



# News from the Foundation

Since the beginning of 2016, the Foundation Board has been developing three specific areas of activity:

**Philanthropy**

**Community Outreach**

**Research**

**Philanthropy**

So far this year, the foundation has facilitated more than \$577,000 in loans and outright gifts to SWMC for:

- 1) helping with operating costs at this crucial start-up time
- 2) paying for information technology infrastructure
- 3) bringing a mobile MRI unit onto the campus two days a week

## UPCOMING EVENTS

PDHC Distri 6/06  
Board Meeti 5:30P  
M

\_SWMFound 6/14  
ation Board 6:30P  
Meeting M

SWMC 6/20  
Board Meeti 6:00P  
M

Governing 5/23  
Board  
Meeting 6:00  
PM

\*All meetings held in the

Conference Room at SWMC

**BLOOD** Tuesd  
**DRIVE** ay  
**FRONT** May  
SWMC Parking 24th  
Lot

HOU  
RS-  
9:30-  
2:30



**Donor** Sunday  
June  
**Event** 12th  
2-5 PM

SWMC Rose  
Garden

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#### ABOUT THE SONOMA WEST MEDICAL FOUNDATION

Sonoma West Medical Foundation is a 501(c)(3) corporation committed to energizing the community in support of Sonoma West Medical Center as the center of wellness and disease prevention as well as clinical and emergency medical care for all Western Sonoma County Residents. For more information, please visit our website by clicking [here](#).

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- 4) negotiating for a PET scan imaging mobile unit 1 day a week at no cost to the hospital and
- 5) helping the medical and surgical institutes.

In the near future, we will be looking at major investments in capital equipment, in particular, a new CT imaging machine and such huge projects as a new roof --- all of which will require extra efforts in the area of funding campaigns. Our strategy for success continues to rely on our community's support and our hospital's strong commitment to excellent patient services.

In the month of April, the hospital conducted 75 surgical procedures, and saw a daily average of 20 visits to the emergency department and an average daily census of 15 in-patients.

This underscores the importance of having re-opened this facility with the help of a gratifyingly massive community effort. Thanks to YOU, our dedicated community, we did OPEN OUR HOSPITAL! The standard of excellence, which has been so hard-fought to achieve and which will continue to face challenges, now needs us ALL to keep up the generous-hearted commitment that turned this into a thriving medical center.

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## Community Outreach



## January 16, 2016 – Celebration Event

To celebrate the extraordinary community effort that resulted in the long awaited opening of our hospital on October 30, 2015, a grand celebration was held at the Sebastopol Community Cultural Center, who generously provided their event staff and festive main hall. As well as free admission, everyone enjoyed the wonderful live music of three great local bands and fabulous food and drink donated by generous local restaurants, caterers, bakeries, wineries, breweries and cider makers.

Several speakers told a little of the history of Palm Drive Hospital, now Sonoma West Medical Center, and introduced some of the key donors, hard-working volunteers and staff members. It was an opportunity to thank those who contributed so greatly of their time, resources and expertise to pull together the ultimate, hard-fought goal of providing a center for excellence in medical care, emergency services, well-being, prevention and general health education for West Sonoma County residents and beyond.

There was a fun raffle of lovely donated items, a lively video showing many of the activities that took place during the 18-month long campaign to 'OPEN OUR HOSPITAL', including the award winning Pink Glove Dance video, 'starring' SWMC staff and volunteers, which garnered a \$4500 donation sponsored by Medline, to Young Cancer Survivors of the bay area. The whole evening was wall-to-wall revelry and spirited accolades to EVERYONE!!

March 6, 2016

## SWMC Hallway Gallery Artists' Reception



By the grace of Joan Marler's creativity, the hallways of the Medical Center have been adorned with a lovely gallery of outstanding artwork by mostly local artists, curated by Greer Upton, of Graton. The display will be rotated quarterly. The first show, which hung from February, 2015, to January, 2016, consisted of beautiful landscapes, and the second, showcases incredible photography. The example above is by brilliant local artist Peter Krohn - <http://photographicakrohn.com/>.

