

Healthy

Journey 

*Accomplishments*

2004-2007



The Medical Center  
Foundation, Inc.

**“PHILANTHROPY IS THE DIFFERENCE BETWEEN A  
GOOD HOSPITAL AND A GREAT HOSPITAL.”**

**– W. WOODROW STEWART,  
DEVELOPMENT COUNCIL CHAIRMAN**



THE MEDICAL CENTER FOUNDATION is an affiliate of Northeast Georgia Health System, Inc.™ and works to increase community support of Northeast Georgia Medical Center and Health System. The Foundation raises funds to improve the health and well-being of the people of northeast Georgia.

# Healthy Journey II

Mapping a way to a healthier community

**THANK YOU TO OUR FAMILY OF 9,187  
DONORS WHO HELPED THE FOUNDATION  
RAISE OVER \$17 MILLION.**

It is with great pleasure that we share with you the accomplishments of The Medical Center Foundation's *Healthy Journey II* Campaign. We extend our thanks to the 9,187 donors who helped the Foundation not only meet, but exceed our \$10 million campaign goal by generously donating **\$17,097,739**. The following pages highlight areas that will benefit from your investment in improving the health of our community:

- Digital Mammography
- Hospice Services
- daVinci® Surgical Robotics System
- Neonatal Intensive Care Unit
- Women's Imaging
- Pediatrics
- Safe Kids
- Nursing and Allied Health Scholarships and Continuing Education
- Getting Older and Better Workshops
- Good News Clinics
- Lifeline
- Hall County Medical Society's Health Access Initiative
- Nurseline
- The Annual Medical Center Open Golf Tournament
- Employee Community Outreach
- Resource Center
- Dawn McKibbon Memorial Chapel
- Robert Ferguson, MD and Hartwell Joiner, MD Cardiac Catheterization Laboratory Suites
- Sam Jones Cath Observation Unit
- Anne's Garden
- Endowment
- John A. Ferguson, Jr. Conference Room
- Auxiliary Patio Garden

*Accomplishments*

## Neonatal Intensive Care Unit



In the 11 years since Northeast Georgia Medical Center added neonatal intensive care services, the growth in our community has been tremendous. The neonatal intensive care unit (NICU) is in desperate need of expansion and renovation, averaging 16-18 premature or critically ill babies in a space designed for a maximum capacity of 13.

The Medical Center Foundation raised \$2.4 million toward the \$7 million expansion. Babies born prematurely or critically ill in northeast Georgia found help from local business leader Jim Syfan and his sons Greg and Steve. The Jim Syfan Family Foundation provided continued support of children's health initiatives at NGMC with their \$1 million lead Signature Gift to the NICU.

The new NICU will be housed in NGMC's Women and Children's Pavilion, which will be located on the south side of the NGMC Main Campus. The new unit will have triple the present square footage. Designers have paid special attention to increased privacy to promote patient confidentiality and infection control, as well as facilitate improved bonding for developmental care.



### THE JIM SYFAN FAMILY FOUNDATION

*Donates \$1 Million to The Medical Center Foundation for Neonatal Intensive Care Unit (NICU) Expansion.*

## Women's Imaging

With an expected completion date of February 2009, Northeast Georgia Medical Center has begun construction of a new Outpatient Imaging Center. Proceeds from The Medical Center Auxiliary's Marketplace will fund a separate Women's Center for the facility to meet the unique imaging needs of women in one convenient location. Patients will have access to highly specialized diagnostic services like digital mammography, breast MRI, breast MRI biopsy, ultrasound, stereotactic breast biopsy and bone density studies in comfortable, attractive surroundings. The calming, spa-like environment is designed for quality, personalized care to help alleviate the anxiety of women facing often-stressful medical procedures, whether routine or high-risk.

**CONTRIBUTIONS TO SAFE KIDS FUNDED OVER 1,400 PROGRAMS AND EVENTS, REACHING OVER 112,000 INDIVIDUALS.**

## Safe Kids

The number one killer of children in the United States ages 14 and under is accidental injury. Each year, one out of every four children needs medical attention for a preventable injury.

Safe Kids Gainesville/Hall County is one of more than 450 grassroots coalitions world-wide that bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families. Safe Kids' efforts are vital to the health of our community's children because as many as 90 percent of accidental injuries can be prevented.

Through the support of *Healthy Journey II*, Safe Kids Gainesville/Hall County has been able to continue their work on injury prevention for families in our community. From 2003 to 2006, there was a 33% decrease in the number of fatalities from unintentional injuries to children under 14 in Hall County.

