

# SHARE *a* VISION

A MAGAZINE FOR OUR FRIENDS AND COMMUNITY ● SUMMER 2013



CELEBRATING  
**100**  
YEARS



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# A HISTORY OF GIVING

## And the Next 100 Years

Dear Partners & Friends,

Most people don't know that philanthropy has played a critical role at White Memorial Medical Center from the very beginning. During the hospital's first decade, philanthropy helped transform the hospital from an idea to a reality; to a respected regional medical center and teaching hospital, and a significant presence in our community. This year is the hospital's 100th anniversary. Some of the facts I've learned recently:

- In the early years, a "Women's Committee" cooked, served, and sold goods to benefit the new hospital and its important work of educating physicians.
- Dr. Percy Magan was offered \$23 a week to be the new Director of Medical Education in 1915, and he had to raise funds to pay his own salary. He soon needed to expand the original one-room clinic on 1st St. in Boyle Heights and found space where the hospital stands today, donating his own money to fund half the purchase.
- In 1920, Lucinda Josephine "Josie" Phillips, heir of a prosperous rancher and real estate developer, donated \$30,000 to increase the hospital's capacity to 94 beds. Lida Funk Scott, the heir to the Funk and Wagnell's publishing fortune, also donated \$30,000. Other women philanthropists also stepped forward to save the hospital when it encountered financial challenges in its early years.

**At White Memorial, virtually every program and service, many of the buildings, and much of the technology started with the gift of generosity.**

As a Latino and a member of President Obama's Community Development Advisory Board, I am especially proud to see how WMMC is positioned to lead the nation in caring for the needs of Hispanics who, with the implementation of the Affordable Care Act, will finally have access to quality medical care. As we embrace health care reform in this community and nation, we know our hospital will serve as a center for Hispanic health and continue to play an important role as a valued partner of this community.

The Foundation Board, with the support of the Governing Board, is pursuing significant potential funding opportunities that are unique to our community. This is possible because of the groundwork we have already laid through excellence and innovation in workforce development, opportunities in translational research (i.e. applying what we know from clinical research studies to our Hispanic Boyle Heights community), and medical education programs. Stay tuned as we create, together, a plan for the next hundred years.

Sincerely,

David C. Lizárraga  
Chair, WMMC Charitable Foundation

CELEBRATING  
CELEBRANDO

100  
YEARS



## WMMC CELEBRATES 100 Years of Faith and Healing

In 1913 White Memorial Medical Center began as a small clinic for medical students in East Los Angeles.

This year WMMC celebrates 100 years of service with a series of activities themed “100 Years of Faith and Healing.” Special commemorations are taking place throughout the year, culminating with a special Centennial Weekend that includes the Gala (Oct. 27) and a Centennial Hospital Sabbath (Oct. 26).

Centennial visuals have sprung up throughout the hospital; WMMC has also published a commemorative centennial history book, “A Journey of Faith and Healing.” Visit [www.whitememorial.com/centennial](http://www.whitememorial.com/centennial) for full details about the Centennial.

### CENTENNIAL SPONSORS

**CENTENNIAL CORNERSTONE SPONSOR - \$100,000**  
Sigue Corporation

**CENTENNIAL BENEFACTOR SPONSOR - \$25,000**  
Allied Physicians of California  
White Memorial Gynecological Obstetrical Medical Group

**CENTENNIAL PATRON SPONSOR - \$10,000**  
Adventist Health  
BERNARDS  
Bowers Ambulance Services  
Buena Ventura Post-Acute  
CompSpec, Inc.  
COPE Health Solutions  
Family Care Specialists Medical Group, Inc.

Glendale Adventist Medical Center  
Glendale Pathology Associates Medical Group, Inc.  
Huron Healthcare  
Latham & Watkins, LLP  
Lilibridge Healthcare Services, Inc.  
Loma Linda University Medical Center  
Mosaic Family Care Medical Group, Inc.  
Radiology Medical Group MAG VII  
RISARC  
Sodexo & Affiliates, Inc.  
Southern California Conference  
of Seventh-day Adventists  
Stericycle  
TELACU Industries  
Tiller Constructors  
White Memorial Medical Group  
White Memorial Pediatric Medical Group  
Jim & Beth Zachary

## Ray A. Vasquez New Board Member Brings His Family Full Circle



Ray A. Vasquez  
Senior Vice President  
Bank of America Merrill Lynch

Ray A. Vasquez’ father and grandfather grew up in Boyle Heights and know White Memorial Medical Center well. Now Ray’s young daughter is thinking of a career in medicine – perhaps at WMMC. To Ray, being appointed to the WMMC Charitable Foundation Board brings his family’s connectivity with the hospital full circle – past, present and future.

