

\$5 million gift infuses blood cancer research

THE PAULINE ALLEN GILL FOUNDATION recently gave \$5 million in memory of Pauline Gill Sullivan to support the new cancer center at

Baylor University Medical Center at Dallas. Nancy Seay, president of the Pauline Allen Gill Foundation and daughter of Pauline Gill Sullivan, and Pauline Neuhoff, granddaughter of Pauline Gill Sullivan, orchestrated the gift, which will support hematological research at Baylor Dallas and establish *The Pauline Allen Gill Distinguished Chair in Hematological Cancer Research*. The atrium in the new cancer outpatient building on the campus of Baylor Dallas will bear the name of Pauline Gill Sullivan, who gave so much of her time, talents and treasure to the Dallas community.

"This gift represents a significant vote of confidence for the new cancer center at Baylor. We are grateful to the Gill Foundation and the family of Pauline Gill Sullivan for their generous support of the Center and this critical area of research," said Rowland K. Robinson, president of the Baylor Health Care System Foundation.



Pauline Gill Sullivan

The gift will greatly enhance the research programs at Baylor Dallas, aligning personnel and resources so that Baylor may bring clinical trials to cancer patients. Mrs. Sullivan's oncologist, **Brian Berryman, M.D.**, will be instrumental in establishing the program.

"Through the generosity of the foundation and the family of Pauline Gill Sullivan, physicians and researchers at Baylor will be able to conduct more clinical trials for patients with hematological cancers, helping us identify the most effective treatments for these diseases and, ultimately, bringing advanced care to Baylor patients," stated Dr. Berryman.

"It would please mother that we honor her memory in this way, by supporting Dr. Berryman and Baylor as they continue to provide advanced treatments and compassionate care for patients with hematological cancers. The memorial fund given by friends and family in honor of mother will be used to support this initiative," said Nancy.

For more information about the new **Cancer Center**, contact the Foundation at 214.820.3136 or e-mail thetorch@BaylorHealth.edu.

Upcoming

Mark your calendar



PRESENTED BY



When: September 29, 2008

Where: Royal Oaks Country Club in Dallas

Why: Proceeds from the tournament will benefit graduate medical education programs at Baylor.

Baylor Foundation celebrates 30th anniversary

THIS YEAR, Baylor Health Care System Foundation celebrates its 30th anniversary. Since its inception, the Foundation has distributed more than \$325 million to support Baylor's vision of providing safe, quality, compassionate health care. As a result of the generosity and commitment of Foundation donors, Baylor Health Care System now consists of a network of 15 hospitals throughout North Texas and is one of the largest employers in the Dallas-Fort Worth area.

Thirty years ago, Boone Powell, Sr., recognized that the growth and prosperity of Baylor was tied to both strong relationships with community leaders and the public's financial support. Boone decided that in order for those connections to grow and prosper, a foundation

was needed. On June 6, 1978, Baylor University Medical Center Foundation held its first Board of Directors meeting. That momentous occasion launched the organization that is now called Baylor Health Care System Foundation.

Leaders of industry, well-respected physicians and influential civic leaders comprised the first Foundation Board of Directors. They all shared one thing in common – a steadfast commitment to Baylor.

Notable examples of this dedication, businessmen **Dewey Presley** and **L. Frank Pitts** were instrumental in launching the Foundation Board of Directors.

"Those were exciting times – to be at the helm of something that would make such a difference

Continued on Page 6



PRESENTED BY



Keynote Speaker:

Geralyn Lucas, author of *Why I Wore Lipstick to My Mastectomy*

When: October 16, 2008; 11:30 a.m.

Where: Hilton Anatole in Dallas

Why: Luncheon benefits breast cancer research, community outreach and expanded technology for early detection throughout Baylor Health Care System.

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Vascular Surgery fellowship program gets boost



Baylor Jack and Jane Hamilton Heart and Vascular Hospital

IN JUNE, the Baylor Health Care System Foundation received a grant from an anonymous donor to sponsor a Vascular Surgery Fellow throughout the two-year course of study. This specialty deals with patients affected by the build-up of fatty deposits in arteries throughout the body, blockage of blood flow to the brain, and swelling of legs due to fluid build-up in the lymphatic vessels.

The Vascular Surgery Fellowship program at Baylor University Medical Center at Dallas is one of the top programs in the nation and educates some of the most promising surgeons in the field. Seven of the 11 board-certified vascular surgeons on the medical staff at Baylor were trained through the Vascular Surgery Fellowship program. Many other graduates have assumed leadership positions in major hospitals across the country.

World-renowned vascular surgeon **Jesse Thompson, M.D.**, pioneered Baylor's Vascular Services program as well as the Vascular Surgery Fellowship program, which, at the time, was one of only four such programs in the U.S.

The Vascular Surgery initiative at Baylor Dallas also includes a nationally recognized clinical research department. Two clinical trials at Baylor have received funding from the National Institutes of Health, including studies involving the growth and renewal of blood vessels in the legs through genes and stem cells.

"The physicians on our medical staff continue to provide quality patient care. They have a goal of utilizing advanced technology and treatment for vascular disease," said **Greg Pearl, M.D.**, division leader of the Vascular Services program.

For more information, please contact Ellen Dearman at 214.820.7877 or thetorch@BaylorHealth.edu.

Shareholder activist Evelyn Y. Davis supports Riggs Emergency Department

EVELYN Y. DAVIS, the nationally known shareholder advocate, and the **Evelyn Y. Davis Foundation** have together made a \$100,000 pledge to support the

Riggs Emergency Department at Baylor University Medical Center at Dallas.