Contributions funded over 1,400 programs and events that reached well over 112,000 children and their

## Pediatrics

The newly renovated Children's Place pediatric unit at NGMC opened in November 2007. Gifts to *Healthy Journey II* provided funds to refurbish the unit's patient rooms and a parents' lounge, which help make pediatric patients and their families more comfortable. A cheerful aquarium has also been installed at the unit's entrance, and the Jim Syfan Family Foundation funded the renovation of the Pediatric Rooftop Playground.



family members, teachers and care givers, including water safety, fire safety, using the 9-1-1 system, child passenger safety, home safety, sports safety, lead poisoning prevention and more. Through these programs, over 25,000 safety devices were distributed to families in need:

- 3,731 infant, toddler and booster seats
- 5,636 smoke and carbon dioxide alarms
- 9,273 bike/skate helmets
- 1,311 life jackets
- 55 exersaucers
- 37 cribs
- 4,760 outlet plug covers
- 83 baby gates
- 85 first aid kits
- 45 developmental toys
- 22 cabinet safety latches

**Winner:  
2008 Safe Kids  
of Georgia  
Outstanding  
Coalition Award**

Northeast Georgia Medical Center has served as the lead agency for Safe Kids Gainesville/Hall County, an award winning coalition, since 1997.

## *Nursing & Allied Health Scholarships and Continuing Education*

Regardless of the source, healthcare labor forecasts clearly document evidence of a growing shortage of qualified healthcare professionals, with many even describing it as a crisis. To help minimize the shortage in our area, *Healthy Journey II* helped create a pathway for students to complete education programs by funding scholarships that enable NGMC to recruit college students in clinical education programs as well as retain current staff by providing continuing education opportunities. Over 150 scholarships and continuing education opportunities have been awarded to date.



## *Getting Older & Better Workshops*

Seniors are considered an at-risk population simply because of their age. Seniors are just more susceptible to illness or injury, and once they are sick, it is often harder to get better. By educating seniors about important health topics through Getting Older and Better Workshops, illnesses can often be prevented

before they have a chance to start. Recent programs have covered diabetes prevention, stroke treatment and sleep disorders. The Medical Center Auxiliary fully funded these annual health education opportunities for seniors in northeast Georgia.



**EDUCATING SENIORS ABOUT IMPORTANT HEALTH TOPICS THROUGH GETTING OLDER AND BETTER WORKSHOPS CAN HELP PREVENT ILLNESSES BEFORE THEY HAVE A CHANCE TO BEGIN.**

## Good News Clinics

Founded in 1993, Good News Clinics offer medical care, dental care and medications to indigent, homeless and low income people who do not have health insurance and cannot afford medical care.

Approximately 34 physicians and 45 dentists volunteer their time to provide care on a rotating basis at the Clinics, and a large number of community physicians also see Good News patients in their offices as needed. All of these services are provided free of charge to the patient.

Good News Clinics has become the largest free clinic in Georgia and is in the top 10 percent in the United

States based on the number of patients served and services provided.

Currently, Good News has over 5,700 active medical patients and 4,400 active dental patients, and over 500 prescriptions are filled by the dispensary staff each month. Funding through *Healthy Journey II* helped to provide medications, medical supplies, lab services and free prescription drug dispensary services so that Good News can continue to serve their growing patient population.



**GOOD NEWS HAS BECOME THE LARGEST FREE CLINIC IN GEORGIA AND IS IN THE TOP 10% IN THE UNITED STATES.**



Lifeline emergency response system is now available to more seniors in our community

## Lifeline

Lifeline is a personal emergency response system that allows individuals to access help when they need it at the press of a button – 24 hours a day, 365 days a year. The Medical Center Auxiliary fully funded this quality of life enhancement for seniors in our region through Marketplace proceeds, which replaced 50 aging Lifeline units and purchased 129 additional units to expand the program to new subscribers.

*Lifeline allows 101-year-old Ms. Barr to maintain a life of independence. Ms. Barr learned about Lifeline after a fall in her driveway. Luckily, she was within earshot of a neighbor who heard her calls for help, came to her aid and called 911. After nearly a century of independence, she feared that she might not be able to return home and live alone safely.*

*Fortunately, Ms. Barr discovered Lifeline and had the medical alert system installed in her home. She wears a small, waterproof necklace that will summon assistance with the press of a button. Now, using the latest technology, she is able to maintain the lifestyle of her choice with the confidence of knowing that help is only a touch away.*

## Hall County Medical Society's Health Access Initiative

How do we improve access to healthcare for our community's working poor? The Hall County Medical Society is helping tackle that important question with their Health Access Initiative (HAI). HAI fills a gap in the existing service delivery system and creates a way for primary care physicians to access specialty care for their indigent patients.