Ray is a Senior Vice President and the Market Executive for Bank of America Merrill Lynch in Pasadena, overseeing a team of client managers throughout Greater Los Angeles. Their mission is to develop key relationships with large privately-held companies throughout the metropolitan area. Ray’s goal is to draw on these relationships to further the Foundation’s connections with the business community, heightening awareness, fostering collaboration and ultimately expanding the Foundation’s base of support.

“What White Memorial has done for Boyle Heights is just amazing,” he said. “It’s ingrained in the community. This board appointment will enable me to give back in a very personalized way.”

Ray lives in the San Gabriel Valley with his wife Felicia, a public school teacher, and their two daughters Erica, 9 and Anne, 13.

## Charles Bonaparte-Wyse Local Restaurateur Joins Foundation Board



Charles Bonaparte-Wyse  
President and CEO  
El Gallo Giro Corporation

Charles Bonaparte-Wyse, President and CEO of the El Gallo Giro Corporation, joined the White Memorial Medical Center Foundation Board in March of this year.

Founded in 1987, the El Gallo Giro Corporation is the parent company of what has become one of the most successful privately owned restaurant chains in California. Established at a single location in Downey, the company now operates 11 El Gallo Giro Mexican restaurants throughout Southern California and the Bay Area.

Charles first visited WMMC in 2012, at the invitation of Bill de la Viña, President of SIGUE Corporation. During a tour and presentations from a number of WMMC physicians and volunteer leaders, he expressed an interest

in becoming involved with efforts to promote the hospital’s mission. Shortly thereafter, Bill, who serves as Co-Chair of the Centennial Fund Committee, recruited him to join the committee.

Since then, Charles has proven to be a passionate advocate for the WMMC mission. “His appointment to the Foundation Board is the appropriate step for someone who has demonstrated such commitment,” says Chairman of the Nominating Committee, George A. Ramirez.

**CLINICAL RESEARCH**

During the past decade White Memorial Medical Center has emerged as an important site for research, especially for chronic medical issues that heavily affect Hispanic populations



**White Memorial is a Center for Clinical Research**

Clinical trials – also known as clinical research – are the key to finding new, effective treatments for disease, and sometimes result in spectacular medical breakthroughs. Hospitals involved in clinical research can give patients access to cutting-edge therapies, attract the best and brightest physicians and improve overall quality by documenting patient care advances and adopting evidence-based outcomes and best practices.

During the past decade White Memorial Medical Center has emerged as an important site for research, especially for chronic medical issues that heavily affect Hispanic populations. WMMC had the second-largest patient cohort in the country for the ACCORD Diabetes Clinical Trial, a nationwide trial funded by the National Institutes of Health. ACCORD sought new treatments for diabetic patients that would reduce the incidence of cardiac disease among them. Both diabetes

and heart disease occur more frequently in Hispanic populations than any other ethnic group.

Since then WMMC has continued its involvement in research, participating in additional studies with the potential to promote the health and well-being of the Hispanic community. These studies include both clinical trials and translational research; applying research discoveries to the development of trials in actual patients, and enhancing the adoption of best practices in the community.

Both can yield important improvements to the care we provide our community. “Our projects can lead to care innovation and redesign of procedures to better address not only the medical needs of our patients, but the linguistic and cultural needs of our Hispanic community as well,” said Sharon McCoy, Vice President, Clinical Services.

**RESEARCH AT WMMC**

**DIABETES**

*ACCORD Eye Study*

About 150 patients at WMMC participated. Researchers determined that two new therapies can help slow the progression of eye disease in high-risk adults with type 2 diabetes. Findings were published in the New England Journal of Medicine in 2010.



**ACCORDION**

Patients from the ACCORD trial are being followed for five years to provide a complete picture regarding long-term vascular outcomes from diabetes and the impact of glucose, blood pressure lowering, and lipid treatment on those outcomes.



**APOLLO**

This clinical research study will determine if the medication aliskiren, either alone or in combination with other blood-pressure lowering drugs, can prevent heart attack, stroke, heart failure and death in older adults with slightly high blood pressure.



**REWIND**

This study will assess whether a new diabetes drug can reduce major cardiovascular events and other serious outcomes in persons with type 2 diabetes, when added to their current regimens to control blood sugar.

**TRIALNET**

TrialNet is an international network of researchers who are exploring ways to prevent, delay and reverse the progression of type 1 diabetes. TrialNet is conducting clinical trials with researchers from 18 Clinical Centers in the United States and worldwide.



**CANCER**

Over time, advanced stage breast cancer can stop responding to drugs being used to treat it. This Stage 1 clinical trial will determine if a new, experimental drug can increase the effectiveness of a commonly-used chemotherapy drug in advanced breast cancer patients.



**STROKE**

Stroke is the third leading cause of death and the leading cause of adult disability in the United States. The FAST-MAG Trial studied whether a new medication, administered by paramedics in the field, is an effective and safe treatment for stroke.



