

# InTouch

"Bringing Today's Medicine Close to Home"

Madera  
Community  
Hospital's  
Quarterly  
Newsletter

Winter 2008

*InTouch*, the quarterly newsletter of Madera Community Hospital, informing our readers of services, community benefits and current events.

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## Questions and Answers

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Madera Community Hospital  
Attn: Community Relations  
1250 E. Almond Ave.  
Madera, CA 93637

We hope you enjoy *InTouch* and welcome your comments. 

Visit our website:  
[www.maderahospital.org](http://www.maderahospital.org)

## Message from the CEO - John W. Frye, Jr.

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On behalf of the Board of Trustees, Medical Staff, employees and volunteers, thank you for your support of Madera Community Hospital and our mission to care for patients and their families.

Best wishes to you and your family during this Holiday Season,

*John W. Frye, Jr.*

*Chief Executive Officer*

## MCH Fundraising - A Family Affair



*Ted & Monte Pistoresi*

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Both Monte and Ted have been instrumental in their fundraising efforts. In addition to the generous monetary donations as event sponsors, they are both eager to give their time for events, fundraising campaigns and the organization necessary to ensure successful fundraising for the hospital. 

## Welcome Back, Dr. Rebel

Dr. Cyril Rebel, Orthopaedic Surgeon, has returned to Madera and is accepting patients at his office at 550 E. Almond Avenue, Madera. Call the office for an appointment or just to say, "Welcome back!" - 559-661-0476. 

## MCH Foundation Donations - Your Contributions at Work

### *Dedication Ceremony*

In the past several years Madera Community Hospital has received many generous donations in the memory of loved ones. We will be honoring their memory in early 2009 with a dedication ceremony. Room sponsors will also be honored at this time. The date will be announced.

### **Dedicated Areas made possible through memorial donations:**

- MCH Chapel  
*In memory of David and Dorothy Thomas - MCH Volunteers*
- MCH Emergency Lobby  
*In memory of Lee da Silva - MCH Supporter*
- MCH Outpatient Surgery Lobby  
*In memory of Bill & Barbara Spillane - MCH Volunteers*
- MCH Intensive Care Waiting Area  
*In memory of T.R. "Gus" Gustavson*
- Room Sponsorship  
*In memory of Donna Barsotti*

Madera Community Hospital is licensed for 106 beds. The hospital opened in 1971 and since that time rooms have been remodeled and updated on a regular basis. It is once again time to modernize and reenergize the patient care areas.

We are seeking donors to invest in this much needed endeavor. You may choose to honor a loved ones memory by sponsoring a room in their name. Room sponsors can be personalized with a brief history of the sponsor.

The cost to renovate each room is \$6,000. This amount can be made in a single donation or arrangements can be made for a payment schedule (3 payments of \$2,000 each). This is an outstanding way to recognize your company, memorialize a loved one, or simply show you are a dedicated supporter of our hospital.

For all other pledges please call the MCH Foundation office to make arrangements for a payment schedule. Ideal for service organizations, businesses and individuals.

### **Available Areas for Sponsorship**

- Room Sponsorships \$6,000 each - 105 Patient Rooms Available
- Lab & Radiology Admitting Lobby \$10,000
- Nursing Stations - \$8,000 (plaque with multiple names)
- 3 Stations - Second Floor
- Emergency Department Station
- Labor and Delivery

## Upcoming Foundation Events

### **Blues & BBQ 2009**

April 25, 2009 • 6:30PM - 12:00 Midnight

Featuring Tommy Castro & Terry Hanck • MCH Custom Catering - BBQ  
Hatfield Hall - Madera Fairgrounds • Tickets \$50 each

### **2009 Dinner Dance**

September 19, 2009 • 6:30pm - 10:00pm

Western Theme Casino Night • Buy auction items with MCH Bucks from Casino  
Location to be determined • Tickets \$60 each

For more information on these events call the Foundation Office at 675-5503

**MADERA COMMUNITY HOSPITAL  
FOUNDATION**

## MCH Foundation Board Retreat

On October 11, 2008 the MCH Foundation board had a board retreat at the lovely new Madera Hampton Inn on Airport Drive. The meeting room cost was waived and they even provided fresh brewed coffee and water throughout the day. MCH Custom Catering provided a continental breakfast. Vice-President Mark Smith was the organizer.



Our facilitator was Dr. Jackie Ryle of Empowerment Strategies. This was a very hands on experience with lots of interaction. Each member was asked what their vision was for the Foundation and from these statements Dr. Ryle formed a shared vision of our future.