With seed money provided through *Healthy Journey II*, HAI began enrolling and offering program services in October 2003 to qualified adult clients who are at or below 150 percent of the federal poverty level, not eligible for other programs and cannot afford medical care. HAI is not a direct service provider, but rather links community resources and services already in place (Good News Clinics, Health Department, NGMC Emergency Rooms, physician offices) and provides a structure for physicians to volunteer.

Since the program's inception, HAI has received strong community support. The medical and business communities have embraced HAI and helped it mature to an established organization with a proven ability to coordinate needed medical services and add value to existing community resources. Over 160 physicians representing 22 specialties donate their time and talents to the program, which averages 80 new referrals each month.

### Nurseline

Funding from *Healthy Journey II* supported start-up costs for Nurseline, a free telephone triage service managed through Northeast Georgia Medical Center's Emergency Room. Registered nurses provide medical information over the phone based on approved medical protocols, providing the community with access to fast and efficient healthcare questions and answers, without a trip to the Emergency Room.

#### Case study of a typical HAI patient accessing ancillary services

*June is a 50 year-old single female living in Hall County who works 50-60 hours per week as a clerk at a local gas station. She will not be eligible for health insurance for nine months. During a routine physical exam, she had an abnormal electrocardiogram. With her age and a history of hypertension, her doctor recommended a stress test. She was referred to HAI and enrolled in August.*

*Because of HAI's agreement with Northeast Georgia Medical Center, a stress test was scheduled within a week at no cost to the patient. Pending the results of the stress test, HAI's volunteer cardiologist was available to assist June with any ongoing care, as needed.*

*June was relieved to receive normal stress test results. Her high blood pressure is now controlled with prescriptions filled through a medication assistance program, and she is doing well thanks to HAI.*



Since its inception, Nurseline has fielded over 40,000 calls and has extended its service hours to 16-hour days, from 9:00 a.m. to 1:00 a.m., seven days a week. The Medical Center Auxiliary fully sponsored this vital addition to NGMC's emergency services.



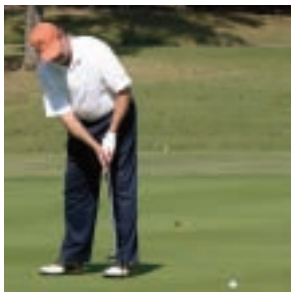
## The Annual Medical Center Open Golf Tournament

Challenged Child and Friends.....Hall County Medical Society's Health Access Initiative..... Rehabilitation Industries of Northeast Georgia..... Interactive Neighborhood for Kids.....Court Appointed Special Advocates for Children.....What do these local agencies all have in common? They have each benefited from The Medical Center Foundation's Annual Medical Center Open Golf Tournament.

The Medical Center Open continues to be the premier golf tournament in northeast Georgia. Each year, the tournament addresses a specific health improvement need in our community by uniting the

efforts of area businesses, civic organizations, agencies and individuals with amazing results. In just a few years, tournament supporters have built classrooms for children with disabilities, provided access to healthcare for the working poor, purchased passenger vans to transport people with disabilities, built an interactive health education exhibit for children and constructed a new home where child advocates will make a difference in the lives of abused and neglected children.

Since 1997, over \$1.5 million has been raised for community health improvement projects by the Medical Center Open.



**SINCE 1997,  
OVER \$1.5 MILLION  
HAS BEEN RAISED  
BY THE MEDICAL  
CENTER OPEN.**

## W.A.T.C.H. – We Are Targeting Community Healthcare

W.A.T.C.H. (We Are Targeting Community Healthcare) is the employee-giving club of The Medical Center Foundation. Through NGHS employee support of The Medical Center Foundation, members put the hospital's mission into action – “improving the health of our community in all we do.” Over 1,800 members have pledged their support, donating almost \$100,000 to three local walks – the March of Dimes WalkAmerica, the American Cancer Society's Relay for Life and the American Heart Association's Heart Walk, which raise funds for research and community education for birth defects, cancer and heart disease.



Throughout the campaign, W.A.T.C.H. employee-giving club members have raised over **\$1.4 million** to support the initiatives of *Healthy Journey II*.

## Resource Center

Your loved one has just been diagnosed with cardiovascular disease. What would you do? Where would you turn to learn how to care for him?

To help provide access to reliable, up-to-date medical information and resources, The Medical Center Foundation received a \$2.3 million Signature Gift from an anonymous donor that will enable NGMC to build a Resource Center in the new North Patient Tower, as well as create an endowment to help permanently staff the center.