**BANK OF AMERICA**

**\$1.5 Million Workforce Investment in Youth by Bank of America Pays Dividends**



WMMC Program Director Mike Garcia (left) and Rigoberto Miramontes, a Bank of America Career Pathway Intern/Mentor.

In 2007 only one organization, out of hundreds of thousands across the nation, was selected by the Bank of America Foundation to receive a \$1 million grant. That organization was the White Memorial Medical Center Charitable Foundation.

With the grant, our Foundation established the Workforce Development and Volunteer Program, which places high school and college youths in volunteer positions throughout the hospital. The youths learn valuable job skills while assisting clinical staff, patients and visitors. In 2011 the hospital received an additional \$500,000 Bank of America Foundation grant and added a Career Pathway Internship

Program. This new program provides a \$1,200 stipend to help defray education expenses for participants, a majority of whom are students who provide 10-12 hours a week during a three-month internship. Selected youth must meet certain criteria.

“Bank of America’s commitment to create and then expand the partnership with White Memorial has proven visionary,” said Raul F. Salinas, Esq., former Foundation Board Member and current member of the WMMC Governing Board. “Hundreds of young people with very uncertain prospects for a productive future have received training, gained mentors and been provided a glimpse of potential careers in healthcare. This is an important step for them, for the hospital, and for our community.”

Between 2007 and 2012 the two programs have provided almost 800 local youths and young adults with skills enhancement and career and volunteer opportunities. The volunteers and interns have in turn dedicated more than 108,000 unpaid hours to the hospital, representing more than \$2.5 million in benefit, as defined by the California Hospital Association.

According to David C. Lizárraga, WMMC Foundation Board Chair, the Bank of America Workforce Development Program is both a “community outreach program” and a “community input program.”

“Striving to be a good community partner, White Memorial understands and is sensitive to the needs of the communities we serve,” Lizárraga said. “This program enables the hospital to reach out to young people with opportunities they might not otherwise have, and bring them into the WMMC environment. Here they experience real life in a hospital; they learn by watching and listening and they witness first-hand what physicians, nurses, technicians and aides do to save lives and restore health. For most, their time at WMMC is life-changing.”

**SATISFIED PATIENT and His Wife Donate to White Memorial**



Barbara and Harry Wurmbrand

When Harry Wurmbrand’s orthopedic surgeon, Dr. John Itamura, recommended surgery at White Memorial Medical Center last year, Harry’s wife Barbara arranged for a pre-surgery tour.

“I wanted to see the room in the hospital where Harry would stay because I was planning to sleep there too! I was concerned about exactly how that could work,” explained Barbara.

“Instead of an abbreviated tour of just the room, Randy (Saad, Director of Surgical Services at WMMC) gave us a fabulous, thorough tour of the entire surgical facility so we would really know what to expect,” Barbara said. “We were so impressed with the time and energy Randy gave to make us feel comfortable in advance. He acted like a welcoming and reassuring friend, even as we knew he was a very busy professional taking valuable time out of his day for us.

“After the surgery,” Barbara continued, “Randy and the entire WMMC staff were so attentive. They were warm, engaged and on top of everything. We didn’t have that impersonal hospital experience that we’ve had in the past in other places.”

Barbara slept on the window seat “bed” in Harry’s room after being given sheets, blankets and pillows by the nurses. However, Barbara felt the cushion was uncomfortable and she did not believe she could sleep there a second night. Randy and his team came through again, fashioning a mattress for her out of eight pillows wrapped in blankets. Success!



Randy Saad, RN, Director of Surgical Services at White Memorial

“As Randy was there for us at the beginning, so was he there for us when it was time to go home,” Barbara said. “He personally addressed all of our concerns and initiated some processes for after-care at home. He literally came to say good-bye at the discharge. He was awesome!”

After Barbara and Harry got home, they decided to make a monetary gift to the hospital in appreciation of the excellent care they had received. Barbara asked that the gift be made in honor of Randy in particular and all the staff at the hospital who had attended them.

Harry recovered completely, and he and Barbara feel good that they were able to donate to White as an acknowledgment of their positive experience.



## WMMC EMPLOYEES

### Employees Give Record Amount to Benefit Hospital Patients and Programs

Carlos Orozco grew up across the street from White Memorial. When he was 20 he began working there. For at least 14 years Carlos, a maintenance specialist in the hospital's Facilities Department, has contributed to WMMC's annual Employee Giving Campaign – even during a six-month medical leave.

"I see it as giving back to the community," said Carlos. "The hospital helped me by giving me a job within the community. I was thankful and wanted to give back."

During the last 10 years employees have donated \$1.3 million to benefit the hospital and its programs; in 2012 they gave the most ever, \$169,098. Of this, \$70,000 will go toward the Simulation Center fundraising effort. The remaining funds will benefit other initiatives at WMMC, including the Dupper Fund for community outreach, the Employee Assistance Fund Donation and Loan program, Chaplaincy Services, the Neonatal Intensive Care Unit, the Cleft Palate Program, and more.