Artistic in her own way, our own very creative board member, Philena Chantha applied her considerable talents to putting on a fantastic spread of artful edibles for the artists' reception, graciously sponsored by the local branch of Bank of the West. (pictured below)

Contributing to the peaceful, elegant atmosphere of this sweet event was the enchanting harp music of local harpist Laura Simpson.



April 16 & 17, 2016

## Apple Blossom Parade & Festival



Our magician (Ray Hino, CEO) and the bunny he pulled out of a hat (Nile Roffeld), pictured above, reprised their roles from last year, as we could now celebrate that it took just about that kind of magic to finally OPEN OUR HOSPITAL! Besides the lovely vintage car belonging to Jane and Smokey Hynes and carrying Ray and Nile, our participation in the 70th annual festival, consisted of a very active float depicting vintage and modern medical activities,

including 'patient' Dennis Colthurst on the gurney, 'doctor' Sandy Tate, 'robot' Phyl Dwight and 'nurse' Jane Rogan. In keeping with the 'vintage blossoms' theme, long-time Auxiliary Member Lorraine Shearer wore a lovely Mae West outfit topped by a hat covered with colorful flowers. There was even a 'wheelchair ballet', with Foundation President Gail Thomas and District Director Marsha Sue Lustig being willing 'passengers' in intricate maneuvers directed by whistle blowing Nurse Jane!

The Foundation info booth at Ives Park was ably staffed by our friendly volunteers, who helped spread the word about the services offered at SWMC and played the 'wheel of fortune' game with everyone who stopped by and won some of the nice giveaways -- discount coupons to Screamin' Mimi's, Formosa Bistro, Hopmonk Tavern and Coffee Catz, gift items from Art and Soul and CVS Pharmacy and our own logo items, like nice ballpoint pens, flashlight key rings, music CD's and fridge magnets. Eighteen people signed up to receive our newsletters, some being interested in volunteering at the hospital, so this community outreach activity was deemed a success!



## May 1, 2016 - Radio Show

Board Member Dennis Colthurst is reaching out to the public by hosting a show, on behalf of the Foundation, on KOWS Radio, 107.3FM. The program airs live from 1 to 2 PM, every other Sunday. The first shows were on May 1st and 15th, with upcoming ones on May 29th, June 12th and 26th, July 10th and

24th - and ongoing throughout the year.

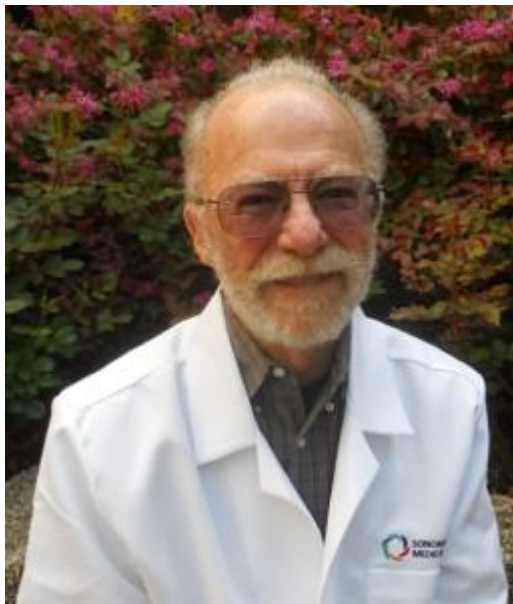
Each show will have a featured speaker, as well as several other guests, and a segment called the Kitchen Corner, emphasizing healthful nutrition.

KOWS can be heard on the radio, but also by going to the KOWS website and pushing the "Listen" button.

Within just a few weeks, call-ins will be welcome on this program, called Community Health Matters, focusing on community health issues and choices. Tune in!!

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## Research



In April, under the direction of **DR. ALLAN BERNSTEIN**, the Research Institute opened its new office suite in Sebastopol.