The new Resource Center will provide information for professional and lay persons alike, utilizing both online and in-house publications. The Resource Center will be a peaceful and welcoming location in which family members can access health related information from reputable sources, and medical professionals will have the resources they need to continue to provide quality patient care.



**THE RESOURCE CENTER WILL PROVIDE ACCESS TO MEDICAL INFORMATION FOR THE ENTIRE COMMUNITY THANKS TO AN ANONYMOUS DONOR.**



The Dawn McKibbon Memorial Chapel will have a circular design, echoing the spiritual symbol of wholeness and eternal life.

## Dawn McKibbon Memorial Chapel



The hospital's first chapel was established in 1956. Just as Northeast Georgia Medical Center is expanding to better serve the needs of our growing community, so will the chapel.

Jack and Robbye McKibbon donated \$1 million to The Medical Center Foundation for the construction of a new chapel in NGMC's North Patient Tower. As part of this Signature Gift, the McKibbons will name

the chapel in memory of their daughter Dawn, who passed away suddenly in 2001.

Recognizing that the healing process is spiritual as well as physical, the Dawn McKibbon Memorial Chapel will be constructed on the first floor of the new tower, allowing convenient access for patients, visitors and staff of all faiths. A quiet place for prayer and reflection, the chapel will have a circular design, echoing the spiritual symbol of wholeness and eternal life.

## *Robert Ferguson, MD and Hartwell Joiner, MD Cardiac Catheterization Laboratory Suites*

According to the Tenth Annual HealthGrades® Hospital Quality in America Study, NGMC ranked number one in Georgia in Overall Cardiac Care for the third year in a row. With ratings like these, it is no wonder the number of patients choosing our hospital's heart program over others has increased every year since its inception.

In response to the overwhelming demand for heart services, an anonymous donor, who is a grateful patient and friend, named two cardiac catheterization

labs with a Signature Gift of \$1.5 million. The suites were named in memory of Hartwell Joiner, MD, a long-time Gainesville internist, and in honor of Robert Ferguson, MD, a cardiologist who is currently in practice with Northeast Georgia Diagnostic Clinic.

In addition to treating patients in emergency situations such as a heart attack, the cath labs are also used for routine detection, diagnosis and treatment of cardiovascular disease including the kidneys, legs and carotid arteries.



*left to right: Sally Grose, Nolie Motes & Dana Deer (daughters of Dr. Hartwell Joiner) and Dr. Robert Ferguson at the Cardiac Cath Lab dedication*



*Claribel Jones (center) with son Sam Jones, Jr. and daughter-in-law Pat Jones*

## *Sam Jones Cath Observation Unit*

Northeast Georgia Medical Center's Cardiac Services received further support from a \$500,000 Signature Gift to The Medical Center Foundation, which named NGMC's new cath observation unit in memory of Sam Jones, former Hospital Authority Chairman. The donation was made by Jones' wife Claribel and son and daughter-in-law, Sam and Pat Jones, creating a legacy for his service to the medical community. Mr. Jones served on the Hospital

Authority from 1973 to 1979 and served as its chairman from 1974 to 1979.

The Sam Jones Cath Observation Unit opened in February 2005 and is located on the first floor of the Outpatient Services Building on NGMC's Main Campus. The unit is utilized for the preparation and recovery of patients who are having non-emergent outpatient catheterization procedures.

## Anne's Garden

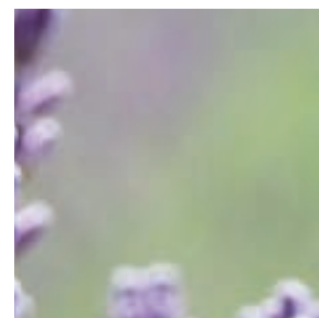
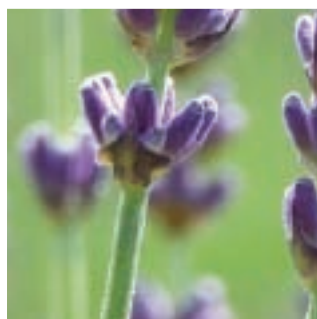


The sights, sounds, and smells of a garden have always provided people with a respite from their troubles and a feeling of comfort and peace. Recognizing the therapeutic value of gardens and the importance of providing a soothing environment for patients, their family members, visitors and staff, Anne Warren Thomas has made possible a Healing

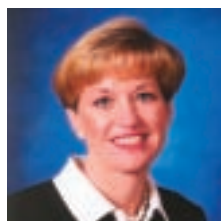
Garden as a part of the new North Patient Tower at NGMC.