"The heart and soul of any medical center is its emergency department, and we are extremely grateful to Evelyn for her generous support," said Rowland K. Robinson, president, Baylor Health Care System Foundation. "All of the citizens of Dallas will benefit from her gift."

A plaque in the main waiting area of Riggs Emergency Department will recognize the gift, which concludes the campaign and, in addition to other campaign gifts, will allow for the completion of the department's expansion.



Rowland K. Robinson and Evelyn Y. Davis

Evelyn is a well-known shareholder of more than 80 major corporations and attends shareholder meetings all over the country. She has appeared on many national television channels and shows including CNBC, CNN, *The Today Show* and *Nightly Business News*.

In addition, Evelyn started the nationally known publication, *Highlights and Lowlights*, in 1965. The newsletter covers corporate governance and executive compensation as well as the votes and issues on numerous shareholder proposals.

Her foundation, established in 1989, makes grants to nationally prominent universities, arts organizations and hospitals. Originally from Amsterdam, Evelyn resides in Washington D.C.

For more information, contact Ellen Dearman at 214.820.7877 or thetorch@BaylorHealth.edu.

PHYSICIAN PROFILE

GREGORY PEARL, M.D.

GREGORY PEARL, M.D., IS THE DIVISION LEADER OF VASCULAR SURGERY at Baylor University Medical Center at Dallas and Hamilton

Heart and Vascular Hospital. He also serves as program director of the Vascular Surgery Fellowship program at Baylor Dallas. Dr. Pearl received his medical degree from Tulane University School of Medicine and completed a residency in general surgery at Northwestern University. In 1986, Dr. Pearl relocated to complete a fellowship in vascular surgery at Baylor Dallas.

Q: Where did you grow up?

I grew up in Peoria, Illinois, with four sisters and one brother.

Q: To what do you attribute your success?

Tenacity.

Q: What Foundation project are you passionate about?

Shortly after I joined the Baylor medical staff in 1987, **Jesse Thompson, M.D.**, founder of the vascular surgery division at Baylor, retired as chief of surgery. His peers established *The Jesse Eldon Thompson Surgical and Research Endowment* to honor his tremendous contributions not only

to Baylor but also to the national and international vascular surgery communities. Dr. Thompson passed away earlier this year, but his legacy at Baylor continues to grow through research and educational projects supported by the endowment bearing his name.

Q: Who are your heroes?

Teachers, coaches and colleagues who have "given me a shot" throughout my life.

Q: What is the most meaningful experience you have had at Baylor?

In 2001, my father was diagnosed with metastatic melanoma, an almost uniformly fatal condition. My father was told by his physicians in Chicago

that he needed to get his affairs in order. I brought him to Baylor, where he was treated by a team of extraordinary physicians. Seven years later, my father is alive and well. I get a lump in my throat every time I think about the great care rendered by the talented medical staff at Baylor.

Q: What is the highlight of your career?

Being elected medical staff president of Baylor University Medical Center by my peers in 2004.

Q: What is the most influential book you have read?

The Female Brain by Louann Brizendine, M.D. It holds the secret of the universe. Really!



Dr. Gregory Pearl

Waxahachie Women's Council hears update

ON JUNE 27, 35 individuals gathered for the Waxahachie Women's Council luncheon at the Waxahachie Civic Center to learn more about the new programs and expanded facilities at Baylor Medical Center at Waxahachie. Jay Fox, president of Baylor Waxahachie, gave an update on new developments at the hospital, including physician recruitment, program expansion, new technology and equipment, and a land purchase for the future expansion of the hospital.

Edwin Charnock, M.D., physician on the medical staff at the new Baylor Waxahachie

Sleep Center, gave a presentation on the risks and treatment of one of the most common and easily diagnosed sleep disorders, sleep apnea.

The Waxahachie Women's Council meets twice annually to learn about and discuss new programs with physicians from Baylor Health Care System. Members of the council serve as ambassadors, sharing information about Baylor Waxahachie with the southern Dallas County and Ellis County communities.

For more information about supporting Baylor Waxahachie, contact Ellen Dearman at 214.820.7877 or thetorch@BaylorHealth.edu.



Ellen Dearman, Winnie O'Donnell, Dr. Edwin Charnock, Paula Baucum and Jay Fox

Discovery Foundation donates \$350,000 to Imaging Center technology

BAYLOR HEALTH CARE SYSTEM has received an unexpected piece of good news from the **Discovery Foundation**. **David Winter, M.D.**, president of the Discovery Foundation, announced that the Board of Directors has approved a \$350,000 grant to **Celebrating Women** for new technology in the Darlene G. Cass Women's Imaging Center.

"This is an extraordinary gift," said Rowland K. Robinson, president of Baylor Health Care System Foundation. "It will allow us to bring up-to-date technology to the Imaging Center for the benefit of our patients."

The Discovery Foundation grant will allow Baylor to acquire positive emission mammography, or PEM, which uses a high-resolution gamma camera. Sometimes referred to as molecular breast imaging, this technology



High-resolution gamma camera

can pick up the most subtle differences in the appearance of tumor versus normal tissue.

Conventional mammography can have a false-negative (missed cancer) rate of up to ten percent. This is partly due to dense breast tissues obscuring the cancer, and the fact that the appearance of cancer on mammograms has a large overlap with the appearance of normal tissues. PEM will help reduce the instances of false-negative readings.

"Having PEM will make a difference in outcomes, and peace of mind, for our patients," said Rowland.

Baylor will be the first imaging facility in the Southwest to

have this technology.

For more information about Celebrating Women, contact Kali Bailey at 214.820.2705 or e-mail thetorch@BaylorHealth.edu.

