

THE CIRCLE NEWSLETTER

Fall 2013

A publication for special friends of Morton Plant Mease Foundation



**Morton Plant Mease
Foundation**



SUPPORTING THE NOT-FOR-PROFIT HOSPITALS OF MORTON PLANT MEASE HEALTH CARE



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Foundation Mission:

To inspire people to improve the health of the community through their support of Morton Plant Mease Foundation.

LETTER FROM THE CHAIRMAN

Dear Friends of Morton Plant Mease,



Although it's a bit unusual, I'd like to take this opportunity to address a few topics that usually make people "uncomfortable" — along with some related but positive information to reassure you!

First up: mental health disorders, which typically evoke images of unusual, bizarre or reckless behavior. Realistically, mental health, which we refer to as Behavioral Health at Morton Plant Mease, includes challenges like clinical depression, bipolarity, schizophrenia, eating disorders or drug and alcohol addiction.

Certainly, you've heard of such things, but did you know that one in five American adults experiences a mental health issue in their lifetime? Perhaps you know of someone suffering right now, and you're wondering how you can help. I'd like to tell you about two different ways you can do exactly that — help!

There's a new resource called Pathways, an innovative two-year pilot program offered by the hospitals of Morton Plant Mease, that provides coaching and navigation to patients and families seeking guidance and assistance in treating mental health illnesses of all sorts. This program, which is not tied to a rehabilitation unit or any facility, helps patients and their families through the maze of mental illness and addiction, coaching and connecting them with urgent and routine clinical resources in Tampa Bay and beyond. The goal of the Pathways program is to provide immediate, meaningful intervention services, and there is no charge for program services.

With the help of two very generous donors, Jennifer and Bob Banks, Morton Plant Mease Foundation

has committed \$3 million to fund this pilot program for the first two years. The Banks gave \$1 million to Pathways, and extended an additional \$1 million challenge to the community, whereby they will match your gift, dollar-for-dollar, for this important new program. So, here's another way you can help: when you give to Pathways, the impact of your gift will be doubled through the Banks Family Challenge.

There are other ways to help as well, whether you support the Pathways program or another worthy program at Morton Plant Mease. For example, you can continue building the future of health care through a planned gift, whereby a donation is made to Morton Plant Mease as part of your estate distribution at your life's end.

This topic may also be "uncomfortable," as we must reference your passing, but it's also uncomfortable sometimes because it appears to be complicated, when it really does not have to be. We have experts on our Foundation staff who can explain all the various ways to make a planned gift in support of Morton Plant Mease, while maximizing your tax and personal financial benefits.

Thank you for your ongoing support of Morton Plant Mease Foundation. No matter how you choose to help, a gift in support of health care is a gift that saves lives.

Sincerely,

James S. Watrous
Morton Plant Mease Foundation Board Chair

DR. JENNIFER BUCK JOINS FOUNDATION BOARD

Jennifer Buck, MD, FACS, has been with Palm Harbor Plastic Surgery Centre for more than a decade, is certified by the American Board of Plastic Surgery, is a member of The American Society of Plastic Surgeons, and is an elected member of the prestigious American Society of Aesthetic Plastic Surgeons. For the past two years, she has served as the chair of the Surgery Department at Mease Countryside and Mease Dunedin hospitals. She has published articles on a wide range of plastic surgery topics and frequently presents at national meetings. While her training makes her knowledgeable in all aspects of plastic surgery, her main interests are in breast reconstruction and cosmetic surgery.



Jennifer B. Buck, MD, FACS

A MESSAGE FROM OUR NEW PRESIDENT



Morton Plant Mease Foundation was established more than 35 years ago to inspire philanthropic giving to advance the hospitals of Morton Plant Mease. With your support, the transformation of the way health care has been delivered is reflected in the lives we have touched. Our history is rich with stories of grateful patients and the families during some of their most difficult times in their lives — and some of the most joyous.

Over the last 17 years, Holly Duncan was at the helm as our President and CEO. Through your generosity — and alongside Marty Matula and Kathleen Simon, a dedicated team and a number of volunteers serving as members of the board of directors — she has built a strong institution in which we are all honored to build upon. Holly's dedication has helped our organization transform into what it is today — a strong viable entity in the not-for-profit world and the communities we serve.

For more than 13 years at Morton Plant Mease Foundation, it has been a privilege for me to meet the most incredible people. The stories you have shared continue to inspire the passion that has created the framework for an amazing Foundation team, which works continually to ensure our mission to improve the health of the communities we serve is fulfilled. It is exciting to have the opportunity to step into my new role while bridging our past to meet our future endeavors.

