously supported our mission, vision and values. Every day, providing patient-centered care is the ‘true north’ of our work, calling upon each of us to think how we would want to be treated and cared for if we were going through a medical crisis or situation.

We are honored to list our most generous contributors between July 1, 2011 and July 30, 2015.

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Ms. Carol Lazier

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Our honor roll list was determined by cumulative giving of $1,000 or more by each donor between July 1, 2011 and July 30, 2015. From this point forward, honor roll lists will be reported on a single, fiscal year basis. If you have questions, please contact Monica Heath at 760.739.2760.
Philanthropy Report

Sea change = A marked change or transformation

This term best describes the important work accomplished by Palomar Health Foundation in recent years. After a successful five-year capital campaign to build the new Palomar Medical Center, in unison with the strategic planning of Palomar Health, our fundraising has undergone a sea change.

As consumers continue to seek greater knowledge, options and access to health care, Palomar Health Foundation is matching donor interests with Palomar Health’s highest and most urgent needs.

The generosity of individuals, corporations, service groups, volunteers and granting organizations inside and outside of the North San Diego County region continues to help advance the delivery of care within Palomar Health’s 2,200 square mile healthcare district.

We are also creating deeper understanding, awareness and relationships with those who believe in and invest in our work.

Giving. Philanthropy. Charity. The act of giving to organizations or causes that are important, near and dear to hearts and minds has had its place in history for ages. Such generosity has helped increase the number of academic institutions, solve social problems, find cures and make important changes to improve people’s lives.

Palomar Health is honored and humbled by the gifts of time and talent made to our organization. Thanks to the expertise and dedication of our physicians, hospital leaders and staff, combined with our community’s generosity, we have realized the greatest stabilization of our healthcare system’s financial outlook in many years.

More importantly, we helped people become vibrant and healthy again, whatever their diagnosis or medical journey.
Patient Story
Don Belcher, Philanthropist & Former Patient

When Don Belcher accepted Palomar Health Foundation’s invitation to tour the new Palomar Medical Center (PMC) in 2014, he had no inkling of the impact the facility would have on his life.

“My wife and I were both tremendously impressed, said Belcher. “Everywhere we turned there was state-of-the-art equipment and intelligent design. It was clear that extraordinary thought and resources went into the building, with the goal of delivering the best possible care to all patients. Even more important, the physicians, nurses, and staff we interacted with were beyond compare. Marie and I decided this was an institution we wanted to support.”

Don joined the Foundation’s board as a director soon afterward, determined to share what he learned about PMC with others in the community. Several months later, he became even more qualified to tout the hospital’s attributes. That’s when his previously-excellent health faltered, and he experienced a series of life-saving “tours” as a patient.

“I had everything from pneumonia to lung failure and upper GI bleeding. Over a three-month period, I was cared for on four different floors, in six different rooms, by 30-40 nurses and aides, and six to eight physicians,” explains Don. “One thing that came through loud and clear in each of my visits was that the patient is the number one priority. You can’t spend time there without noticing the extremely high standard of personal attention and care, and believe me, it makes a huge difference. From the housecleaning staff who asked whether it was a good time to clean my room, to the nurses who made it a point to tell me when I would be having tests or x-rays, to the physicians who sat next to me and asked me how I was feeling, they all did an incredible job of demonstrating every day their caring commitment to every patient’s health and well-being. I owe each of them for my ability to stay vertical these days!”

Don is more determined than ever to enlighten inland north county residents about all that Palomar Health offers, especially after his recent knee replacement and Marie’s successful high-tech robotic surgery.

“We need to focus on and exploit PMC’s tremendous strengths,” states Don. “The fact that we have been named the fifth most technologically-advanced hospital in the world, the fact that our staff is trained to meet patients’ every need, are all reasons to support Palomar Health.”

Don and Marie have generously supported Palomar Health Foundation’s Grateful Patient Program, with a matching-gift program. “I know how thankful we both are. We hope others who have had similar experiences will express their gratitude in the form of a donation, so we can keep this amazing place always moving forward.”
Thank you to our Corporate Partners in Health.

**BENEFACtor ($50,000 AND ABOVE)**

- Anesthesia Consultants of California Medical Group, Inc.

**Patron ($25,000 AND ABOVE)**

**Co Architects**

**Partner ($15,000 AND ABOVE)**

**Member ($10,000 AND ABOVE)**

**Sponsor ($5,000 AND ABOVE)**

- AMN Healthcare
- EmeraIc Etech
- Pacific Medical Buildings
- San Diego County Credit Union
- protravel International
- Kindred Healthcare
- Chase Design
- Unicorn Jewelry & Watch Boutique
- DPR Construction
- Sharp Community Medical Group
- Design Fabrication, Inc.
This photo captures a landmark moment in the history of Escondido with the February, 16, 1950 dedication of Palomar Memorial Hospital. The hospital was the dream of our community forefathers in the Escondido Valley Hospital Association whose vision created a large, modern downtown facility. It was named in tribute to the men and women who served in World War II.

Today, Palomar Health is California’s largest health care district, serving communities in an 850-square-mile area covering more than 2,200 square miles of South Riverside and North San Diego Counties. Yet, our healthcare systems’ roots will never be forgotten. Nor will the men and women who have served our country, protecting our many freedoms.