Baylor receives National Quality Forum Award

BAYLOR HEALTH CARE SYSTEM was cited on July 29, 2008 in *The Dallas Morning News* for receiving the **National Quality Forum's 15th National Quality Healthcare Award**, which recognizes exemplary health care organizations that are role models for achieving meaningful, sustainable quality improvement in health care.

The National Quality Forum is a private non-profit benefit corporation whose mission is to improve the quality of American health care by setting national priorities for improving quality, endorsing performance measures and promoting the attainment of national goals.

"In a strong pool of applicants, Baylor stood out as an exemplary model for raising the bar of health system performance," said National Quality Forum president and chief executive Janet Corrigan.

"We are honored to receive this very prestigious award from the National Quality Forum," said Joel Allison, president and CEO of Baylor Health Care System.

BAYLOR HEALTH CARE SYSTEM U.S. NEWS & WORLD REPORT RANKINGS

Baylor University Medical Center at Dallas and Baylor Institute for Rehabilitation (BIR) are two of 170 hospitals nationally to be ranked in the *U.S. News & World Report* 19th annual "America's Best Hospitals" issue.

BIR was ranked 13th among the nation's top rehabilitation facilities, making this the 12th year of recognition in the "America's Best Hospitals" issue.

For the 16th consecutive year, Baylor Dallas was named among the nation's top 50 hospitals in five specialties.

The specialties recognized this year were:

- Endocrinology
- Gynecology
- Kidney Disease
- Orthopaedics
- Respiratory Disorders

U.S. News & World Report ranks hospitals based on surveys of board-certified physicians in each specialty area.

Transplant leaders honored internationally

BAYLOR UNIVERSITY MEDICAL CENTER is one of the largest multi-specialty transplant centers in the country. In 2009, Baylor Health Care System Foundation will host an event to celebrate the 25th anniversary of the Baylor Regional Transplant Institute. A trailblazer when it was founded in 1984, the Institute continues to be a national leader in this specialty, as exemplified by the recent honors garnered by two physicians at Baylor.

Michael Ramsay, M.D., was recently named president-elect of the International Liver Transplant Society, a multidisciplinary organization comprised of more than 700 members. He is the chief of the department of anesthesiology and co-medical director of surgical services at Baylor University Medical Center at Dallas.

Göran Bo Gustaf Klintmalm, M.D., currently serves as the 34th president of the American Society of Transplant Surgeons where he guides the organization's involvement in transplantation research, education, training and advocacy. Dr. Klintmalm is chairman of Baylor Regional Transplant Institute and medical director of transplantation services at Baylor Dallas.

"For more than 24 years, Baylor has been a pioneer in the field of organ transplantation. Having two of our physicians lead such prestigious organizations is a reflection of Baylor's strong reputation in this field," said Joel Allison, president and CEO of Baylor Health Care System.

For more information about the **Transplant Institute 25th Reunion Fund**, please contact Ben March at 214.820.7410 or e-mail thetorch@BaylorHealth.edu.



From the President

As I sat down to write this article, our country celebrated the 232nd anniversary of the Declaration of Independence. Along those lines, a friend suggested that we consider the ideals of 'Interdependence Day.'

To me, interdependence means that we rely on each other to accomplish extraordinary things in this world. Or as Alexander Graham Bell once said, "Great discoveries and improvements invariably involve the cooperation of many minds."

All of us at Baylor — volunteers and employees, physicians and donors — know that relying on each other is the only way to make the next great discovery or improvement in health care for our community. Just some of these interdependencies are found in this issue of *the torch*.

We rely on volunteers like **Sue Porter** and **Debbie Snell**, the very talented **Celebrating Women** co-chairs. Because they are bringing their passion and community connections into Baylor's fight against breast cancer, we will celebrate another step toward ending the threat of this disease at our luncheon in October.

We count on Foundation board members like **Margo Goodwin** in many priceless ways. Read Margo's profile on page 4 and you will see the kind of commitment to greatness that has made Baylor's one of the largest health care foundations in the country.

Patients choose Baylor because they know they can rely on the expertise of physicians like **Dr. Greg Pearl** (see profile on page 2). In turn, we rely on grateful patients to ensure that we will be here to offer the same high level of care for the patients yet to come. The grant from the **Pauline Allen Gill Foundation** is just one example of how a grateful local family and Baylor physicians are cooperating in a drive to give renewed hope to people living with hematological cancers.

Likewise, we count on our employees to give their talents and their hearts to our patients every day. And once a year, they go the extra mile by contributing to the **Employee Giving Campaign**. Their generosity speaks volumes about how the Baylor family feels about our mission of service to the community.

I encourage you to take a moment to reflect on our interdependence, and how it shapes the way we lead our lives.

Happy Interdependence Day!

Rowland K. Robinson
President

Baylor Health Care System Foundation
Robinson@BaylorHealth.edu

ON THE BOARD

MARGO GOODWIN

CIVIC LEADER MARGO GOODWIN joined the Baylor Health Care System Foundation Board of Directors in 2006. A former elementary school teacher, Margo is a strong and visible advocate for the region's underserved populations and has worked with numerous non-profits in Dallas that provide services for people in need. Margo is a mother of two and grandmother of two, with one more on the way.

Q: Do you have a childhood experience that shaped how you think?

As the oldest girl in a family of seven children, my mother relied on me quite a bit. I learned early to be very organized, not to add to the chaos with chatter or drama, and to have high expectations of myself and those around me!

Q: What role do you have in a cause or non-profit organization?