I am grateful and proud to be a part of a community of individuals, corporations and volunteers who support our efforts, and thankful for those physicians, nurses, caregivers and team members who are woven into the fabric of our communities where they share their time, talent and treasure while saving lives every day.

We are committed to make certain that while the needs of the hospitals we serve continue to change, together we have the opportunity to invest in programs and projects that will ensure our hospitals have the ability to address those changes and remain in the forefront of local health care.

If there is anything we can do for you; please do not hesitate to reach out to us. We are here for you and your family every hour, every day. Thank you for your continued support!

My best,

Ernestine Bean, CFRE
President and CEO

A CAREER DEVOTED TO SERVING HER COMMUNITY



Holly H. Duncan, CFRE, will retire on January 3, 2014.

Since 1996, Morton Plant Mease Foundation has been privileged to call Holly Duncan its President and CEO. This summer, after 17 years of service to the not-for-profit hospitals of Morton Plant Mease, she announced her retirement effective January 3, 2014.

Holly's passion and hard work has inspired the community over the years to transform health care through philanthropy by

partnering with our health system on major program and facility expansions that literally changed the face of all four of our hospitals.

To name just a few examples impacted by Holly's leadership, the Foundation's \$110 million 2nd Century Capital Campaign launched the Cantonis ER-1, Morgan Heart Hospital and Axelrod Pavilion at Morton Plant Hospital. At Mease Dunedin Hospital, the Harris ER and at Mease Countryside Hospital the Shaffer Tower and Jacobsen ER were established. And at Morton Plant North Bay Hospital, the Mitchell Rehabilitation Hospital and Starkey Medical Tower were made possible by generous gifts from two families we call Benefactors.

"Thank you for all you have done, are doing now and will do in the future to make sure we continue to have the health care you need and deserve," said Holly. "When all is said and done, without our health, little else matters. For the past 17 years, it has been my privilege partnering with you to improve the health of the communities we serve."



Holly received the Harold J. (Si) Seymour International Award from the Association for Healthcare Philanthropy.

During a development career spanning more than three decades, Holly has raised more than \$250 million for nonprofit organizations in the Tampa Bay area. She previously served as vice president for development at both the Florida Aquarium and Ruth Eckerd Hall. She also was director of major gifts at Eckerd College and director of development at Lowry Park Zoo and the Florida Orchestra.

Cardiovascular Care That's State-of-the-Heart

HOW A MAGNET SAVED A LIFE

Like so many others, Charlene Mixa can expect to receive a stack of mail almost every day in her mailbox — anything from magazines, shopping catalogs, bills and greeting cards. Earlier this year, she received a magnet in the mail from BayCare titled, “Common Signs of a Heart Attack.”

With a history of fatal heart problems in her family, after reading the magnet, she decided to keep it, even though Charlene and her husband Richard normally do not hang anything on their refrigerator. Little did she know that decision would help save her life the very next day.

Living almost her entire life in Florida, Charlene, who is now retired, has always enjoyed an active lifestyle. While maintaining a healthy diet, she enjoys exercising a few times a week, taking long walks on their many travels and especially enjoys playing golf.

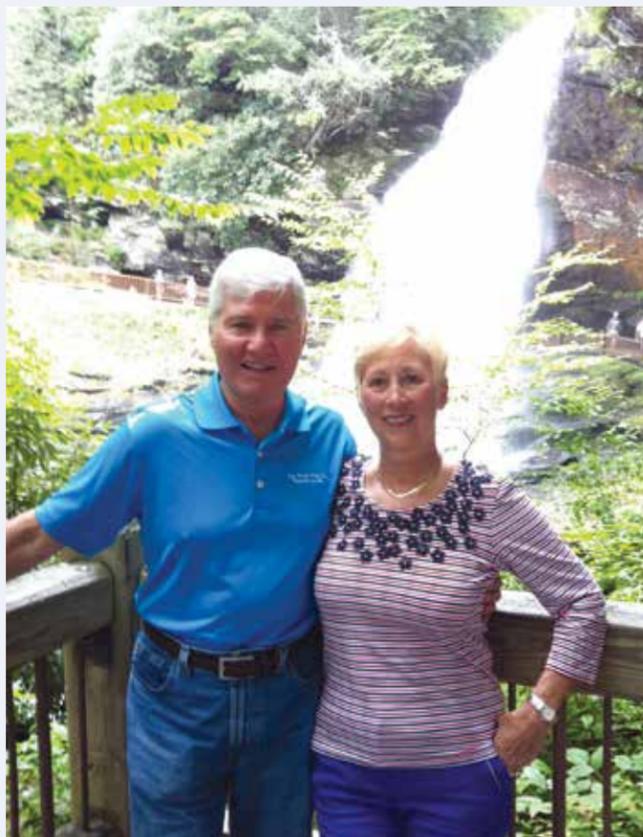
Shortly after retiring, she served as president of the East Lake Woodlands Women's Golf Association, where she is currently an active member. For the past several years, she has chaired or co-chaired its annual fund-raiser for breast cancer, “Drive for a Cure”, where a portion of the proceeds benefit Morton Plant Mease's Susan Cheek Needler Breast Centers.