Dr. Bernstein is internationally recognized as a leading research medical scientist in neurology. He is published in major medical journals and is a member of the American Academy of Neurology, the San Francisco Neurological Society, the American Headache Society and the International

Headache Society. He has conducted and published findings on over 29 major studies on subjects ranging from Alzheimer's, stroke, headache, to Parkinson's Disease and has over 79 publications to his credit.

The initial research studies include drug trials for Alzheimer's and Stroke. As a center for medical innovation and study, SWMFRI is looking at projects in sports medicine, in a range of successful aging protocols, memory disorders, sleep disorders, and migraine. The Research Institute will help train people in research methodology and attempt to match needs with funding sources. Future interests include exploring better outcomes in medical care for Parkinson's patients and we will actively encourage programs in behavioral medicine, nutrition, life style changes, herbal medicine as well as new uses of older and traditional treatments.

Sue Smith, an administrative manager of the Research Institute, has worked hard to make the office comfortable and functional and to put in place all the protocols necessary to conduct these important studies. Patient screening has begun, primarily working with patients referred by doctors from the surrounding areas. The Research Institute is currently enrolling referrals for the IDEAS-Study. (Imaging Dementia --- Evidence for Amyloid Scanning).

This nationwide study could improve the standard of care for Alzheimer's Disease. The focus is on brain images that help doctors determine if someone has Alzheimer's. An image of the brain taken by a nuclear PET scan could show doctors the evidence they look for when diagnosing Alzheimer's Disease. SWMFRI is one of only three institutions selected to



participate in this study in northern California, joining UCSF and Stanford.

A positive scan reflects that the patient has a significant amount of amyloid build-up. New evidence tells us that over time, the amyloid plaque build-up can lead to Alzheimer's disease. Identifying the amyloid build-up years before patients develop signs or symptoms of Alzheimer's buys time to find ways to reverse or diminish the build-up of plaque. Patients can benefit if the PET scan is made available as a diagnostic tool. The hope is the IDEAS-Study will lead to Medicare approving the PET Scan as a tool to diagnose Alzheimer's — followed by the insurance companies.

To participate, one must be on Medicare — 65 years of age or older - with ongoing memory problems or confusion - with the cause not yet clear. Potential subjects will be seen by appointment only, and a signed Physician Progress Report or Consultation Report to support memory issues is also required to participate in this study.

For more information: Susan B. Smith, MS; 707.827.3593—main office;  
707.861.9465—fax

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## Other News

Sonoma West Medical Foundation Welcomes  
A New Member to the Board of Directors  
Mary Ely, as Treasurer.



Mary Ely, a CPA, comes to us after spending a year as a member of the SWMC board, serving as the Finance Chairman. She has worked extensively with non-profit organizations all over the Bay Area. As CFO for the Contemporary Jewish Museum, the Friends of Photography Ansel Adams Museum and Audubon Canyon Ranch, she helped put together many grant proposals and participated in planning fundraising events and capital campaigns. Mary is thrilled to be on the Foundation Board and is totally committed to supporting the new hospital and making it sustainable. The Board is likewise thrilled - and honored - to have her considerable expertise, energy and creativity.

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**Call Sonoma West Medical Center today to learn more about the full range of medical, surgical, diagnostic, and emergency services ----(707) 823-8511**

**This month the Foundation would like to draw your attention to the  
Sonoma West Integrative Health Institute**

The Sonoma West Integrative Health Institute is where medicine meets health. It provides clinical integrative and health education services to Sonoma West Medical Center and the general Sonoma County community. To find out more: [www.sonomawestintegrativehealth.com](http://www.sonomawestintegrativehealth.com).



A new standard of excellence in medical care and services has been born in Sebastopol, thanks to generous donations from community members like you. Support the Sonoma West Medical Foundation and help transform the lives of others by giving today. We welcome all gifts of any size. If you are interested in long-term giving opportunities or major gifts, please contact the Foundation Office (707-823-8312) and speak to the president, Gail Thomas, directly. Click on the "Donate Now" bar below, which will direct you to the Foundation website donate page where you can enter your gift information. We appreciate all communications and invite you to contact us through our website or by calling (707)823-8312 - Office hours are 10 - 5 - Monday thru Friday.

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