I have been fortunate to work with several wonderful non-profits through the years. Currently, I am chairing the 2008 Spirit of Generations Luncheon for The Senior Source, an organization that helps senior citizens lead more productive and independent lives. I am also underwriting co-chair for the first-ever 2008 Cherish the Children Luncheon for Dallas CASA, a group that represents foster children in court to find the best permanent home for the child. I am also an associate member of Crystal Charity Ball, which funds many independent children's charities.

Q: Describe your leadership style.

Study the task, decide what to do, then let everyone do their job and cheer them on.



Margo Goodwin

Q: What brought you to Baylor?

Throughout the years, I have volunteered with the Crystal Charity Ball, which has provided funding support to Baylor many times. Each successive project gave me a better sense of Baylor's mission, so I was honored to accept when asked to join the board.

Q: Who inspires you?

Lindalyn Adams has been a role model for me and countless others for 30 years. Lindalyn just keeps lighting the way to a better Dallas. I always tell her I want to be her when I grow up!

Q: What is your passion?

Cancer and the work to find a cure. In 2005, I chaired the *Celebrating*

Women luncheon, Baylor's annual event that funds breast cancer research, education and technologies.

Q: What are your hobbies or interests?

I love to fly fish, sew, read and play with my grandchildren!

Q: What is a special story that you have about an experience with Baylor?

Before I joined the Foundation Board, our son, **Grady Goodwin** joined the residency program at Baylor. He is now an internal medicine hospitalist at Baylor University Medical Center, as is his wife, Tara. They love Baylor and so do I.

Q: What inspires you?

Listening to children, seeing their minds working, watching how they learn, feeling their love ... it puts everything right.

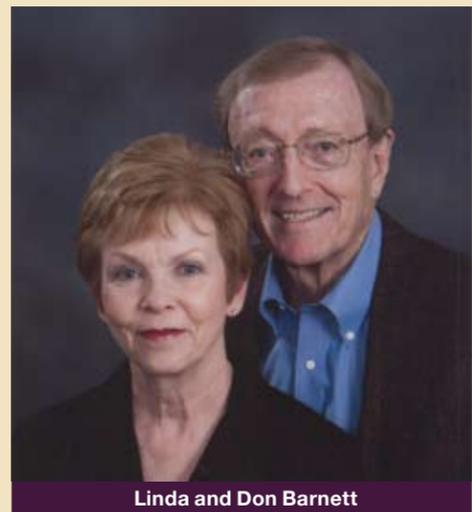
Q: What talent would you most like to have?

I would love to sing like Patsy Cline.

Q: How do you define success?

At the end of the day, being happy with what I have done and who I am.

Transplant patient celebrates new birthday



Linda and Don Barnett

The Baylor Health Care System Foundation supports a wide range of cancer efforts. The new cancer center at Baylor University Medical Center at Dallas will help bring research, treatment and support services together, helping patients and their families in their fight against cancer. Below is an example of the impact Baylor has had on one family.

June 17, 2007

Dear Mr. Robinson,

Memorial Day weekend was the sixth anniversary of my husband's stem cell transplant at Baylor. We have a deal with the bone marrow staff: they gave Don the new birthday ... we give them the party.

The story of my husband's illness and recovery truly is one of the Baylor success stories.

He was treated at another health care system for two years for chronic lymphocytic leukemia, which is usually the least aggressive of all leukemias. Unfortunately, Don's leukemia didn't get that message. The doctors told us he had about two months to live.

In desperation, I made calls to Baylor, and I spoke with **Barbara Reasonover** who helped get Don into the care of **Dr. Joseph Fay**. If it weren't for Barbara, my husband would not be alive today.

Dr. Fay told us that Baylor had just begun doing experimental transplants on older patients. He said that the odds for success weren't great, but that Don's odds at the moment were zero. Dr. Fay did the transplant within 30 days.

Last August, we celebrated Don's 70th birthday. Seven years later, Don isn't just better, he is GOOD!

Dr. Fay has been unrelenting in his care for Don. The entire transplant team has always been totally responsive, regardless of the hour. The doctors all listen to the patients and their families and give serious consideration to their feelings, observations and questions.

Each year we make a contribution to Dr. Fay's research fund. We are thankful for Baylor's commitment to excellence.

Sincerely,

Linda Barnett

Donor family visits Women's Imaging Center

DURING THE 2007 CELEBRATING WOMEN CAMPAIGN, **L. Frank Pitts** and the **William A. Custard family** generously donated a gift in memory of **Mary Martha Pitts** to support the Darlene G. Cass Women's Imaging Center at Baylor University Medical Center at Dallas.

This year, on June 29, Frank Pitts and daughter **Linda Custard** visited the imaging center waiting room to view a recently installed plaque honoring their late wife and mother.

Featuring verses from Lord Byron's poem, "She Walks in Beauty Like the Night," the plaque commemorates Mary Martha Pitts' life and contributions. Martha, who served as the president of volunteer services at Baylor University Medical Center, passed away in 1993 after battling cancer.

"It was very meaningful to have Frank and Linda visit the plaque honoring Martha in the Darlene G. Cass Women's Imaging Center. Their contribution helped make the center possible," said Rowland K. Robinson, president of the Baylor Health Care System Foundation.

Known for their philanthropy and dedicated volunteerism, the Pitts and Custard families



L. Frank Pitts and Linda Custard

continue to impact the Dallas community through their generous contributions. Frank was a founding member of Baylor Health Care Foundation Board of Directors and continues to be a strong advocate for the hospital and its initiatives. At 97, he still plays an active role in the oil and gas company that he founded, **Pitts Oil Company**. His daughter and son-in-law, **Linda and Bill Custard**, operate **Dallas Production, Inc.**

For more information about supporting Baylor's breast cancer initiatives, contact Kali Bailey at 214.820.2705 or thetorch@BaylorHealth.edu.