While attending the Tampa Bay Golf Championship at Innisbrook, as Charlene walked up a steep incline she thought, “Boy, my chest and jaw are hurting all of a sudden.” But it eventually settled down — like it had many times in the past while hiking. The next week while out for one of her routine walks, she again experienced severe pressure in her chest with significant pain in her jaw.

The day after receiving that serendipitous magnet, Charlene attended a Good Friday service, went out to dinner with her family and ran a few errands. After she got home to change clothes, her jaw and chest began to really hurt again. Recalling all the common signs of heart attack in women, she knew something wasn't right.

Not wanting to stress her husband Richard, she located their blood pressure cuff and went into another room. After Richard came in the room, she recalls telling him, “We need to talk. My jaw is really aching, my chest is really hurting and my blood pressure is over 200. These are the signs of heart attack in women.”

After checking her blood pressure again, they grabbed some aspirin and immediately drove to Mease Countryside Hospital. Holding her chest as she walked into the main entrance, the nurse immediately took Charlene's pulse, placed her in a wheelchair, and took her in for an EKG. She was then quickly taken to the Emergency Department where another nurse said, “We're going to start giving you heparin. You're having a heart attack and we've already alerted the cardiac cath team.”



Charlene is thrilled to be back traveling and golfing with her husband Richard.



Charlene, second from left, is actively involved in the Drive for a Cure golf tournament benefiting the Susan Cheek Needler Breast Centers.

During her procedure, she only recalls hearing her cardiologist mention 75 percent and 98 percent. She would later find out that she had two stents put in the same artery back-to-back — part was 75 percent blocked and part was 98 percent blocked. It was Charlene's left anterior descending artery, commonly called the “The Widow Maker.” After rushing to Mease Countryside around 7:30pm, by 9:30pm she was already in recovery and doing well. Throughout her brief hospital stay, she couldn't say enough about the care she received.

“Everyone who I met at the hospital was fantastic and so kind,” said Charlene. “When I was in critical care, the nurse from the cardiac team stayed past her shift to be there to take the shunt out before they put the pressure on it. Their small gestures made all the difference. A smile. Holding my hand. They were all just very, very good.”

Charlene admits the magnet is proudly hanging on their refrigerator and will have to make an exception for any future health-related magnets from her trusted hospital.

“People need to pay attention to their symptoms,” said Charlene. “I think the magnet was so critical because I had just read it the day before and that's why my husband and I decided to go to the hospital. There were too many symptoms, things that were not right. My cousin, instead of reacting, he went to lie down and that was it. I had these symptoms before, but it had always been when I was hiking or climbing, not just getting out of the car or house. Learning that jaw discomfort was a factor, that's the main reason I decided to take my blood pressure.”

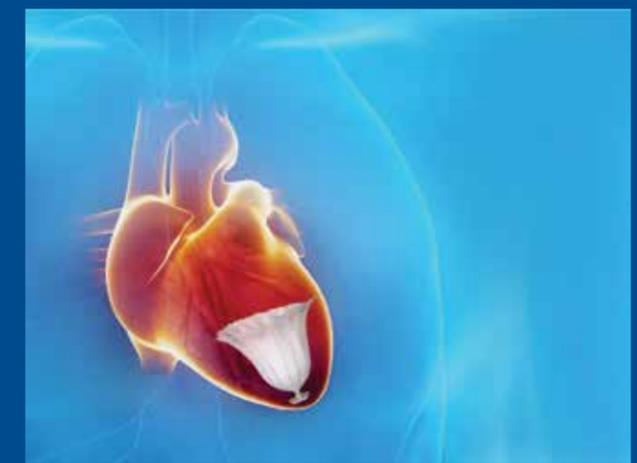
MORTON PLANT HOSPITAL JOINS CLINICAL TRIAL FOR HEART FAILURE PATIENTS

Morton Plant Hospital is the first hospital in the southeastern United States to participate in a clinical trial designed to treat heart failure patients whose ventricle has enlarged and who, until this time, had limited treatment options. The PARACHUTE IV trial will test a minimally invasive catheter-based device called the Parachute Ventricular Partitioning Device.