Carlos Orozco

**Employee Giving Campaign fundraising efforts are 100 percent employee driven. A special thanks goes to the 2012 campaign committee!**

- Patricia Argueta ..... 1 East Inpatient Rehab
- Ruth Arroyo ..... Radiology
- Ruth Benitez, RN ..... Pediatrics
- Diane Carlos ..... Family Residency
- Sybil Cross, PhD, NP, RN ... Behavioral Services
- Rosemary Earl, RN ..... Maternity
- Irmina Flores, RN ..... Cleft Palate Program
- Yuri Geronimo ..... Foundation
- Carol Hernandez ..... Pathology
- Arlene Lara, Co-Chair ..... Nursing Administration
- Rhashann McDowell ..... Continuum of Care
- Antonio Morales, Jr. .... Nutritional Services
- Sylvia Muñoz ..... Medical Education
- Carlos Orozco ..... Facilities
- Maribel Preston ..... Cancer Center
- Alison Quibuyen ..... Surgery
- Eduardo Salcido ..... 3 East Nursing Unit
- Cynthia Serna ..... Finance
- Elaine Valles, Co-Chair ..... Human Resources
- Eden Vergel De Dios ..... Labor & Delivery
- Margarita Vindiola ..... Rehabilitation
- Marcellus Winslow ..... Clinical Engineering



Left to right: Mary Anne Chern, President, WMMC Foundation; Rhashann McDowell, Continuum of Care; Elaine Valles, Campaign Co-Chair, Human Resources; Yuri Geronimo, Foundation Major Gifts/Special Events Coordinator; Beth Zachary, WMMC President & CEO; Arlene Lara, Campaign Co-Chair, Nursing Administration; Eddie Salcido, Skilled Nursing Unit.

## GOLF TOURNAMENT and Centennial Sponsors Raise \$320,000

Thank you to our generous Centennial Sponsors, Golf Sponsors and individuals who joined us for the 2013 White Memorial Medical Center Centennial Golf Classic on Thursday, April 18 at Industry Hills Golf Course at Pacific Palms Resort.

Our tournament sold out, and with gifts from our Centennial Sponsors generated more than \$320,000 to support the Centennial Campaign and the completion of our Simulation Center. After a great day of golf and camaraderie, players and donors enjoyed an evening banquet with team prizes, live auction and opportunity drawings. Congratulations to our tournament winners: 1st Place Gross: John Vanore, MD, Andrew Kwon, MD, Andrew Widmar, and Thomas Ly and 1st Place Net: Gordon Gong, Cory Camillier, Blin Richards and Brian Dixon.

A heartfelt thank you goes to our 2013 Golf Committee Members: Eddie Angeles, Esq.; Mauricio Bueno, MD; Henry Cervantes; Al Deininger – Sponsorships Chair; Roland Fargo; Eric Garcia; Alicia Gonzalez; Denis Keegan; Bill Haddad; Jonathan Harper, EMT; Evan King; Cesar Marquez; Carlo Mejia – Awards Chair; Felix Mendez; George Nuñez; Rick Olivarez; Cindy Sammartano; Richard Sanders; Steven Stubbs; Pep Valdes; John Vanore, MD; Janet Yu; and Jim Zachary – Contest Chair.

A big thank you also goes to our volunteers: Carlos Casco; Mayra Hernandez; Michael Jordan; Jeff Mercer; Mary Ann Morales, RN; Adrienne Nussbaum; Rosemary Earl, RN; Miguel Ruiz; Mike Smith; Becky Ventura, RN; Lucy Yap, RN; and Janet Yu.



(Top photo, left to right): Lex Reddy; Bob Carmen, Adventist Health President & CEO; Szareh Sarrafian; Don Sease.

(Bottom photo, left to right): Mauricio Bueno, MD; Brandon Bueno; Pat Welch; Chris Craig.



## CECILIA GONZALEZ DE LA HOYA CANCER CENTER



### Grant Funding and Donations Help Cancer Patients

Maria Gutierrez' life changed just after her 40th birthday, when she found a lump in her breast. Fortunately, Maria, who had no insurance, received the care she needed at the Cecilia Gonzalez De La Hoya Cancer Center at White Memorial Medical Center, thanks in part to a grant from the National Breast Cancer Foundation. Today Maria is cancer-free.

Maria is just one of the thousands of cancer patients whose care at the Cecilia Gonzalez De La Hoya Cancer Center is made possible through grants and generous donations. In the last dozen years the cancer center has received more than \$1.5 million in grant funding and donations from the NBCF and others. Among them are the Breast Cancer Prevention Fund, the Kroger Co. and hundreds of individual donors, including White Memorial employees and physicians.