FOCUS ON RESEARCH

Aquatic exercise research aids breast cancer patients

BAYLOR'S COMMITMENT TO RESEARCH FOR PATIENTS does not end in the laboratory. A study led by **Michael Grant, M.D.**, examines the effectiveness of aquatic exercise therapy for breast cancer patients suffering from lymphedema, a condition characterized by inflammation of a limb due to an excess collection of tissues and fluids. Approximately 15 to 20 percent of breast cancer survivors develop lymphedema as a result of their cancer treatments.

Dr. Grant recognizes the importance of helping patients overcome the secondary issues related to their breast cancer. He explained, "As medical advances help extend the lives of breast cancer

survivors, we must address the physical and emotional hardships associated with treatment."

Dr. Grant has recruited a number of qualified patients to participate in the study free of charge. In the study, each participant attends 12 one-hour aquatic exercise sessions at the Baylor Tom Landry Fitness Center in Dallas. Some patients have completed the program, and the outcomes have been promising.



The effectiveness of aquatic therapy is based on the idea that water pressure helps compress the swollen limb and aids the movement of blood and fluids. In addition, water exercises relax muscles, decrease impact on joints and promote deep breathing, which collectively decrease pain and allow participants to have better exercise experiences. Although the study is in its pilot stage, Dr. Grant is hopeful for its future. "This pilot study is vital and could enable many patients to benefit from aquatic therapy," said Dr. Grant.

For more information about supporting Foundation breast cancer initiatives, contact Kali Bailey at 214.820.2705 or thetorch@BaylorHealth.edu.

2008 CELEBRATING WOMEN HONOREES

CIRCLE OF CARE RECIPIENT

SHERON C. PATTERSON, is the senior pastor of **Highland Hills United Methodist Church** in Dallas. In May 2007, Sheron was diagnosed with early-stage breast cancer. She chose to have a double mastectomy and reconstructive surgery.



Sheron Patterson

Through her faith and courage, Sheron transformed a personal challenge into powerful outreach and advocacy for breast cancer awareness. She created the Patterson Pledge, a four-step promise to stay healthy, and has launched programs that provide free mammograms and reconstructive surgery for low-income women and women of color. She also recently led a Habitat for Humanity project for breast cancer survivors to build a house together.

Sheron truly leads by example, encouraging women to take care of themselves so that they may, in turn, help others.

HONORARY CO-CHAIRS

MARILYN AUGUR and her daughters, **Margaret Hancock, Ann Hardaway and Elizabeth Taylor**, are this year's honorary chairmen of the annual **Celebrating Women** luncheon. They



Marilyn Augur and Ann Hardaway

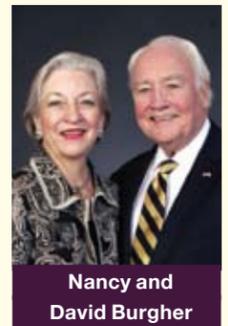
are delighted to be given this opportunity to raise awareness of breast cancer and to help support breast cancer services for women in need.

Marilyn and her daughters are active volunteers and philanthropists. Their dedication is evident in the work of the **Marilyn Augur Family Foundation**, which funds nonprofits that provide services for those who are economically, physically, emotionally and/or spiritually needy.

Through the strength of their faith and their commitment to those most in need, Marilyn and her daughters exemplify the "Golden Rule."

CIRCLE OF CARE RECIPIENTS

FOR MANY YEARS, **DAVID AND NANCY BURGHER** have served as mentors to local children, inviting them to their home two or three times a month, providing spiritual guidance and preparing them to meet life's challenges by building a strong faith in God.



Nancy and David Burgher

In 2003, Nancy was given a daunting breast cancer diagnosis, but with the care of **Michael Grant, M.D.**, at Baylor University Medical Center at Dallas, she proved a formidable opponent to the disease. She is currently celebrating her fifth year of survival.

David has provided comfort to individuals by creating a tradition of visiting patients in need of company and solace at Baylor Dallas. Together, the Burghers are pillars of a caring community.

An interview with Celebrating Women keynote speaker Geralyn Lucas

GERALYN LUCAS is the keynote speaker of the 2008 **Celebrating Women** luncheon. She wrote the autobiography, *Why I Wore Lipstick to My Mastectomy*, which was the basis for an Emmy Award-nominated Lifetime movie by the same title.



Geralyn Lucas

Q: When did you discover you had breast cancer?

I was 27 – newly married, at the start of my career, and dreaming of having children. Then I discovered a lump in my breast, and all of my new beginnings seemed to come to a dead end.

I was faced with aggressive breast cancer, a double-mastectomy and months of debilitating chemotherapy. It was not only a physical struggle, but a very emotional one – for me and those who surrounded me.

Q: Was it difficult to stay positive?

Some say that having breast cancer is a blessing, and I believe it. I found angels, like a passionate taxi cab driver who had survived testicular cancer; he showed me what it truly means to thrive and to appreciate what God has given us. I'm so grateful I can pass this help on to the women who call me, terrified with their own diagnosis of cancer, and to the beautiful women who are gracious enough to hear my tale and share their own.

Q: Why was lipstick your "secret weapon?"

Breast cancer did not just affect my body – it affected my relationship with the world. I did

not want to accept the fate of becoming physically weak, pitied or secluded from others' happy occasions. I used lipstick as a metaphor for my fight to stay beautiful, vibrant and relevant, and a source of optimism for those around me.

Q: What has your life brought you since your ordeal?