After a heart attack, many heart failure patients experience enlargement of their left ventricle, one of the lower chambers of the heart. The weakened heart cannot supply enough blood, resulting in heart failure symptoms such as fatigue and shortness of breath. Treatment options for patients whose ventricles are enlarged are limited.

The Parachute device offers the first minimally invasive catheter-based treatment to partition the damaged muscle, excluding the nonfunctional area of the heart from the healthy portion to decrease overall volume of the left ventricle and restore the shape and function of the heart. Through a small catheter inserted in the femoral artery, the Parachute implant is deployed in the left chamber of the heart.

Once the device is in place, the arms of the device anchor into the wall of the heart to hold it in position. About six months after the Parachute device has been implanted, tissue will cover the device, and it will become permanent. Because it is permanent, it will not need to be replaced or adjusted.



The PARACHUTE IV Clinical Trial is the first-of-its-kind treatment.

Common Signs of a Heart Attack

MEN

- ♥ Chest pain or discomfort
- ♥ Pain in one or both arms, the neck, jaw, back or stomach
- ♥ Shortness of breath
- ♥ Lightheadedness
- ♥ Nausea
- ♥ Sweating
- ♥ Abdominal discomfort

WOMEN

- ♥ Uncomfortable pressing, squeezing, pain or discomfort in the chest
- ♥ Pain or discomfort in one or both arms, the back, neck or jaw
- ♥ Shortness of breath
- ♥ Women are more prone to experience shortness of breath, nausea and vomiting

KnowYourHeart.org



Charlene received this magnet in the mail the day before her heart attack.

Setting the Standard for Compassionate Care

Dedicated Volunteers Honored as Lightning Community Heroes

Longtime Morton Plant Mease volunteers Bob and Janet Ferguson know full well how difficult it is to go through cancer treatments, especially chemotherapy and radiation treatment. As breast and prostate cancer survivors, they have been inspired to help other patients suffering from cancer to unwind during the recovery process.



Bob and Janet Ferguson are both cancer survivors who have volunteered for Morton Plant Mease for more than 20 years.



Lightning owner Jeff Vinik (right) presents a \$50,000 check to Bob and Janet Ferguson.

For the past five years, the Fergusons have served as the sole camp directors at Camp Living Springs, a Morton Plant Mease supported 100-acre, all-expense paid, three-day adult retreat facility that is intended to put the fun back into the lives of cancer patients. The Fergusons plan a variety of activities and invite cancer survivors to get away from their daily obligations by nurturing their spirits and building camaraderie through fishing, crafting, nature walks, karaoke, entertainment and dancing.



Camp Living Springs gives cancer survivors the courage to embrace their survivorship.

In recognition of their selfless efforts, the Tampa Bay Lightning honored Bob and Janet as Lightning Community Heroes during one of their games this year and presented them a \$50,000 donation to Morton Plant Mease Foundation in support of Camp Living Springs. Besides their countless hours directing Camp Living Springs, the Fergusons have also been very involved volunteering as patient companions in the hospitals and as drivers for the CareVan service that transports individuals throughout the community to their medical appointments for Morton Plant Mease.

Pitch for Pink Helps Strike Out Breast Cancer

Thank you to everyone who participated in the 8th annual Pitch for Pink Breast Cancer Awareness Night at Bright House Field. More than 5,700 fans cheered the Clearwater Threshers to a victory over breast cancer, which featured Threshers players outfitted in pink jerseys, auction prizes and a memorable breast cancer survivor walk around the field before the game. Proceeds from the event benefited local breast health services and programs of Morton Plant Mease. Thank you to the Clearwater Threshers for their continued support and tremendous contributions to this cause. To date, more than \$175,000 has been raised through Pitch for Pink.



Dr. Peter Blumencranz signed pink baseballs for breast cancer survivors and patients at Pitch for Pink.

Miles for Men Race Raises Prostate Cancer Awareness

The name and route may have changed, but the 4th annual prostate cancer awareness race, now known as Miles for Men, welcomed more than 600 competitors who raced through Morton Plant Hospital's surrounding waterfront neighborhoods and over the Memorial Causeway Bridge.

Miles for Men was presented by Urology Specialists of West Florida, and benefited Morton Plant Mease community screenings and education services and assists prostate cancer patients who may not have the resources for treatment. Thank you to all our generous sponsors, runners and volunteers who made this year's event a success!



Special thanks to our generous sponsors who helped raise more than \$60,000.