In 2012 these funds helped provide more than 1,200 mammograms and breast ultrasounds. Starting this year the cancer center will provide prostate cancer, breast cancer and cervical cancer screenings under the state's Impact and Every Woman Counts programs.

"These donations save lives," said Helen Mosley, White Memorial's Director of Cancer Services. "They pay for cancer screenings and education that many of our patients wouldn't otherwise receive. Many of our patients are uninsured and don't get regular primary care. When they come to us their cancer is often at an advanced stage. Through education, awareness and screenings, these donations are helping us make a huge difference in our community."

### THE NATIONAL BREAST CANCER FOUNDATION



Janelle Hail

Founded in 1991 by breast cancer survivor Janelle Hail, the National Breast Cancer Foundation has evolved into one of the most highly regarded breast cancer champions in the world. Under Janelle's vibrant and persuasive leadership, NBCF has emerged as a respected leader in the battle against breast cancer, partnering with organizations, hospitals and agencies throughout the world. Gabriela Barbarena, member of the White Memorial Medical Center Governing Board and Foundation Board, was recently appointed a member of the NBCF Board.

The NBCF focuses on extending women's lives through education about breast cancer and early detection. By providing funding for educational programs and mammograms, the NBCF helps save the lives of thousands of uninsured women by reaching them at a vulnerable time of their lives and ensuring their good breast healthcare. In 2011, the NBCF distributed more than \$8.6 million in grants for awareness, detection and research programs.

A passionate advocate and enthusiastic fundraiser, as well as an inspirational speaker, Janelle has been honored by numerous organizations around the world. She and her husband Neil have raised three sons and live in the Dallas-Fort Worth area.



Radiation Oncologist Sheri D. Marquez, MD and Radiation Therapist Kenneth Cordua prepare a patient for treatment.

Part of the funding received by the cancer center has also gone to enhance services, including the addition of image-guided radiation therapy. This treatment, found most often in large, academic medical centers, adjusts the radiation beam daily to match the size of the patient's tumor. The radiation attacks only diseased tissue, resulting in fewer side effects and enhanced quality of life for patients.

**"Every day our patients recognize and graciously appreciate the impact of our donors – often with tears of happiness. Thank you for your heartfelt, generous help and support!"**

– Sheri Marquez, MD, radiation oncologist

"We are grateful for every donation we receive, large or small," said Sheri Marquez, MD, a radiation oncologist in the cancer center. "Grant funding and private donations are critical for us to continue helping our underserved and often neglected populations. The support we receive goes fully and directly toward patient programs and services. Every day our patients recognize and graciously appreciate the impact of our donors — often with tears of happiness. Thank you for your heartfelt, generous help and support!"



Néna de la Rosa and her daughter Velma.

### First 5 Grant Helps WMMC Encourage Breastfeeding in New Moms

Velma de la Rosa breast-fed her children—all four of them. "From the time I was in high school, I learned of the health benefits of breastfeeding," says the La Habra resident. "I was taught early on that 'breast milk is the best milk' so it was an easy decision when the time came for me."

With grant support from First 5 LA, White Memorial Medical Center is working on raising the breastfeeding rate of its new mothers, many of whom haven't decided whether to breastfeed. "For any number of reasons, expectant mothers have not committed to exclusive breastfeeding," reports Diane Marshall, RN, Director of Women's and Children's Services at WMMC. "We think that with encouragement from mothers who have been through the breastfeeding experience and who can share the benefits and their personal stories, our new moms will more readily adopt exclusive breastfeeding for their babies."

"I am convinced that my four boys, the oldest of whom is 26 and the youngest 8, all grew up healthier because of breastfeeding," says Velma. "And I want to recruit other mothers from throughout our area who are willing to help today's moms have healthier babies."

At WMMC, the exclusive breastfeeding rate has more than doubled in three years to about 42 percent. This is still well below the statewide average of 65 percent. The support group is in the very early stages of formation. For more information contact the WMMC Foundation at 323-260-5739, extension 1.



## CLEFT PALATE PROGRAM

### Donations Help Cleft Palate Program Bring Smiles to Children's Faces

**“The Cleft Palate Program at White Memorial is the only program of its kind in east Los Angeles County. Many of our patients are underserved, low-income infants and children from birth to 21 years old. Grants and donations help bring smiles to the faces of these children and their families.”**

— Luis Arabit, Coordinator of the Cleft Palate Program

Eight-year-old Gracie was born with a severe cleft palate that doesn't blemish her face but makes it difficult for others to understand her speech. In school it's hard for Gracie to make friends, and she has struggled with self-esteem.

“The other kids were avoiding her and making her feel bad about herself,” said Gracie's mother, Xiomara Lopez. “That's a type of bullying.”

Xiomara enrolled Gracie in a new support group offered by White Memorial Medical Center's Cleft Palate Program, where Gracie was already a patient. The support group, made possible by a \$9,576 grant from Smile Train, Inc., helps children and their families develop skills to cope with teasing and bullying and to build self-esteem.