### *Our Shared Vision Of Our Preferred Future*

Madera Community Hospital has a strong, positive reputation and the work of the Foundation has helped to build that image. The Foundation is not only an arm to bring in resources, but also a reach out arm to take the Hospital out to the community in a supportive, collaborative way. The Foundation is an education source for the Hospital, to help the Hospital know how it is perceived by the community and for the community to know what the Hospital is and what it does. The Foundation has the information and knowledge to represent the Hospital's reputation accurately and appropriately. We are a strong, positive voice for the Hospital, and are effective ambassadors for the Hospital through our connections and networks.

The Foundation is one of the most well known non profit organizations in Madera as a supporter of one of the most importance resources in Madera County. People see the Foundation as a well run organization with clear goals; an organization that acts on and meets those goals. We are a defined group of individuals who make connections and build relationships for sustainable, on-going donations. We connect with key contributors and continue to build upon that donor base. They understand the value of their contributions to the community.

The Foundations' name and history and what we have brought to the Hospital are well known in the community. The Foundation has the funds for what we want to do without having to scramble, and is adequately staffed to do our work. We have 25 active Board members who support our goals, and work actively to bring in resources. People want to be a part of this Foundation.

### *Other MCH Foundation Board Retreat Topics*

1. Reviewing and setting expectations for board member involvement.
2. Recruiting and retaining new members
3. Teamwork
4. Setting goals for 2009 and future years
5. Securing donations (identifying, offering and closing the deal)
6. Marketing the Foundation
7. Future Events

### *Goals For The Coming Year*

- Generate \$100,000 net revenue
- Implement new procedures - more give and take at meetings
- Revitalize the MCH Foundation Board to retain existing members and recruit new members.


We have already had an Ad Hoc meeting to discuss next years Foundation Dinner. The committee came up with the following suggestions that were presented at the November 17th meeting.

Foundation Dinner - September 19, 2009

Dinner outside - Casino Night - Western Theme

Buy auction items with MCH Bucks from Casino

Showboat Round - MCH Custom Catering Chuck wagon style

We would like to continue having an annual retreat. We all learned a lot and got a chance to get to know each other better in a more relaxed atmosphere. 

## 2008-2009 Equipment Goals

### \$250,000 Digital Mammography

This improved method of mammography permits much better delineation of abnormalities and clear images of the breasts, particularly in patients who have very dense breasts, i.e. younger patients and premenopausal and perimenopausal patients. It has a much greater versatility in terms of magnification, side by side comparison and comparison with previous examinations. It is a very excellent improvement over conventional analog mammography.

### \$65,000 Endoscopy Equipment - 3 Scopes

These 3 scopes will allow updated technology comparable to larger healthcare facilities in the Central Valley.

- 1) Endoscopic Retrograde Coliangio Pancreatography or commonly called ERCP. This side viewing scope deals with diseased gall stones, common bile duct stones, carcinomas and strictures of the common bile duct. It is a more flexible scope which allows us in case of common bile duct strictures to introduce larger stints. This will decrease the amount of visits to change stints.
- 2) Therapeutic Video Gastroscope is also smaller in diameter with a larger working channel which aides in finding the source of a bleed. It also allows for larger hemostatic devices to aid in coagulation of active bleeding sight which may prevent the need for surgery.
- 3) Ultra Slim Video Colonoscope with wide screen image includes biopsy forceps used for pediatrics, geriatric patients or anyone needing a smaller scope i.e. due to a restrictive tumor and also tends to be less painful.

### \$90,000 Surgical Laparoscopic Equipment

Laparoscopic surgery is less invasive and is commonly called Band-aid surgery. It is done by making small incisions by which surgical equipment is inserted and used to remove tumors, organs (i.e. gallbladder), polyps, etc.

This new state-of-the-art equipment will allow Madera Community Hospital to maintain its position as a provider of quality healthcare. 📌

## MCH Foundation Attends Sunrise Rotary's Trees for Charity

The MCH Foundation tree was described as a "Wild Winged Wonder" it was adorned with a flock of birds in various sizes and shapes and colors as well as feathers and exotic ribbon and ornaments.