Skip Cline Society Gifts Help Enhance Pediatric Care



A stay in the hospital can be unsettling no matter how old you are. For children, medical procedures, unfamiliar surroundings and new faces can be particularly stressful. While it's hard to blame a child for kicking and screaming while being treated, it can make it extremely difficult for the doctors and nurses to give them the help they need.

Recognizing this challenge, the Skip Cline Society has designated a portion of their fund-raising efforts over the years to help equip our pediatric caregivers with the latest tools for reducing anxiety associated with a pediatric patient's procedure. This summer, the Skip Cline Society helped fund iPads for Mease Countryside's Emergency Department, Pediatric Unit and NICU.

iPads offer direct engagement for children — helping to not only distract the patient, but prepare them for their medical procedure. Mease Countryside's new child life specialist, Rebecka Carlson, frequently uses the iPads to help make the child's hospital stay a little less scary.



Rebecka specializes in meeting the emotional, developmental and social needs of each patient.

"I recently had a 7-year-old patient and her family come through our Emergency Department. She was very nervous and scared about being in the hospital and screamed any time the nurse approached," said Rebecka. "Her parents were also stressed just trying to comfort their daughter. I came over, introduced myself, and asked if she wanted to play with my iPad. Almost immediately, her demeanor changed and we were laughing while the nurse performed a full assessment on the child. I continued to follow the patient throughout her treatment and she and her family left the hospital smiling."



Rebecka Carlson, CCLS, Child Life Specialist/Child Advocate

As a child life specialist, Rebecka focuses on helping children and their families adjust to the hospital environment and prepare them for their treatment and procedures. She also uses the iPads for educational games and videos to help children and their parents understand diseases or what's happening while they're in the hospital. "Generous gifts from the community, like the Skip Cline Society's, are a tremendous help for me and my diverse medical team to better support the psychosocial, emotional and developmental aspects of the pediatric population at Morton Plant Mease," said Rebecka.

Foundation Grant Removes Barriers to Diabetes Self-Care

Did you know that approximately 26 million Americans have diabetes? Access to quality health care services and prevention measures, including patient education, are essential steps in saving lives, lowering medical care cost and reducing disability.

For nearly five years, philanthropic support from our community has helped fund the Morton Plant Mease Diabetes Education Center with a team of expert diabetes professionals. Our certified diabetes educators promote successful self-management behaviors, including healthy eating, being active, taking medications and other interventions to prevent the development of diabetes.

The uninsured or underinsured with chronic diseases commonly delay treatment until it becomes a crisis, and most have no choice but to use emergency departments to seek medical attention. For Shonnie, her blood glucose levels spiraled out of control to the point where she had to visit Mease Countryside's emergency department. Without medical insurance, she didn't realize the available resources offered to the community thanks to the Foundation's support.

"I was so scared and had nowhere to turn," recalls Shonnie. "It wasn't until I was treated at the hospital that I learned about the Diabetes Education Center. I completed their Comprehensive Self-Management Diabetes Class, which was extremely helpful in learning to manage my blood pressure, as well as help me feel better. They also provided me with a supply of test strips to help manage my blood sugar, and their dietitian set me up with a special diet."



Patients receive full case management and support at no cost from the Diabetes Education Center.

"I cannot thank the helpful and knowledgeable team enough at the Diabetes Education Center, as well as the financial support from the Foundation," added Shonnie. "I couldn't believe services of this caliber were available in the community. I'm relieved to be enjoying a much healthier lifestyle now and I owe it all to the sincere care and generosity of my local hospital."

Updates to the Hospitals of Morton Plant Mease

Morton Plant North Bay Hospital President Hal Ziecheck Announces Retirement



Hal Ziecheck will retire on January 3, 2014

Congratulations to Morton Plant North Bay Hospital President Hal Ziecheck as he winds down an outstanding career in health care. After more than 40 years in hospital administration, Hal has decided to retire effective January 3, 2014.

Hal assumed leadership of Morton Plant North Bay Hospital in July 2010. Prior to that, he served as chief operating officer and administrator of Morton Plant Hospital for 16 years. During Hal's tenure, Morton Plant North Bay has continued its expansion

program that doubled the size of the campus by adding a new Cardiac Center and a new Surgery Department.

In Clearwater, Hal guided Morton Plant Hospital to becoming a nationally recognized facility responsible for introducing countless innovations in patient care to its community, including heart and cancer care. He has also been responsible for leading the hospital through a master site plan process. Hal began his career with Morton Plant Hospital in 1979 as director of the respiratory therapy and perfusion technology department. He has held a variety of positions including vice president of operations, administrative director of cardiopulmonary services and director of special services.