“It has definitely helped Gracie to not feel bad because of the way the other kids act,” said Xiomara.

The 2012 Smile Train, Inc. grant is just one more example of how philanthropy has made a difference to children and families in the Cleft Palate Program. In the past five years the program has raised more than \$234,000 through grants and private donations, including a \$100,000 gift from The Eisner Foundation, \$40,457 from the City of L.A. Proposition K funding and more than \$48,000 in employee donations. The funds have helped provide additional services, including much-needed surgeries for children with cleft lip and palate.

“The Cleft Palate Program at White Memorial is the only program of its kind in east Los Angeles County,” said Luis Arabit, Coordinator of Pediatric Rehabilitation and the Cleft Palate Program. “Many of our patients are underserved, low-income infants and children from birth to 21 years old. Grants and donations help bring smiles to the faces of these children and their families.”

## Donations Enhance Care for FRAGILE INFANTS



Typically, premature babies like this one are discharged from the NICU at about the date they were due to be born.

Joanka Martinez calls him her “miracle baby.” When Alexander was born in February he was more than three months early. Tiny, fragile and weighing less than two pounds, he was cared for in White Memorial Medical Center's Neonatal Intensive Care Unit, in a special bed that provides the best possible environment outside of a mother's womb.

“He's growing and doing well,” Joanka said. “I'm so thankful.”

Giraffe OmniBeds reduce stress to the baby, help decrease infections, shield the baby from noise and, perhaps most importantly, keep the baby's temperature evenly regulated. And because they provide complete access to the baby, the beds enable nurses and doctors to perform all procedures without moving the baby from bed to bed.

“For infants born prematurely, the loss of heat and water through their immature skin is life-threatening,” said Robert Tefft, MD, medical director of the WMMC NICU. “In the tiniest babies, a less-than-optimal environment can result in complications that will leave them with life-long disabilities and devastate the families who care for them. The OmniBeds provide warmth and humidity to keep our tiny babies safe, and the beds allow the touch and contact that parents so desperately need. The OmniBeds may not solve all of our problems in caring for these tiny patients, but at least they give us a fighting chance.”

The OmniBeds are just one example of how WMMC is continuously enhancing care with new equipment made possible by generous contributions from donors.

For hospitals, improved technology and equipment offer significant benefits to patients, but the cost is substantial – and sometimes prohibitive. Grants and donations often provide the only source of funding.

WMMC's NICU currently has four OmniBeds, which are quickly becoming the standard of care for premature infants. Approximately \$98,000 was raised during Gala 2012 to purchase two more. (See Gala 2012 story on page 16.)

For more information on how you can contribute to this important effort, contact the WMMC Foundation at (323) 260-5739, extension 1.







# SIMULATION CENTER

Join in the Simulation Center Fundraising Excitement

**Simulation Center Campaign Co-Chairs**  
 Lynne Whaley, RN  
 Miguel Martinez, MD  
 Leroy Reese, MD

**“A central part of WMMC’s mission is education. As a resource to help ensure patient safety, this project is a top priority.”**

— Senior Vice President  
 Lynne Whaley, RN

The effort to raise \$1.4 million to build and equip a state-of-the-art Simulation Center at White Memorial is triggering excitement from the community, physicians and employees.

Perhaps most exhilarating is The Ahmanson Foundation’s commitment to a significant gift, followed by a “challenge grant” in an equal amount (a challenge grant requires that matching funds be raised from other sources before the grant is awarded). The challenge, which expires in October, has motivated campaign supporters to redouble their efforts.

“It’s fortuitous, exciting and unbelievable,” said hospital Senior Vice President Lynne Whaley, RN, who was among the first to voice support of a Simulation Center even before the hospital received seed

funding of \$270,000 from the Lyman A. Brewer Fund to kick off the project. “I’m convinced we can make it happen.” Lynne is serving as Campaign Co-Chair with Miguel Martinez, MD, President of the Medical Staff and Leroy Reese, MD, Past Medical Staff President.

Long-time hospital supporter Bill de la Viña and his company, the Sigue Corporation, provided another major gift for this effort, committing \$100,000 to the campaign last December.

“Thus, the importance of ALL gifts is magnified,” Lynne said. Campaign leaders are asking all members of the hospital medical staff to make a pledge. Employees can donate, in any amount, through the Employee Giving Campaign.



WMMC Hospital Senior Vice President Lynne Whaley, RN

“A central part of WMMC’s mission is education,” Lynne said. “As a resource to help ensure patient safety, this project is a top priority.”

White Memorial envisioned the development of a center for education and hands-on training for all members of the White Memorial patient-care staff, including students and residents. It will include state-of-the-art technology, including lifelike manikins, controlled by



WMMC Medical Staff President and Simulation Center Campaign Co-Chair Miguel Martinez, MD (left) with Sigue Corporation President and Centennial Campaign Co-Chair Bill De La Viña.