The tree brought a flock of dollars for MCH to use to purchase medical equipment. The total donated amount was \$8,000. Dr. and Mrs. Todd Spencer purchased the tree on the first go around. They donated it back and it sold to Donna Basila. We also had a consortium bid with donations from Naem Akhtar, M.D., Shahla Durrani, M.D., Stephen Bruny, M.D., Pistoresi Ambulance, Charles Ugwu-Oju, Elizabeth Salas, Jeannie Rodriguez, Creative Copy, Virginia Poore, Diane Neff, Sheila Hollender, Cedar Creek, Pathology Associates, Madera Anesthesiologists Consultants Inc. Thank you all for sponsoring our tree.



Sheila Hollender at Trees For Charity 2008

Several Foundation members and hospital employees attended the annual event. The meal prepared by Rotarians was excellent. Everyone was dressed in their holiday finest and the room was filled with holiday cheer.

Happy Holidays! 📌

## MCH Foundation Annual Fund

*Dear Friends of Madera Community Hospital:*

As each year draws to a close, we are reminded of how richly we are blessed. We are thankful for family, friends, and our health. There is no gift more precious or appreciated than the gift of life and health.

As you consider your gift to the Annual Fund we would like to remind you that Madera Community Hospital is your hospital and dependent upon the financial support of community individuals and local businesses. Illness and injury never take a holiday and Madera Community Hospital is always ready with modern equipment and a dedicated, professional staff to provide the needed healthcare for you and your family.

Madera Community Hospital is your hospital, any donations made are healthcare investments for your family and our growing community.

One example of how Madera Community Hospital is meeting the needs of our rapidly growing community is the addition of a state art 40 slice CT scanner. This purchase was made possible because of your support and generosity.

The Foundation appreciates whatever financial support you are able to provide.

May the holiday be a time of reflection of the many blessings we have received, and may the New Year bring health happiness and contentment to you and your family.

Sincerely,

Elizabeth Salas  
Annual Fund Chairperson

Jeannie Rodriguez  
MCH Foundation President

## New Fundraising Software

The MCH Foundation appreciates the generosity of **Anna da Silva, Wayne Gomes, Dan & Virginia Whistler and Jay Chapel**. Because of your donations we were able to purchase a new fundraising software system designed to manage all aspects of fundraising. The system is called MatchMaker designed by Heritage Designs, and comes with more than 140 standard reports.

### MatchMaker Reports Include

- 5 Year Giving History
- Donor Profile
- Comparative Analysis by Giving Codes
- Top Donor List
- Recognition Listing
- Donors with Pledges
- Motivation Performance Analysis
- Event Detail Summary
- Members by Category
- Volunteer Availability
- Donors by Giving Codes
- Monthly Pledge Revenue Forecast
- Maintains Mailing Lists

Rae Gomes, Foundation Advisor participated in 8 hours of online training. Support staff is available as needed and we are able to receive as much training as necessary to learn the system and its many capabilities.

This system will enable us to have more time to make more contacts with the community and spend less time at the computer. It will allow us to be more proactive in recruiting new members. It will be more efficient and allow us to manage our time and donations. 📌

## MCH Foundation Members

President .....	Jeanie Rodriguez	Treasurer .....	Virginia Poore
Vice-President .....	Mark Smith	Advisor .....	Rae Gomes
Secretary .....	Gail Jones		

Belva Bare	Cheryl Breedlove	Mary Ann Chairez	Lisa Essex
Sheila Hollender	Jack Mahon	Polly Mc Cullough	Chris Monroe
Sabrina Nassar, DDS	Ted Pistoresi	Blanca Rios	Elizabeth Salas
Jim Stacy	Wayne Tegt	Cindy Van Hoff	Celia Zaragoza

### Friends of the Foundation

Amber Adams	Maye Espinoza	Sharlane Smith
Gail Tavares	Corrie Valdez	Fran Wheat

# Chowchilla Medical Center

Madera Community Hospital has agreed to enter into a management services agreement with the Chowchilla Healthcare District for the operation of their rural health clinic.

The Chowchilla Medical Center has been added to the Madera Community Hospital's license. MCH began a six year lease with the District on September 19, 2008.

During the month of October 1,696 patients were seen at the Chowchilla Medical Center.

**Chowchilla Medical Center**  
285 Hospital Drive Center  
Chowchilla, CA 93610  
(559) 665-3781

We have owned and operated a rural health care clinic on the Madera Community Hospital Campus since 1994. During the month of October 4,224 patients were seen by Family Health Services.

**Family Health Services**  
1210 E. Almond Avenue  
Madera, CA 93637

Karen Paolinelli FNP Director of Family Health Services will oversee the operation under the management services agreement.



**Madera Community Hospital**  
Community Relations  
1250 E. Almond Ave.  
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