New Surgery Department Opens at Morton Plant North Bay Hospital



The new operating suites measure up to 675 square feet.

The future of health care is sure to bring new technology and advances, and to meet those future needs, Morton Plant North Bay Hospital opened its new Surgery Department featuring six integrated operating suites.

Morton Plant North Bay's new operating suites feature larger, integrated rooms to provide ample working space for advanced surgical procedures with high-tech equipment. Integrated surgical suites allow for the precise control of ambient conditions such as room temperature and lighting, and they also provide surgical teams with immediate access to scans, digital images and other important patient data.

During the design process, special attention was paid to patient comfort. Additionally, patients will now be taken directly between surgery and nursing units through dedicated

corridors and elevators, allowing for less travel throughout the hospital and providing more privacy.



In hallways where patients are moved to operating rooms, lighting panels display soothing nature photos.

Mease Countryside Hospital Selected 100 Top U.S. Hospital Award Winner

Mease Countryside Hospital has been nationally recognized by Truven Health Analytics in a study identifying the 100 top U.S. hospitals based on their overall organizational performance. This marks the ninth time Mease Countryside has been recognized among the 100 Top Hospitals. Mease Countryside also was among 16 hospitals in the nation to receive an Everest Award from Truven, which recognizes hospitals that have achieved both the highest current performance and the fastest long-term improvement over five years.

"We are so proud to once again be recognized for all of the great work that our entire team does day in and day out," said Lou Galdieri, president of Mease Countryside and Mease Dunedin. "Our doctors, team members and volunteers strive to do what is best for our patients and their families. To be ranked among the best in the nation is a true honor and a testament to their commitment and dedication."



Morton Plant Is Transforming for the Future

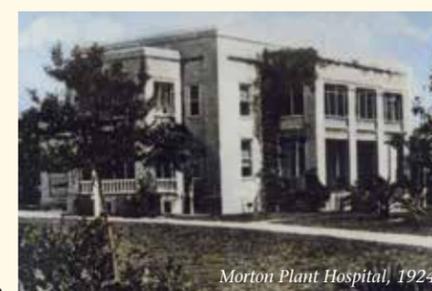


Morton Plant's new four-story patient and surgical tower will be on the east side of the hospital.

Morton Plant Hospital is transforming its campus to help meet the community's future health care needs with a major renovation and expansion project designed for efficiency, accessibility and patient service.

When completed in 2016, Morton Plant Hospital, which first opened its doors in 1916, will have an additional main entrance on the east side of the hospital. The new 200,000-square-foot building also features a four story patient tower with all private rooms, redesigned Cantonis ER-1, and relocations of surgery, women's care and orthopedics, each into focused platforms of care.

We thank you in advance for your patience and understanding as we grow Morton Plant Hospital to better serve your health care needs. To learn more about how you can be a part of this transformation, please contact Ernestine Bean, president and CEO, at (727) 461-8644.



Morton Plant Hospital was built on a foundation of philanthropy and the new expansion will help meet the community's future needs.

WOW Awards Celebrates Excellence

The WOW awards were established in 2004 after Morton Plant Mease Foundation received an anonymous donation to honor team members who stand out for their commitment to professional excellence, their representation of the Morton Plant Mease values and their superb customer service.



Jim Watrous, Chairman, Morton Plant Mease Foundation, closed the evening by congratulating this year's winners.

"These team members put aside their own needs, worries and concerns to make sure that our patients and their families receive excellent care and also feel supported and cared for while they are in our facilities," said Dr. Mahesh Amin, Chairman, Morton Plant Mease Board of Trustees. "It is stories like these and our team members that make me proud to be a part of Morton Plant Mease."

Next year, the WOW Team Member Excellence Awards will combine with the WOW Nursing Excellence Awards Dinner on May 8, 2014 at the Innisbrook Resort.

Bardmoor Emergency Center Celebrates Five Years



Bardmoor Emergency Center is located at 8839 Bryan Dairy Road in Largo.

The Bardmoor Emergency Center recently celebrated its fifth anniversary of providing convenient access to emergency services in central Pinellas County. In its first five years, the center has seen nearly 116,000 patients. The 15,000-square-foot facility is a full service ER and is open 24 hours a day. It has 15 ER beds, digital X-ray equipment, computed tomography (CT) scanner and ultrasound. Other features include a laboratory and on-site pharmacy services for patient testing and care, and plasma TV screens that display a tracking system of patient care.