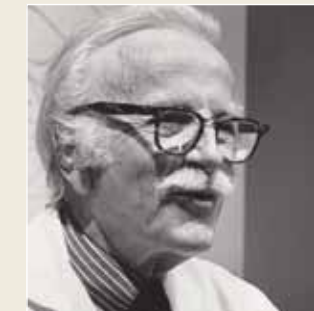


Foundation Volunteer Myra Hernandez raises funds for the Simulation Center by selling “stars” in the hospital restaurant.

an operator using computers and specialized software. The technology can replicate hundreds of different medical scenarios, enabling staff or students to practice something as simple as taking vital signs or as complex as reviving a heart attack victim. It will help develop new best practices and facilitate team building.

For more information or to make a pledge, contact the Foundation at (323) 260-5739.

## LYMAN A. BREWER III—STILL BLAZING TRAILS



Lyman A. Brewer III died in 1988 at the age of 81, after a trailblazing career as a thoracic surgeon, scientist and teacher. Over the years Dr. Brewer inspired several generations of medical professionals, and today he leaves at White Memorial a permanent reminder of his remarkable career.

After receiving his medical degree from the University of Michigan in 1932, Dr. Brewer

completed seven years of surgical training and subsequently earned academic appointments at Columbia University, Washington University in St. Louis and the University of Michigan.

Dr. Brewer entered private practice in Los Angeles in 1941. When World War II broke out he joined the U.S. Army Medical Corps, serving from 1942 until the end of the war. Holding the rank of Lieutenant Colonel, he helped establish the first U.S. Army Chest Surgical Center. Working as part of a group of young thoracic surgeons, he spearheaded a review of thoracic casualties that led to the establishment of thoracic surgery as a separate medical specialty. This group of surgeons developed new techniques and established criteria for emergency chest surgeries and the management of thoracic injuries, which became the standard throughout the world.

Dr. Brewer returned home from the war to his wife, Jane Lippitt Brewer, and resumed an active thoracic surgical practice and teaching career that spanned more than four decades. With academic appointments at Loma Linda, USC and UC-Irvine, Dr. Brewer became a prolific writer, publishing seven books and more than 100 scientific articles.

In 1975 a cardiothoracic symposium founded by one of his former students evolved into the Lyman A. Brewer III International Surgical Society. Five years later, Dr. Brewer directed the first international cardiothoracic symposium to be held in China since the Cultural Revolution in 1959.

Several years before his death, Dr. and Mrs. Brewer established the Lyman A. Brewer III Fund at White Memorial Medical Center, to provide scholarship support for students in nursing and medicine. The fund also supported an annual cardiac symposium, which evolved into the Brewer Memorial Lectureship at the Annual Meeting of the Western Thoracic Surgical Association.

In 2011 the Brewer Fund’s Executive Committee, which included Dr. Brewer’s son Lyman Jr. and Dr. Arnold Mulder, was asked to provide the seed money for a Simulation Center at White Memorial. It was an ambitious project that would depend entirely on philanthropic funding. This project is entirely consistent with Dr. Brewer’s commitment to “support research and education in any department of White Memorial.”

# GALA 2012: Impacting Patients

For 100 years White Memorial Medical Center has stayed true to its mission of providing high-quality medical care to an underserved area of Los Angeles. Advanced services and technology, physician and nurse training programs, brand-new hospital facilities and more have all been made possible through the hospital's strong partnerships with its community.

That generous support was demonstrated once again at Gala 2012, which raised more than \$560,000 – a record amount. Most of the funds will help establish WMMC's new fully equipped Simulation Center for physician and nurse training. Approximately \$98,000 raised during the Fund-A-Need will purchase two Giraffe OmniBeds – special incubators for fragile premature babies - for the Neonatal Intensive Care Unit.

Special honorees at the Gala included Priscilla Lizárraga, Woman of the Year; LAUSD School Board President Mónica García, Community Leader of the Year; Senator Kevin de León, Civic Leader of the Year; and former WMMC VP of Construction & Facilities Al Deininger, Volunteer of the Year. We also recognized Assemblyman Gil Cedillo, Congresswoman Lucille Roybal-Allard and House Speaker John Pérez for their continued support of White Memorial.

Co-Chairs for Gala 2012 were Leticia Aguilar, Union Bank EVP and Regional Executive of LA/Central Community Banking, and George A. Ramirez, Union Bank EVP and Chief Diversity Executive.