My proudest achievement is being a mother of two girls, after being told that I would never be able to have children. My oldest, Skye, wants to be an oncologist when she grows up so she can help others. Her name refers to the mantra that helped me through my crisis, and still gives me strength today: "I am the sky and nothing can stick to me."

For more information about attending and sponsoring the Celebrating Women luncheon, contact Kali Bailey at 214.820.2705 or e-mail thetorch@BaylorHealth.edu.

Foundation celebrates 30th anniversary

Continued from Page 1



1978 Foundation Board Reunion: Front row: Dr. Leonard Riggs, Dr. George Boswell, Dewey Presley, L. Frank Pitts, Lindalyn Adams and Dr. Perry Gross; Back row: Rowland K. Robinson, Dr. Merrick Reese, Fred Roach, Dr. Richard Collier, Joel Allison, Dr. Harold C. Urschel, Jr., Richard Hart and Rex Jobe

in Dallas,” recalled Frank. “The leaders of Dallas came together to inaugurate the effort: upstanding individuals like **Herman Lay, Charles Prothro** and **A. Webb Roberts.**”

“Every time we’ve gone to the public for funds, we’ve always raised more money than we asked for. That’s because the people and the business leadership of this city have confidence in Baylor,” Dewey once stated.

The Foundation was also buoyed by early support from the medical community. **Leonard Riggs, Jr., M.D.,** and **Perry Gross, M.D.,** were among the first physicians to demonstrate the medical community’s connection to the Foundation.

Furthermore, Baylor was embraced in the community through the efforts of individuals like **Lindalyn Adams**, one of four women on the Foundation’s first Board of Directors. With a vast social network and a compassionate heart, Lindalyn became one of the most prominent advocates of Baylor in Dallas.

The Foundation credits much of its success to the unyielding dedication and support of the charter members of the Foundation’s first board of directors, many of whom are still active donors and volunteers at Baylor.

“Baylor is as exciting today as it was then,” said L. Frank Pitts. Last year, Frank and his family

made a significant donation to the Darlene G. Cass Women’s Imaging Center at Baylor in honor of Frank’s late wife, **Mary Martha Pitts.** “I am proud to support my family legacy at Baylor. The progressive imaging center is set to make an impact on breast cancer survival rates in Dallas.”

Today, Dr. Riggs is the chairman of the same board that he helped set in motion. He was instrumental in the \$11 million campaign for the new Riggs

Emergency Department at Baylor University Medical Center.

Dr. Gross continues to serve as a role model for the medical community’s commitment to the Foundation. He now is part of the Foundation as a physician liaison to the medical staff.

Lindalyn Adams’ connection to the organization grew stronger when she was treated for breast cancer at Baylor. She now leads and



Frank Pitts and Omar Harvey

provides inspiration for the *Celebrating Women* breast cancer campaign each year.

“Because of the extraordinary devotion of the original Foundation board members, as well as that of loyal supporters for whom many of our buildings and programs are named, we have made amazing progress in the past 30 years. But, we are just getting started,” said Foundation president Rowland K. Robinson. “Over one-third of the Foundation’s contributions to Baylor have been made in the past six years alone. As we look toward the future, we anticipate having many more success stories to tell.”

This is the first article in a four-part series that will focus on the contributions of the individuals who have built a legacy at Baylor through the Baylor Health Care System Foundation and those who are carrying on the philanthropic tradition.

Baylor Health Care System Foundation Board of Directors, 1978

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Mr. Ernest Blank
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Mrs. Gail Crawford
Mr. Richard Hart
Mr. Omar Harvey
Mr. Rex Jobe
Mr. Darrell Lafitte
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Mr. Joe Musolino
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Mr. Boone Powell, Sr.

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GIFT PLANNING

The Boone Powell, Sr. Society for gift planning

AS PART OF THE 30TH ANNIVERSARY of its founding, Baylor Health Care System Foundation is proud to rename its 20-year-old gift planning society in honor of **Boone Powell, Sr.,** the visionary behind the creation of the Foundation.

One of our most beloved CEOs, Boone was a pivotal leader during his almost 30 years at Baylor Health Care System. “He sees himself helping Baylor fulfill its destiny,” said an associate of Boone’s during his tenure as system chief. Boone was a firm proponent of the power of philanthropy to fuel the non-profit’s mission.

Boone strongly impacted Baylor through his legacy of philanthropy. Similarly, each gift planning donor shapes the direction of our health care system with his or her legacy. These individuals have become partners with Baylor in its vision to provide safe, quality, compassionate

health care, today and for future generations.

The Boone Powell, Sr. Society will honor those who have made commitments to Baylor from their estate plans, with membership benefits that have been expanded. If you have not notified Baylor of your gift planning arrangement, we would like to honor you if you have:

- Left a bequest to Baylor in your will
- Named Baylor as beneficiary of a life insurance policy, IRA or other retirement plan
- Named Baylor as a beneficiary through a charitable trust, gift annuity or other gift planning arrangement

If you have questions about making a gift from your estate, or would like more information about the Boone Powell, Sr. Society, please contact Cynthia Krause, Vice President of Gift Planning, at 214.820.3136 or e-mail thetorch@BaylorHealth.edu.

BOONE POWELL, SR. SOCIETY MEMBERSHIP BENEFITS

New and existing **Boone Powell, Sr. Society** members receive:

- Exclusive invitations to lectures and seminars by physicians
- Timely information, tips and professional gift planning counsel from the Office of Gift Planning
- Recognition in a prominent space in the hospital, in Baylor publications and at special events honoring **Boone Powell, Sr. Society** members

Torchbearers focus on advanced care for women with high-risk pregnancies

SINCE ITS INCEPTION IN 2003, *Torchbearers* has raised more than \$500,000 in support of the Baylor Health Care System by engaging the next generation of philanthropists in an annual giving campaign for a specific area of care within Baylor.