An Investment with Healthy Returns

Estate Planning

Planned giving presents a great opportunity for you to make a gift of a magnitude you may have never thought possible. Many of our programs, buildings and leading-edge technology have been made possible by gifts through estates.

Many times, individuals think of estate planning as an action to be completed in the future. However, an active approach now may be the best and most effective way to share the fruits of your labor, and also your values with others.

Estate gifts through your will, a trust, an annuity or life insurance are the most popular ways to make future gift commitments. Gifts of all sizes help us to shape the future of our hospitals and the lives we touch.

A Charitable Gift Annuity



Mildred is a member of the Foundation's Spires of Philanthropy, Adler Guild Society, Donald Roebling Society and Women in Philanthropy."

There are few things in life we can do for ourselves that also benefit others — a charitable gift annuity (CGA) happens to be one of them.

Mildred Schrodell and her late husband, Leo, became involved with Morton Plant's Donald Roebling Society after moving to the area more than 30 years ago. The Schrodells supported the Foundation annually, but when Leo began experiencing heart complications, the couple decided to become more invested and completed a charitable gift annuity to the Cheek-Powell Heart and Vascular Pavilion campaign in 1996.

A CGA is an irrevocable commitment to Morton Plant Mease Foundation and is a general obligation of the Foundation — backed by all our assets. Mildred and Leo were attracted to this safe and secure gift to the Foundation that provided a fixed payment with a high payout rate, while at the same time supporting a cause that was near and dear to their hearts.

After her beloved husband's passing, Mildred increased her support of Morton Plant Mease Foundation by establishing several charitable gift annuities in memory of Leo throughout

the Morton Plant campus — including a triage room in the Cantonis ER-1, the nursing administration reception area on the ground floor, the waiting area in the Morgan Heart Hospital, and the Dexa Scan and MRI rooms at the Carlisle Imaging Center.

"I feel honored and humbled to be able to keep Leo's legacy alive by supporting the hospital that we both thought so highly of," said Mildred. She continues to encourage her friends to establish their own gift annuities in support of the nationally recognized hospitals of Morton Plant Mease, while at the same time receiving lifetime payments.

Charitable Remainder Unitrust

A wonderful way to help secure your family's future while making a gift to Morton Plant Mease Foundation is to create a Charitable Remainder Unitrust (CRUT).

Clinton Smith and Helen Lazard Smith moved to the Dunedin area in the 1950s from New York and strongly felt that Mease Dunedin Hospital was a valuable asset to the thriving community. Clinton passed away at age 87 and Helen at age 95, while residing at Mease Manor in Dunedin.

Recently, the Foundation received a gift of nearly \$1 million from the late Clinton A. and Helen Lazard Smith Charitable Trust. Their Trustee, attorney Pen Jennings — a member of our Planned Giving Advisory Council — handled many legal matters for the Smiths throughout the years. Their CRUT benefitted the Smiths' only son until his passing in 2012, with the remainder of the trust coming to Morton Plant Mease Foundation and designated for Mease Dunedin Hospital, along with another local charity.

This gift plan allows you to provide income to yourself, spouse or another beneficiary while making a gift to the hospitals, and potentially designate it to an area of your choice. Some advantages to this type of gift are an initial income tax deduction, possible federal estate tax savings and potentially bypassing capital gains tax at the time the trust is created.



Clinton Smith and Helen Lazard Smith were close friends with Dr. Jack Mease and designated their gift to Mease Dunedin Hospital.

Making your planned gift to the hospitals of Morton Plant Mease today can be a rewarding and meaningful way to contribute to the hospitals of tomorrow. Many of our donors have already notified us that they have left Morton Plant Mease Foundation in their estate plans, and therefore become members of our Adler Legacy Society. But each year, we are delighted, honored and humbled to receive undocumented gifts through a donor's estate. If you, too, have included Morton Plant Mease Foundation in your planning, please let us know so we can thank you!

Foundation News and Notes

A Legacy of Caring

Morton Plant Mease Foundation and the community celebrate the life of esteemed philanthropist Carroll Cheek, who passed away this year as a result of heart and Parkinson's diseases. He will be forever remembered as a decorated World War II pilot, Ohio banker, business entrepreneur and philanthropist.



Carroll and Bernie teamed up to donate more than \$3 million to create the Cheek-Powell Heart and Vascular Pavilion at Morton Plant Hospital.

Before moving to Clearwater in the 1980s, Mr. Cheek had achieved success with a restaurant, a banking company and a string of accounting offices in his native Ohio. He got into the supermarket business in the early 1960s, opening about 20 stores before bringing at least two brands to Florida — Great Scot and Mr. C's Warehouse.