George A. Ramirez and his wife, Julie

## CENTENNIAL GALA 2013 TO HONOR PRESIDENT AND CEO OF ADVENTIST HEALTH



The Foundation's Centennial Gala, scheduled for October 27, 2013 at the Beverly Wilshire Hotel, will honor Robert G. Carmen, President and CEO of Adventist Health. Adventist Health is an integrated health delivery system that encompasses 19 hospitals, more than 150 clinics and outpatient centers, and 14 home care agencies and other medical facilities throughout the West Coast and Hawaii. From 1992 to 1998, Bob was President & CEO at White Memorial and he has spent his entire 40-year career with Adventist Health, building and strengthening the system. He also serves as Chair of the Hospital's Governing Board. Bob's dedication to WMMC and its patients, and his ongoing support of our hospital, are greatly appreciated!



Volunteer of the Year, former WMMC Vice President, Albert R. Deininger is congratulated by White Memorial President & CEO Beth Zachary.



Gala Co-Chair Leticia Aguilar is flanked by Board Members and former Gala Co-Chairs Ric Olivarez and Pep Valdes.



Woman of the Year Honoree, Priscilla Lizarraga joined by TELACU Nurse Scholars



State Senator Kevin De León was honored as Civic Leader of the Year.

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## MAOF SHIAS

### Providing Seniors with a Lifeline To Community Services

Serena Hernandez, a 76-year-old native of Ecuador, had struggled to care for her ailing husband Juan since they arrived in Boyle Heights in 2002. Juan's health had been in steady decline, but they didn't know where to go for help. They spoke little English and were largely isolated from the community.

Finally a neighbor convinced them to come to White Memorial Medical Center, where Juan was diagnosed with diabetes and a heart ailment. During his hospitalization Juan and Serena were referred to the Mexican American Opportunity Foundation's Senior Hispanic Information and Assistance Services (MAOF SHIAS) office on campus at WMMC. Through this program the Hernandez' were connected to numerous government and community resources to help keep them healthy and independent.

Access to such programs for Latino seniors is often complicated by intricate paperwork, eligibility requirements and language barriers. MAOF SHIAS not only helps seniors navigate

**“This October MAOF’s SHIAS program will be celebrating five years of providing our seniors with resources, referrals and programs, as well as assisting them with transportation, meal sites, translation assistance and many other needed services. They have been a tremendous long-term partner for White Memorial and the community.”**

— Sara Rubalcava-Beck, WMMC Manager of Marketing & Community Relations.



this maze, but also provides information on food banks to improve nutrition, wheelchair ramps, grab bars and other home modifications, automatic night lights to prevent falls, smoke detectors and electric bill low-income application assistance. MAOF SHIAS also manages programs that address chronic disease management, depression and memory functions, among many other services.

“We were fortunate that MAOF selected WMMC from among several other hospitals that wanted the program, as the location at which to locate SHIAS,” said Sara Rubalcava-Beck, WMMC Manager of Marketing & Community Relations. “This October MAOF’s SHIAS program will be celebrating five years of providing our seniors with resources, referrals and programs, as well as assisting them with transportation, meal sites, translation assistance and many other needed services. They have been a tremendous long-term partner for White Memorial and the community.”

“With more baby boomers reaching retirement age, the need for assistive services has grown,” said MAOF President & CEO Martin Castro. “The Latino senior citizen population, in particular, is projected to surpass that of any other minority senior citizen group by 2020. Every year MAOF SHIAS links more than 5,000 people with this lifeline to community services.”

### Helping Make Christmas Bright

More than 24 percent of children in Los Angeles County live in poverty, according to a 2013 study.\* For many families in our community, White Memorial Medical Center is the only source of holiday gifts. Without the Charitable Foundation's annual toy drive, many children would face a bleak Christmas.

More than 2,000 toys, representing about \$40,000, were distributed to underprivileged children in the hospital and the community during the 2012 Toy Drive. We were honored and delighted that Adventist Health President and CEO Bob Carmen and his wife Cindy came from their home in Northern California to join in the distribution of gifts to the local children.

The presents went to our young patients in the Cancer Center, Cleft Palate Program, Diabetes Program, Emergency Department, Pediatrics and Pediatrics Rehabilitation units, as well as to children in the hospital's waiting rooms, the White Memorial Adventist School, the MAOF/WMMC Rainbow Children's Center and the House of Ruth, a shelter for homeless women and children. Toys also went to needy families in the local community and to 200 employee families who needed help.

“Giving provides joy in itself,” said Toy Drive Chair Liz Rollice. “Thank you for helping us make our community’s dreams a reality through your support!”

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*\*Conducted by the American Community Survey and published in January 2013 by The Center for the Next Generation.*



Adventist health President & CEO Bob Carmen and his wife Cindy join Chaplain Edgar Urbina distributing toys to students at White Memorial School.



Toy Drive Chair Liz Rollice loads her car with toys bound for local families.



# HONOR ROLL OF DONORS

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A circular seal for the 100th anniversary. The outer ring contains the text 'CELEBRATING \* CELEBRANDO \*' at the top and 'White Memorial Medical Center' at the bottom. The center features a large '100' with the years '1913-2013' written across it in a banner.