Anne's Garden will serve as a special outdoor retreat, accentuated by trees, seasonal flowers and plants. The Healing Garden will be designed to provide visitors with a nearby escape from the stresses resulting from illness or injury and the often-bustling hospital environment.

**THE HEALING GARDEN WILL  
SERVE AS A THERAPEUTIC OUTDOOR  
RETREAT FOR PATIENTS, THEIR  
FAMILIES AND VISITORS.**



## Endowment



The Medical Center Foundation received a \$100,000 Signature Gift from an anonymous donor to establish an endowment fund for the Foundation. The gift was made in honor of W. Woodrow Stewart, chairman of the Development Council of The Medical Center Foundation, and Nancy Colston, executive director of The Medical Center Foundation.

The endowment fund is a lasting legacy providing financial benefits that will help ensure the long-term vision and mission of The Medical Center Foundation to improve the health of our community for many years to come.

## John A. Ferguson, Jr. Conference Room

A Signature Gift of \$200,000 to The Medical Center Foundation named the John A. Ferguson, Jr. Conference Room at NGMC in honor of Ferguson's 40 years of service to NGHS after his retirement as president and CEO in 2004. The gift was made by Ferguson's long-time friends, Dixie and Wilbur Ramsey and Mary Hart and Philip Wilheit.

Ferguson began his career with NGMC in 1964, as the first full-time hospital management engineer in

the state of Georgia and by 1968, he was named hospital administrator. During his career, Ferguson saw the Medical Center transform from a small, 147-bed community hospital with 430 employees to a 461-bed, regional referral hospital with more than 3,000 employees. It is through his visionary leadership that NGHS developed into the great regional healthcare facility it is today.

**IT IS THROUGH FERGUSON'S VISIONARY LEADERSHIP THAT NGHS DEVELOPED INTO THE GREAT REGIONAL HEALTHCARE FACILITY IT IS TODAY.**



The patio garden received a major renovation thanks to a \$150,000 gift from The Medical Center Auxiliary.



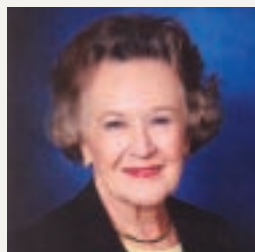
*left to right: Philip & Mary Hart Wilheit, John & Lydia Ferguson and Wilbur & Dixie Ramsey at the John A. Ferguson, Jr. Conference Room dedication*

## Auxiliary Patio Garden

The patio garden on the Main Campus of Northeast Georgia Medical Center was renovated thanks to a \$150,000 Signature Gift from The Medical Center Auxiliary to *Healthy Journey II*. Dedicated as the Auxiliary Patio Garden, the renovated garden is located adjacent to the Main Campus cafeteria.

The garden was originally established in 1981 in honor of Ocie Rich Pope, who is responsible for founding the Medical Center's School of Nursing, now a part of Brenau University.

It is through the passion, dedication and commitment of the volunteer leaders of The Medical Center Foundation's Development Council Executive Committee that *Healthy Journey II* has achieved tremendous success to improve the health of our community. We are truly grateful for their remarkable support.



**Nell W. Wiegand, Chair**  
The Medical Center  
Foundation Board of Trustees



**W. Woodrow Stewart, Chair**  
Development Council



**Lorry & Sherrie Schrage**  
Signature Gifts



**John W. Darden, MD & Sally Darden**  
Laurel Society



**Pierpont F. Brown III, MD**  
Downey Society



**William T. Langston, MD**  
Downey Society



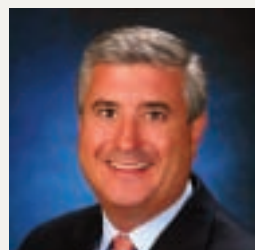
**Scott McGarity**  
Arbor Circle



**W. Michael Banks**  
Legacy Circle



**Brett & Amanda Mercer**  
Trellis Society



**Travis & Janice Rogers**  
Trellis Society



**Ruth Faulkner**  
The Medical Center Auxiliary



**Doyle O'Dell**  
The Medical Center Auxiliary



**Barbara Griffith**  
The Medical Center Auxiliary



**Charlotte Kaufman**  
The Medical Center Auxiliary



**Heath Gurr**  
W.A.T.C.H.



**Angie Caton**  
W.A.T.C.H.

## **The Medical Center Foundation Staff:**

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**Jeanne Buffington**, Foundation Assistant

**John Walden**, Systems Administrator

**Maggie James**, Foundation Coordinator

**Sonya Smith**, Foundation Coordinator

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