In 2008, Torchbearers targeted its fundraising to provide advanced care for women with high-risk pregnancies at the new Fetal Care Center at Baylor University Medical Center at Dallas.

"We have been so fortunate this year to have the participation of passionate donors who care about saving the lives of high-risk mothers and children," said 2008 campaign co-chair

Ann Whitley Wood.

"We continue to press forward toward our goal of \$250,000 for this campaign, and the finish line is coming into view," added 2008 campaign co-chair **Mike Nolan.**

In the coming year, Torchbearers will expand its outreach and programming by adding more opportunities for interaction, education and recognition for young philanthropists who are committed to Baylor and making a difference in health care.

To support the 2008 Torchbearers campaign and to learn more about Torchbearers, please contact 214.820.3136 or e-mail thetorch@BaylorHealth.edu.

Baylor Health Care System has received accolades from several members of Congress as the sole national winner of the 15th annual NQF National Healthcare Award. Below is one example of the recognition Baylor has received for its achievement and for its personal impact.

Congress of the United States
House of Representatives
Washington, DC 20545

Kay Granger
Twelfth District, Texas

April 30, 2008

Dear Mr. Allison,

I was pleased to hear that the National Quality Forum selected Baylor Health Care System as the 15th winner of the 2008 National Quality Healthcare Award.

My daughter recently spent 6 weeks as a patient at Baylor. She had a high-risk pregnancy, and received excellent care prior to her delivery. She delivered two healthy baby boys about 5 weeks after she entered the hospital. After she left the hospital, the twins stayed in the neo-natal intensive care unit for a couple of weeks. The nurses, doctors and all the staff at Baylor were wonderful during her stay.

I can say from personal experience that Baylor is truly an exemplary health care organization, and I am so pleased that you have been recognized for your work by the National Quality Forum. Congratulations on your selection for this prestigious award.

Sincerely,

Kay Granger
Member of Congress

For more information about supporting maternal fetal medicine and the NICU at Baylor, please contact Betsy Ferguson at 214.820.2681 or thetorch@BaylorHealth.edu.



*From the
Chairman*

Donors to a non-profit organization often resemble shareholders, with name plaques instead of stock certificates. As the non-profit increases its success, the value of the donor's connection to the organization increases – through the pride we all share in creating a winner.

Recently, the National Quality Forum presented Baylor with the **National Quality Healthcare Award** in recognition of Baylor's exemplary patient care. Janet Corrigan, Ph.D., M.B.A., president of the National Quality Forum, noted, "Baylor went the extra mile – and we expect they will keep doing so. We hope this award and their example encourages others to do the same."

National honors such as this award and the recent *U.S. News & World Report* rankings are earned through the countless hours given by dedicated individuals at Baylor to improve the quality of health care delivered to our patients. Moreover, these awards recognize the role of those people throughout the community who believe in Baylor and support its mission.

Baylor has great aspirations for providing advanced treatment, innovative clinical research opportunities and care for the community – but it depends upon the support of the community to do so. These quality awards are a nod to each person who has attended a function to support Baylor's initiatives, taken the time to learn more about Baylor's dreams, and provided the passion needed to fund its non-profit mission with success.

It is gratifying to see how the charitable investments given to Baylor are paying off... and how they further our commitment to new initiatives that will generate even larger returns to patients and to the community.

Leonard Riggs, Jr. M.D.

Leonard M. Riggs, Jr., M.D.
Chairman, Board of Directors
Baylor Health Care System Foundation

Wayne family hosts informational dinner about Palliative Care services

BOARD MEMBERS AND FRIENDS OF Baylor Health Care System Foundation gathered on May 29 at the home of Ernestine Wayne to learn about the expansion of Palliative Care services at Baylor Health Care System.

Robert L. Fine, M.D. and his palliative care team shared personal stories of patients and their families struggling to deal with advanced, life-limiting illnesses.

"We help patients and their families manage depression, grief, and anxiety in the face of chronic illness. We can also play an important role in advanced care planning," said Dr. Fine.

"Palliative Care at Baylor is a hidden treasure in this community," said **Sue Wayne Strauss**, a Foundation Board member. "My family and I want to make sure that people know about palliative care, and how they can help us expand these services at Baylor."



Ernestine Wayne and Cynthia Krause

Continuing a 20-year tradition of providing specialized care for patients facing the last chapter of their lives, Baylor has committed \$3 million to the construction of a palliative care inpatient unit as part of the new cancer center at Baylor.

For more information on how you can support Palliative Care services at Baylor, contact Cynthia Krause at 214.820.7928 or at thetorch@BaylorHealth.edu.



Dr. Robert Fine and Palliative Care nurse Min Patel

Employee Giving Campaign surpasses goal by \$135,000

EVERY YEAR, Baylor Health Care System employees join together to support the annual *Employee Giving Campaign*. This year, employee giving well exceeded the annual fundraising goal, demonstrating the dedication to charitable acts that defines Baylor.

"The gifts employees give send a profound message to the community that Baylor employees not only work here, but they also are personally committed to our mission," said Rowland K. Robinson, president of the Baylor Health Care System Foundation. "Employees joined together this year in an unprecedented way, and their remarkable annual giving record is a testament to them and the culture of philanthropy at Baylor."