In retirement, he worked hard to do something good with what he had acquired. "You're only a custodian of your wealth while you're here on earth," Mr. Cheek said in 2005. "You have a responsibility to give it back to the people you earned it from."

After Susan Cheek Needler, one of their three children, died of breast cancer at 51, Carroll and his wife Mabel helped create the Susan Cheek Needler Breast Center at Morton Plant Hospital in 2002. Recognized as Foundation Benefactors, the Cheeks and fellow businessman and philanthropist Bernie Powell, who had also lost a daughter to breast cancer, came together to donate more than \$3 million to create the Cheek-Powell Heart and Vascular Pavilion at Morton Plant in 1996.



Dr. Barbara Bourland with Carroll and Mabel Cheek in front of a photo of Susan Cheek Needler.

through their journey," said Barbara Bourland, MD, founding medical director of Susan Cheek Needler Breast Center. "Their vision became the Susan Cheek Needler Breast Center that forever changed the way we care for women in our community who face the potential diagnosis of breast cancer. Their commitment has touched thousands of women in the community and we are forever grateful."

"Mr. and Mrs. Cheek had a singular passion for carrying out their daughter's wishes that other women experiencing breast cancer would be supported

2013 Excellence in Medicine Awards

Four Morton Plant Mease physicians were honored at this year's WOW Nursing Excellence and Excellence in Medicine awards dinner. These physicians exemplify unparalleled excellence in clinical practice, leadership and outstanding service to the hospitals and community. Nominations are made by members of Morton Plant Mease Foundation and health system boards, and the medical executive committees.



This year's Physician WOW Award winners were (L-R): Drs. Bernardo Stein, Daniel Krop, Ted Small and Stephen Goldman.

- Congratulations to this year's recipients:
- Stephen Goldman, MD, Cardiologist, Morton Plant North Bay Hospital
 - Daniel Krop, MD, Radiologist, Morton Plant Hospital
 - Ted Small, MD, Surgeon, Mease Hospitals
 - Bernardo Stein, MD, Cardiologist, Morton Plant Hospital

Morton Plant Celebrates Honored Physician

Michael D. Williamson, MD, was honored as the 2013 recipient of the Morton Plant Hospital Honorary Physician Award. An eminent cardiologist, Dr. Williamson came to Clearwater from Rochester, Minnesota, to join Dr. Donald Eubanks at Clearwater Cardiovascular Consultants (CCC).



Michael D. Williamson, MD, FACC, Interventional Cardiologist

Board certified in interventional cardiology, Dr. Williamson served as Director of the Cardiac Catheterization Laboratory at Morton Plant Hospital from 1998 to 2009, and established the outpatient cardiac catheterization lab in the Cheek-Powell Heart and Vascular Pavilion. Dr. Williamson serves on the Board of Trustees of BayCare Health System, and is a past member of the Board of Trustees at Morton Plant Hospital.



Dr. Williamson, third from the left, is the past president of Clearwater Cardiovascular Consultants.

Morton Plant Mease Foundation

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Transforming Health Care Through Philanthropy

Make a Gift in Memory/In Honor of a Loved One

Tribute gifts support the mission of Morton Plant Mease Foundation as they honor or memorialize individuals important to the person providing the gift. Honorarium gifts are a special way to express gratitude to a friend, coworker, colleague or family member that will surely brighten someone's day. A memorial gift celebrates the life of a loved one who has passed away and helps in expressing your sympathy for grieving families. While cards and flowers are always appreciated, a memorial gift acknowledges the care that your loved one received, while making a difference in the lives of so many others.



Make a Gift That Will Have a Lasting Legacy

Planned Giving presents the greatest opportunity for mutual benefit to both the donor and the hospitals of Morton Plant Mease by helping you to maximize your tax and personal financial benefits, while at the same time enabling you to make gifts of a magnitude you may have never thought possible. A planned gift can be expressed in various ways such as giving a bequest, charitable remainder trust, annuities and life insurance. Please consider including the Foundation in your will or trust, and when you do, please tell us so that we may thank you.



Make a Gift in Honor of a Special Caregiver

Maybe it was a kind word, a gentle smile or a warm blanket that brought comfort to you or your loved one. It could have been a lifesaving procedure or a visit from a volunteer during your stay. Say "thank you" by making a gift in honor of those who made a difference to you. Our Grateful Patient Program provides patients and their families with an opportunity to show gratitude to the physician, nurse or other caregiver who played a special role in your care. Your gift will not only touch the life of the person you choose to honor, but may also save the lives of people whom you may never know who rely on our hospitals.



MPMFoundation.org

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