Each hospital picks specific areas of focus to support in the Employee Giving Campaign. This year, one of the areas employees at Baylor University Medical Center chose to support was the *Employee Assistance Trust Fund*. This hit close to the heart of one Baylor employee. Below,

BAYLOR HEALTH CARE SYSTEM FOUNDATION EMPLOYEE GIVING CAMPAIGN

FACTS

- Baylor Health Care System employees raised more than \$735,000, well exceeding this year's goal of \$600,000.
- Employees from the Dallas, Garland, Grapevine, Plano and Waxahachie campuses participated in the annual giving campaign.
- The funds raised by the employee giving campaign support graduate medical education, nursing education, Our Children's House feeding program and the Employee Assistance Trust Fund.

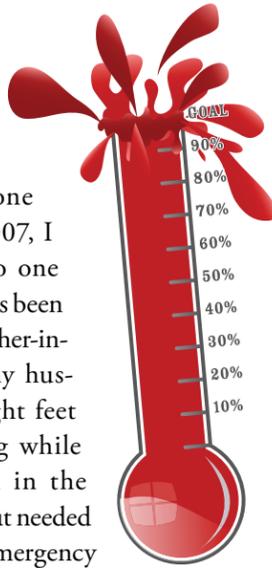
she shares what it means to support the Baylor Health Care System on a personal level.

"When the phone rang on May 17, 2007, I heard the words no one wants to hear: 'There's been an accident.' My mother-in-law told me that my husband had fallen eight feet through our ceiling while blowing insulation in the attic. He was okay, but needed to be taken to the emergency department at Baylor Garland. X-rays showed he had broken his heel bone, but the extent of the damage was unknown and would require a specialist opinion. Thus began our year-long journey before my husband was completely healed.

Thanks to the wonderful care he received from **James Brodsky, M.D.**, and his physician's assistant, **Lynn McDonough**, my husband recovered and didn't require surgery.

However, financial concerns quickly mounted since my husband is self-employed and would not be able to work for months, not to mention the medical bills that would be pouring in. I was familiar with the Baylor Employee Assistance Fund, but did not consider applying until my boss convinced me that's exactly what it is there for.

An enormous burden was taken off our shoulders when we were granted assistance by the Baylor Employee Assistance Fund. This year, giving back to the fund through the Employee Giving Campaign was especially significant to me, because my family and I have experienced its benefits. It is a wonderful program Baylor offers its employees in time of need."



CELEBRATING WOMEN


Celebrating Women

PRESENTED BY



REPRESENTATIVES FROM TOM THUMB, the *Celebrating Women* 2008 Presenting Sponsor, recently visited the Baylor Health Care System Foundation to present a check for \$100,000 in support of the Celebrating Women Luncheon. Tom Thumb has served as Presenting Sponsor of Celebrating Women for four consecutive years. A donor plaque hangs in the Darlene G. Cass Women's Imaging Center in recognition of Tom Thumb's significant contributions to Baylor.

The Wachovia Foundation, a private foundation that is funded annually by Wachovia Corporation, is the 2008 Celebrating Women Patron Party Sponsor.



Joel Allison, Connie Yates, Camille Grimes and Rowland K. Robinson

GRAND ROUNDS



PRESENTED BY

 **BANK OF TEXAS** N.A.

HOLE IN ONE

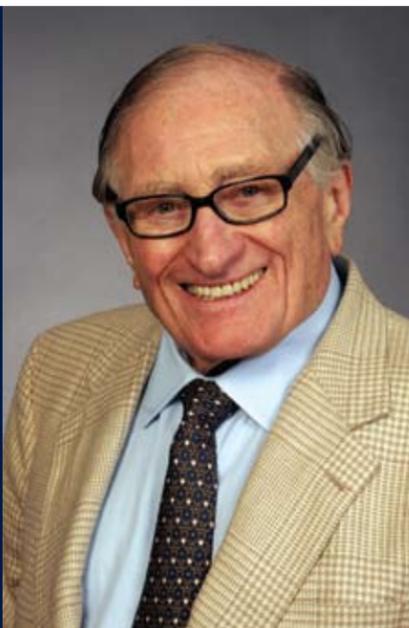
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MOTOR CARS**

MEET THE STAFF



THE BAYLOR HEALTH CARE SYSTEM FOUNDATION is delighted to welcome **Perry Gross, M.D.**, to the Foundation staff. Dr. Gross will consult with leading physicians at Baylor University Medical Center at Dallas to determine significant fundraising needs, which, in turn, will drive the Foundation's fundraising agenda.

Since joining the medical staffs at Baylor Dallas and St. Paul Hospital in 1952, Dr. Gross has led a long and distinguished career as a family practice physician. He served as chief of general practice at St. Paul from 1954 to 1978, and as the chief of the Department of Family Practice at Baylor Dallas from 1974 until 2007. He was also chairman of the medical board. Dr. Gross was honored in 2005 when **Ms. Linda W. Hart and Mr. Milledge A. Hart III** established the **Perry E. Gross, M.D., Chair of Family Medicine** at Baylor Dallas.

Throughout his career, Dr. Gross has been actively involved in the American Academy of Family Physicians and the Texas Academy of Family Physicians. He also is a past president of the Dallas Academy of Family Physicians.

Dr. Gross has been very active in the Dallas community, from volunteer service with several nonprofit organizations to presenting a series of health-related lectures at Southern Methodist University. In addition, he is credited for his integral role in the formation of Dallas' Suicide and Crisis Center.

Dr. Gross is an avid reader and, at 82, still loves a good tennis match. He and his wife, Harriet, reside in Dallas, and have three children and five grandchildren.

To learn more about any of the Baylor Health Care System Foundation initiatives, contact the Foundation at 214.820.3136 or e-mail thetorch@BaylorHealth.edu. Write to us at 3600 Gaston Avenue, Barnett Tower Suite 100, Dallas, TX 75246-1800.